



2024 Investment Priorities to Restore A Nation Under God

My Faith Votes has prioritized the following initiatives for 2024 to activate more than 400,000 Christians in key states to vote biblically and determine the outcomes in critical elections this year, restoring Godly principles to our nation. With your support, we can raise \$4.8M by June 30 and fully fund these initiatives.

Initiative 1: Targeted Digital Ads:

\$4.45 Million

We will send targeted personalized digital ads to 2.9M households in Arizona, Georgia, and Wisconsin, reaching non-voting Christian conservatives that we have identified. This proven campaign aims to activate 440,000 additional votes (people who otherwise will not vote), potentially tipping the scales in these critical states with 37 electoral votes and 2 Senate seats. Below is a table of our modeled impact:

	2020 Margin #	2020 Margin %	XVoters Needed to be Reached in 2024	Cost Digital Ads	XVotes Activated to Vote in 2024 for 3% Margin*	Electoral Votes	Senate Seats
AZ	10,457	0.31%	865,486	\$ 1,298,230	128,092	11	1
GA	11,779	0.24%	1,278,095	\$ 1,917,142	189,158	16	-
WI	20,682	0.63%	826,189	\$ 1,239,284	122,276	10	1
	42,918	0.44%	2,969,770	\$ 4,454,655	439,526	37	2

*XVotes = Christian Votes

Initiative 2: Write Now Campaign:

\$163,000

Our letter-writing campaign has proven to increase Christian voter turnout by 9 percentage points. This year, we aim to automate the online ordering process for volunteers and heavily market the program in order to double participation and reach 500,000 non-voting Christian conservatives with personalized letters, encouraging them to vote.

Initiative 3: Think Biblically:

\$230,000

We are producing a small group video series for churches, helping Christians stand firm on key cultural and political issues when they enter the polling booth. This series is taught by respected Christian leaders and aims to address the lack of engagement by churches on these critical issues that influence votes. Our plan is to market and distribute this nationally.

Our digital campaign alone has the potential to determine the outcome of the Presidential election.

Meeting these financial goals as quickly as possible empowers us to optimally deploy those resources to that end. Your support will help us achieve these goals and make a difference in the upcoming elections. Together, we can ensure Christian conservative values are represented in our nation's leadership.

The importance of this election year cannot be overstated. It requires all of us to do our part. Yes, to vote, and yes, to give as the Lord leads. Most importantly, to pray. As John Quincy Adams famously said, "Duty is ours, results our God's."

To support My Faith Votes, contact Luke Layow at luke.layow@myfaithvotes.org