

How the Planned Parenthood Virginia PAC helped turn Virginia blue in 2019

Learn how Mobilize can amplify your organizing efforts and supercharge your impact on relevant policy.



Photo credit: plannedparenthood.org

50%

confirmed their attendance through Mobilize

300

volunteers took 756 actions

5x

higher turnout than in the 2017 election



ABOUT THE ORGANIZATION

PPAV educates and lobbies on behalf of all people's health and works to elect candidates who support sexual health education and the full range of reproductive health care.

ORGANIZATION TYPE

Nonprofit

WEBSITE

plannedparenthood.org

EVENTS

mobilize.us/ppava

Background

The Planned Parenthood Virginia PAC (PPVA), an affiliate of Planned Parenthood, “envisions a future where there is universal understanding and support for the right of each person to responsibly manage their sexual and reproductive health.” PPVA collaborates with the organizations, elected officials, and policy makers in power to create laws and funding aligned with this vision. Because Virginia has an election every year, PPVA is constantly promoting like-minded campaigns and assembling other organizations to do the same.

The challenge

Prior to using Mobilize, PPVA was using a proprietary tool for volunteer organizing, and while it was consistent across all Planned Parenthood affiliates, it was cumbersome and lacking in capabilities. They joined Mobilize in late 2019 to test it on the midterm elections.

The solution

PPVA saw immediate benefits of switching to Mobilize. They were live on the platform quickly, with no implementation delay. Its ease of use gave organizers time to actually organize, instead of doing administrative tasks that Mobilize now automated. For supporters who signed up for an event, 50% confirmed their attendance through Mobilize, providing organizers valuable data and alleviating them from manual follow-ups. The switch to Mobilize also impacted engagement, increasing signup rates and overall turnout.

In the 2019 election, PPVA worked with the Democratic Party of Virginia (DPVA) and other organizations to get out the vote across the state, helping to turn Virginia blue for the first time in 26 years. Through Mobilize's promotions tool, they were able to select mission-aligned events and amplify their exposure. In the 2.5 months leading up to the election, PPVA drove 300 volunteers to take 756 actions. Overall, the DPVA saw 5x higher turnout than in the 2017 election, thanks in part to PPVA.

Results

By freeing up their organizing team in Virginia, increasing engagement rates, and successfully supporting the Democratic Party of Virginia, Mobilize proved its ability to amplify their organizing efforts and supercharge their impact on relevant policy.