



To: Interested Parties
From: Dee Duncan, President, RSLC PAC
Jessica Anderson, President, SAF
Brendon DelToro, Chief Strategist, Keystone Renewal PAC
Date: August 23, 2024
Re: Pennsylvania Mail-In Ballot Program | August Update

Skip the Line PA Update: August

Since launching this [historic vote-by-mail initiative](#) in Pennsylvania, our mission has been clear: to secure over 200,000 new Republican vote-by-mail voters (including those who have never voted before) in the 2024 election cycle to help Republicans win up-and-down the ballot. Thanks to our strategic investments during the primary election and sustained efforts throughout the summer, we are well on our way, having added nearly 70,000 voters to the permanent vote-by-mail list, with over 45,000 of these additions occurring post-primary. Most notably, nearly half of these new sign-ups have come from low-propensity voters, and almost 25% from those who had not voted in the previous four elections.

Republicans in Pennsylvania have already generated more than 265,000 total vote-by-mail requests. To put this in perspective, going into election day in 2022, Republicans only produced around 280,000 total vote-by-mail voters. As we ramp up this effort in September and October, our priority is to continue generating vote-by-mail requests and educating Republican voters about the convenience, security, and ease of voting by mail ahead of November. In addition to promoting mail-in voting, we will maintain our outreach to low-propensity voters and Republicans who have never voted before, emphasizing the critical importance of their participation in this pivotal election.

Investment and Key Metrics

Over 175,000 of our target universe voters have requested a vote-by-mail ballot with nearly 52,000 joining the permanent list. This is an over performance of 400% compared to the Election Day only target voters. We continue to make significant progress in our voter contact efforts this cycle; to date we have knocked on over 327,000 doors and sent nearly three million VBM push mail pieces. Our campaign in the Commonwealth has generated over 71,000,000 impressions and over 275,000 clicks. Finally, SkipTheLinePA.com, our website that offers voters the opportunity to join the mail-in voting list for 2024, has received 215,000 pageviews from 155,000 unique visitors.

Key Takeaways

Our goal for the general election hasn't changed: We must continue to target low-propensity voters to get them off the sidelines and vote, and we need to increase the Republican share of the overall vote-by-mail vote total in order to chip away at the Democrat mail-in voting advantage. We will continue working toward securing over 200,000 vote-by-mail voters; to date we have produced enough new vote-by-mail ballot requests, putting us over 30% of our goal. We anticipate that approximately 6.78 million voters from both parties will cast their ballots in Pennsylvania. For us to secure victory in November, our side needs to secure roughly 3.4 million of those votes. Looking at the 2020 election, we lost by about 80,000 votes. It's clear that reaching our vote-by-mail goal could be a decisive factor in the outcome of November's election considering the 2020 Presidential election was determined by less than 100,000 votes in the Keystone state.



Our success relies heavily on the active participation and support from local Republicans and allied organizations. Despite election day being only a few months away, we are still in the early stages of our program which is designed to peak in September and October. We are also confident that this election will see a record number of Republicans embracing mail-in voting. The primary election and our efforts over the summer confirmed that our strategy is effective, with growing acceptance of mail-in voting among Republicans in Pennsylvania. Our strategic early investment has positioned us strongly for the final months of this campaign, and it is our mission to build on this momentum and secure victory in what may be the most crucial election of our lifetime this November.