

When They Go Low, WE FIGHT BACK

2025 Impact Report



SEED THE  VOTE

WIN ELECTIONS, BUILD OUR MOVEMENTS

In 2025, they went low.

2025 saw Trump and MAGA Republicans waging war on our communities - kidnapping our immigrant neighbors, slashing health care and food benefits, cutting funds for public education, attacking our LGBTQ+ communities, and sending troops into our cities. At the same time, they've been working to cement their march towards authoritarianism by undermining our entire electoral system, and threatening our ability to win back control of Congress in 2026 and the Presidency in 2028.

In two critical cases in 2025 - Wisconsin & Texas - MAGA Republicans tried to advance different strategies to limit our ability to campaign on a fair playing field. While the 2026 midterm & 2028 Presidential elections present a critical opportunity to gain enough power at the federal level to block Trump's attacks on our communities, their moves directly threatened our ability to win these elections.

In Wisconsin, Elon Musk spent \$23 million trying to influence the election of a key state Supreme Court seat that will be consequential in certifying future elections. In Texas, Republicans made an unprecedented power grab to steal congressional seats and rig the 2026 election before voting even begins. They redistricted to heavily favor Republicans in a blatant effort to tilt the balance in their favor for the 2026 midterms. MAGA and Trump are making it clear: They want to steal control of our federal government regardless of how the people vote.

But you fought back. And WON!



In Wisconsin:

You helped win the first major 2025 election victory and beat Elon Musk's \$23 million.

Together with our partners at the Wisconsin Working Families Party (WFP), we won April 2025's state Supreme Court race despite Musk sinking millions into the MAGA candidate's campaign.

In just 12 days of door knocking, we completed 268 shifts (1 shift = 8 hours), knocked 5,971 doors, and had 2,755 conversations to elect Susan Crawford to the Wisconsin Supreme Court. With Seed the Vote's support, our partner WFP talked to the most voters of any group in Wisconsin, outside of the candidate's campaign.

This meant that we **preserved the liberal majority on the Court**, ensuring that it could certify future federal election results, protect abortion rights and worker protections, and preserve new fairly drawn maps for state legislative seats.

"When I knocked on Steven's door in the freezing rain, he didn't know much about the upcoming election. Turns out he was a bartender whose coworkers were at risk of ICE detention. This and reproductive rights were big concerns for him. We talked about Crawford's work protecting vulnerable communities and Planned Parenthood. He promised me that rain or shine, he'd get out to vote for Crawford!"

- Sarah, STV Volunteer

"Yvette was stomping out the door at her polling place. She was a Crawford supporter, but told us she didn't get to vote because they'd switched her polling station. As a caregiver, she didn't have time to go later in the day so she was upset that she wouldn't get to vote. I drove her to her correct polling location and then dropped her home. She was hella grateful and called her family to tell them to get out today to VOTE CRAWFORD!"

- Max, STV volunteer



In California:

In response to Texas Republicans' gerrymandering, **you helped us win Prop 50, the Election Rigging Response Act**, a legal, temporary, and effective tool to counter Republicans who aren't playing by the rules. This win will temporarily redraw California's legislative districts to **ensure that we can enter the 2026 midterms on an even playing field, setting us up to win back the House.**

With over 550 volunteer shifts in 15 counties, Seed the Vote knocked 16,846 doors, spoke to 6,538 voters, and identified 5,394 YES voters.

In the summer of 2025, you also helped us invest early in voter outreach in **Bakersfield, CA** - home to a House district that will be heavily contested in next year's midterm elections. In order to reach multiracial working-class voters, we trained dozens of phonebanking and doorknocking volunteers in deep canvassing. This method involves listening non-judgmentally to how people think about an issue, and has been proven by research to change people's minds. During a test canvass weekend in October 2025, our volunteers were able to **change the minds of nearly 40% of the voters they talked to.** We'll be continuing to invest in this program in the spring of 2026.

"I knocked the door of a 72-year old woman who - despite being a naturalized citizen - told me that she hadn't left her house for three months because she was too afraid of being kidnapped by ICE. She was so touched that I'd taken the time to come to her door that she started crying. We had a long heart-to-heart about how much we both wanted to stop Trump's racist, xenophobic attacks on our communities. By the time I left, we hugged, and she told me that she would leave the house for the first time to vote yes on Prop 50, because she wanted her voice to be heard." - Lisa



And we hope you'll keep joining us to win in 2026.

In 2026 we'll be fighting like hell for our communities and our democracy in the midterm elections. We're rolling out an ambitious strategy to elect progressive leaders in the primaries, and **win** control of the House & Senate in the fall 2026 midterm elections.

We plan to scale up to mobilize over 5,000 volunteers to reach hundreds of thousands of voters in the most critical elections in the country.

Join us.



Get updates

Visit our website and sign up for email updates at www.seedthevote.org.



Contact Us

To learn more about how to get involved, email info@seedthevote.org.



Donate

Visit www.seedthevote.org/donate or email info@seedthevote.org to learn the many ways you can give a contribution.





ABOUT US:

Seed the Vote recruits, trains and mobilizes thousands of volunteers from across the U.S. to help defeat the Right and grow people-powered movements for the long term. We partner with organizations rooted in working-class communities and communities of color in battleground states. These organizations are working year-round to build grassroots political power and win key elections.

Our goal is to contribute to the work of building a progressive movement that is capable of transforming U.S. politics in order to make much bigger wins—on climate, healthcare, housing, good jobs, immigration, policing, reproductive justice, and more—possible over the next decade.

OUR TRACK RECORD:

Since our founding in 2020, Seed the Vote has led 25 volunteer canvassing programs across 7 states over 4 election cycles, knocking almost $\frac{3}{4}$ of a million doors. We offer financial aid to cover the costs of travel & lodging for volunteers, to reduce barriers to doorknocking.

In 2020, we built a grassroots army that helped to defeat Trump. We recruited and trained over 9,000 volunteers to phone bank and door knock in key states. This included deploying 1,200 volunteers to canvass at the height of the pandemic in Arizona, Pennsylvania, and Georgia. That year, Seed the Vote helped frontline organizations meet their ambitious door-knocking goals, utilizing volunteers to reach voters in key swing states where Biden won by a very small margin of votes. In Arizona, for example, our volunteers knocked on 12,000 doors, helping local organizations turn out voters in a state where Biden won by just 10,000 votes.

In 2024, we prioritized in-person canvassing and quadrupled the number of canvassers from 2020. That year, we recruited & trained 5,000 canvassers to fill 16,000 shifts, and knocked 522,549 doors across six states alongside local partner organizations. We also signed up 1,470 volunteers to phonebank. We were proud to have contributed to four Senate and two House seat wins.