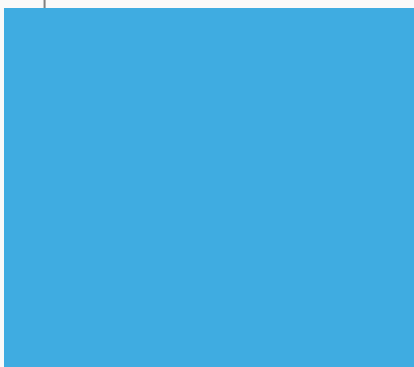


# Jewish Democratic Council of America

# 2024 YEAR IN REVIEW



The incredible community we've built at JDCA has a lot to be proud of in 2024. While we faced some devastating setbacks in this election, the Jewish vote held strong for Democrats despite an unprecedented GOP campaign targeting our community.

Our goal in 2024 was to ensure that Jewish voters continued to support Democrats, and we're proud to have played a role ensuring Republicans did not make significant inroads with Jewish voters in this election. With our efforts, 71% of Jewish voters supported Democrats this year, and 76% of JDCA's endorsed candidates won.

JDCA's election work began early this year, when we helped to flip a congressional seat in New York blue, mobilizing the nearly 80,000 Jewish voters in that district in support of Rep. Tom Suozzi. In the spring, we held candidate forums for Democrats in competitive primaries across the country. In May, we held our largest-ever National Leadership Summit with House Leader Jeffries, Senate Majority Leader Schumer, Second Gentleman Emhoff, and many others. In June and August, we successfully defeated two anti-Israel incumbents in Democratic primaries. At the Democratic National Convention, we were the political home for Jewish voters, ensuring the Democratic Party Platform represented our Jewish values and hosting over 8,000 people during our 13 events across four days in Chicago. And throughout the year, we ran an aggressive campaign to mobilize and engage Jewish voters in key swing states.

While we didn't win them all, we did win important elections – Elissa Slotkin in Michigan, Jacky Rosen in Nevada, Ruben Gallego in Arizona, and Tammy Baldwin in Wisconsin, who will be critical voices for Jewish values in the Senate. Jewish voters also played a decisive role in helping to defend or flip fourteen key House seats.

As we head into a second Trump term, JDCA will continue to provide community and opportunities for Jewish voters to mobilize, take action, and advocate. Donald Trump is a threat to our community, our security, our democracy, and our values, and we will not be silenced by someone who pledges to be a "dictator on day one." We'll fight Trump's attempts to roll back our rights, erode our democracy, and threaten our national security. We'll lay the groundwork for success in the 2025 Virginia and New Jersey gubernatorial elections and the 2026 midterms. As the political home and voice of Jewish voters, we'll continue to fight for our democracy, our rights, and our values.

We hope you will join us in recommitting to defending our values in 2025 and beyond, and we thank you for being a part of this movement. We're incredibly proud of the community we've built and what we accomplished together this year. Thank you for your support and partnership.

## **Halie Soifer**

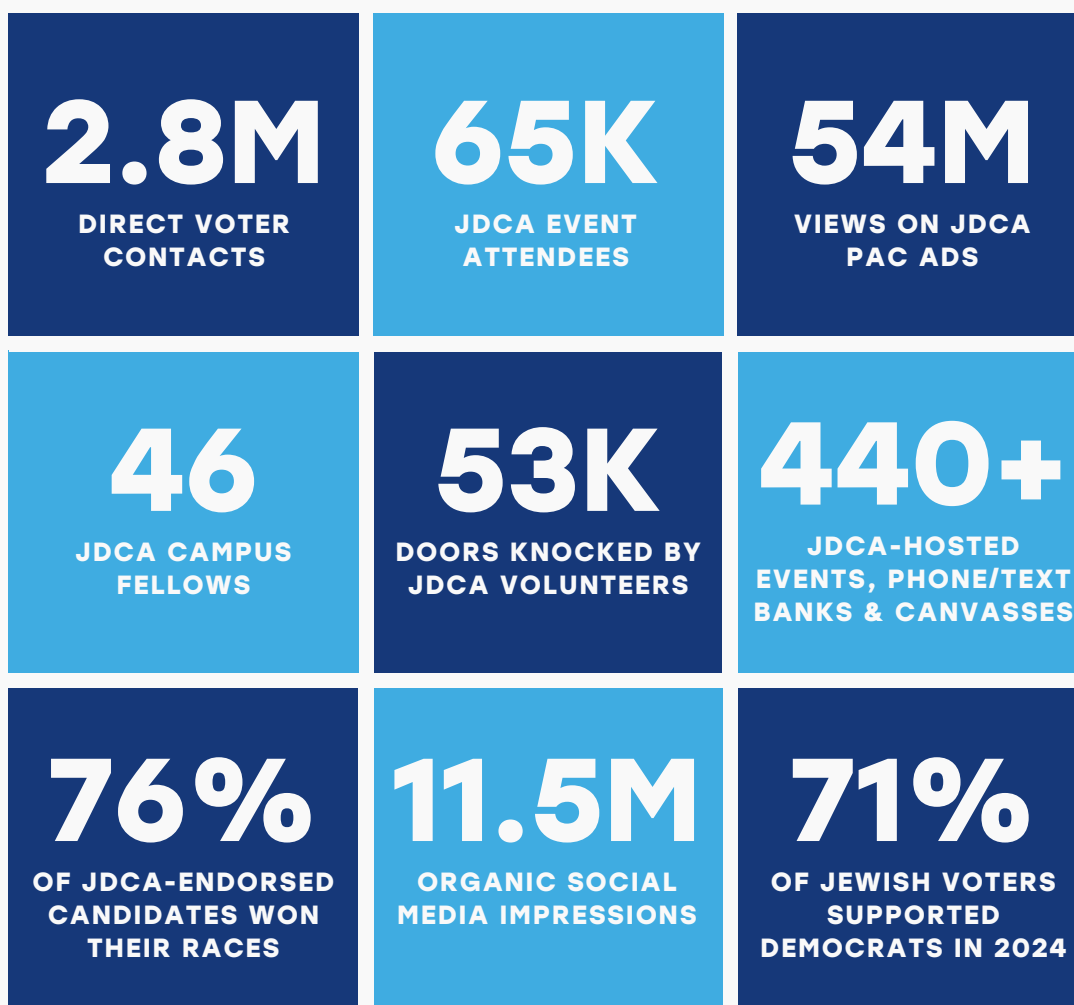
CEO, Jewish Democratic Council of America

## **Hon. Ron Klein**

Board Chair, Jewish Democratic Council of America

# 2024

## BY THE NUMBERS



Despite an unprecedented GOP campaign of disinformation targeting Jewish Americans, the Jewish vote held strong for Democrats, including in swing states like Pennsylvania.

The most methodologically sound polling of the Jewish vote indicates that **71% of Jewish voters supported Kamala Harris** and 26% supported Donald Trump nationwide; it was 75% vs. 23% in Pennsylvania. This is consistent with JDCA's October polling indicating that more than seven out of ten Jewish voters would support Harris and Democrats. Thanks to our efforts, they did.

# THE JEWISH VOTE

JDCA endorsed **147 candidates** across 122 House races, 21 Senate races, three gubernatorial races, and one presidential election. JDCA’s endorsees had a win rate of **76.2%**, and the Jewish vote delivered victories across the country in key Senate and House races.

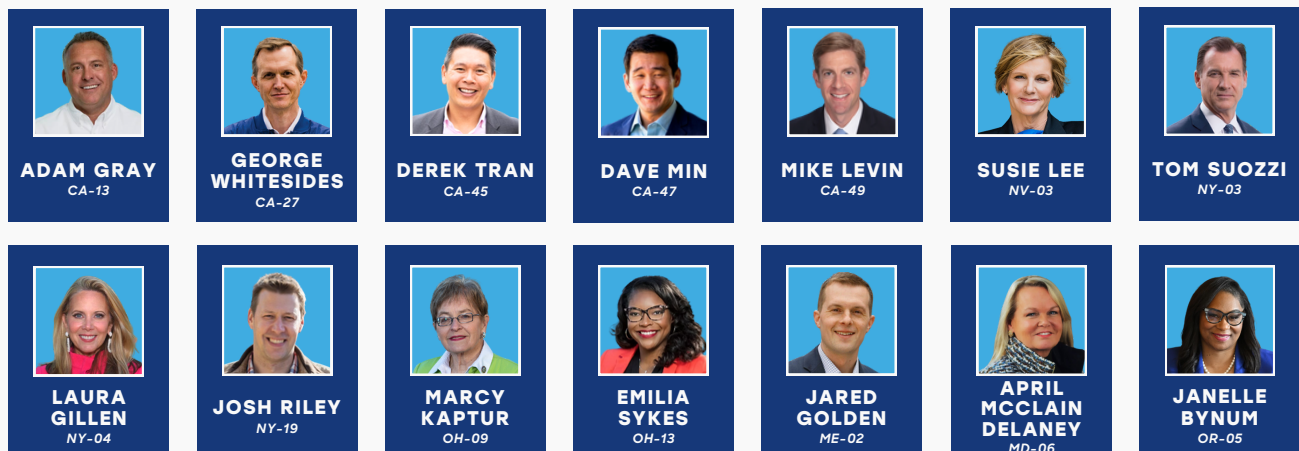
During the 2024 election cycle, JDCA Polling – a special project of JDCA – conducted two national polls. Our September 2024 national poll of Jewish voters and October 2024 battleground state poll of Jewish voters found that Harris led Trump by a 72% to 25% and 71% to 26% margin, respectively, in a direct matchup. Jewish Americans’ overwhelming support of Kamala Harris and Democrats held strong in November, helping to deliver victory in close House and Senate races where the Jewish population made the difference.

**There were 18 total congressional races – four Senate and 14 House – in which the Jewish population exceeded or made up nearly the entirety of the margin of victory for JDCA-endorsed and supported Democrats.**

In four Senate races, the Jewish vote was larger than the Democratic margin of victory. JDCA reached voters in these states through digital ad campaigns, print media, and direct voter contact.



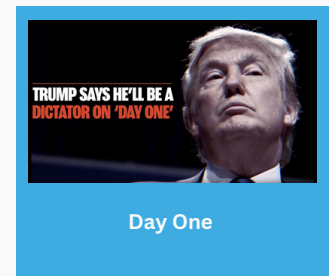
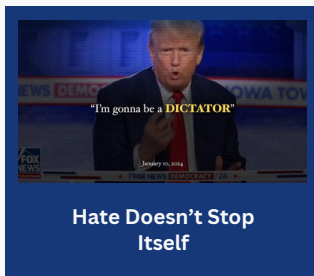
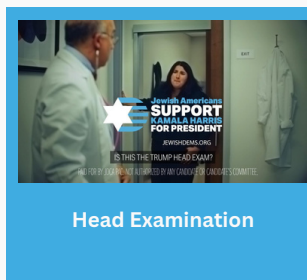
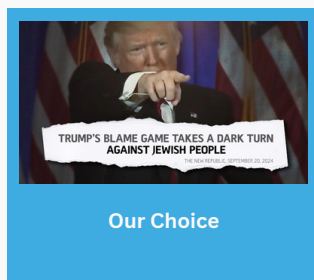
In 14 House races, Jewish voters were instrumental in securing Democratic victories. In ten of these races, the Jewish vote was larger than the Democratic margin of victory, and in four, it made up nearly the entirety of Democrats’ margins.



# JDCA PAC ADS

JDCA PAC produced **14 video ads** this cycle targeting Jewish voters in key districts and states. JDCA PAC developed ads that were designed to both define our endorsed candidates for Jewish voters and attack Republican candidates on the issues that matter most to Jewish Americans.

JDCA produced **eight national ads and six state-specific ads** in Senate races in key swing states: Arizona, Michigan, Nevada, Ohio, Pennsylvania, and Wisconsin.



JDCA PAC ads were seen **54 million times**. JDCA PAC also utilized new platforms to reach voters, including Connected TV (CTV, or streaming services), meaning that JDCA ads were seen on television screens in addition to OpenWeb and social media.

JDCA PAC also implemented static advertising online, on social media, and in Jewish print media publications in battleground states. We also utilized direct mail and canvas literature in key states such as Pennsylvania and Michigan.

**54M**

**JDCA PAC  
AD VIEWS**

**\$1.6M**

**SPENT ON ENDORSED  
CANDIDATES**

**14**

**JDCA PAC  
VIDEO ADS**

# JDCA OUTREACH

JDCA's outreach efforts were broader than ever before. Thanks to our **2,115** volunteers who completed **5,271** shifts, JDCA made over **2.8 million** direct voter contacts this cycle through door knocks, phone calls, and texts. This is an **increase of 1.2 million** JDCA direct voter contacts compared to 2022.

**2.8M**

**DIRECT VOTER  
CONTACTS**

**53K**

**DOORS KNOCKED BY  
JDCA VOLUNTEERS**

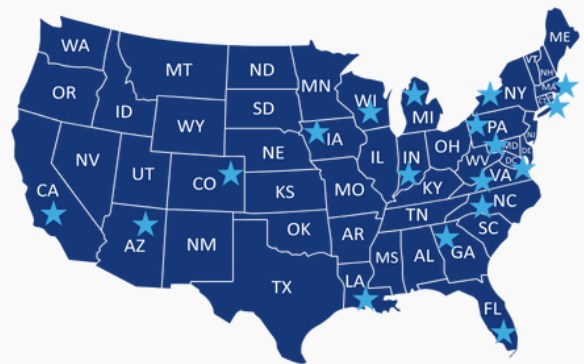
**46**

**JDCA CAMPUS  
FELLOWS**

JDCA's Campus Fellows Program was the largest to date, employing **46 fellows** across the country to mobilize their peers, support JDCA's advocacy priorities, make over **1.2 million** direct voter contacts, and get out younger and newly eligible voters for Democrats in the 2024 election, with a focus on college campuses.

## CAMPUS FELLOWS BY THE NUMBERS

- **1.29M** direct voter contacts in key battleground states
- **114** phone banking shifts in the final days of the election
- **55** events on campuses and in their communities



JDCA ran our first large-scale coordinated campaign operation, working directly with over **32 campaigns** in key races across the country, making direct voter contacts in **21 states**, and running our first volunteer canvassing program, which resulted in over **53,000 doors knocked**.



# JDCA IN THE PRESS

JDCA's media presence reached new heights this year. JDCA was mentioned in the press **640 times** in 2024, including 204 media mentions in the four months following Kamala Harris becoming the Democratic nominee.

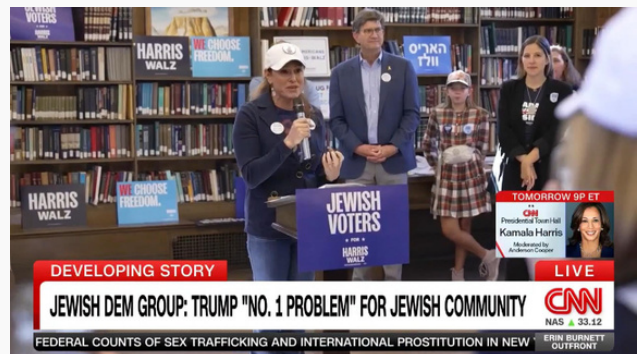
## 2024 PRESS MENTIONS

Washington Post, New York Times, CNN, Associated Press, Reuters, ABC, NBC, Politico, USA Today, NPR - All Things Considered (Radio), NPR Morning Edition (Radio), NPR, Foreign Policy Magazine, Bloomberg, Chicago Sun-Times, The Independent, C-SPAN (Livestream), Billboard, Newsweek, Milwaukee Journal Sentinel, JTA, Salon, HuffPost, MeidasTouch, The Hill, Jerusalem Post, The Forward, Moment Magazine, Times of Israel, Jewish Insider, The Jewish Chronicle, Algemeiner, Times of Israel, Haaretz.

When Vice President Harris was announced as the nominee, **JDCA CEO Halie Soifer became one of the most prominent surrogates for the vice president.** Having previously served as her national security advisor, Halie had a unique understanding of Harris's policies, including her relationship with the Jewish community and support of Israel.

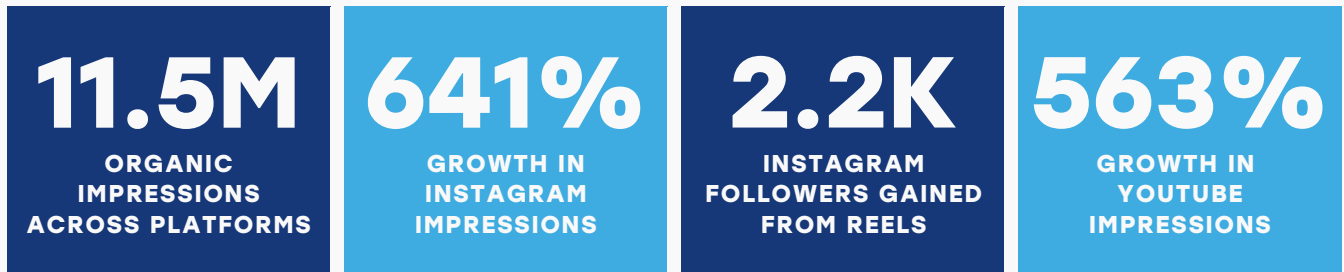


JDCA's Polling received widespread media coverage in the Jewish community and in the mainstream press. National and mainstream outlets reached out to engage with JDCA, including **a special report on CNN by Dana Bash**, who traveled to Pennsylvania to cover our get-out-the-vote efforts.

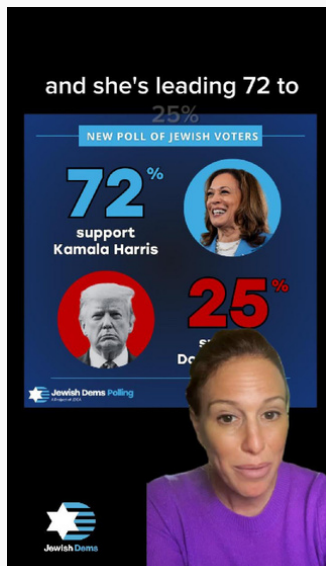


# DIGITAL PRESENCE

JDCA's digital presence expanded exponentially in 2024. JDCA was active on Twitter/X, Instagram, Facebook, TikTok, and YouTube, and our audience and reach grew on all platforms over the course of the year.



This massive upswing in audience and reach occurred largely thanks to JDCA's short-form video content (Instagram Reels and TikToks), which reached people over **340,000 times** on Instagram and was directly responsible for two of every three new followers we gained.



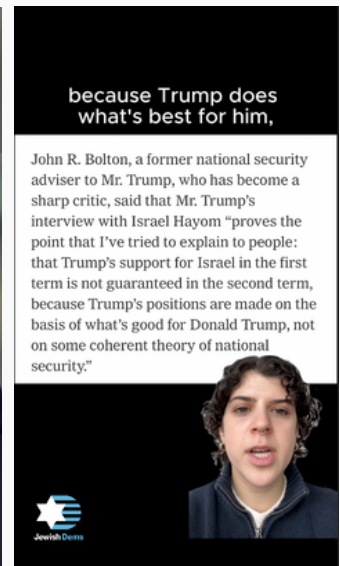
September Poll Release  
**41K views**, 765 new followers  
September 9, 2024 (TikTok)



House Margins and Trump Opposition  
**15.1K Views**, 150 new followers  
December 3, 2024 (TikTok)



Mezuzah on the White House  
**14K Views**  
July 24, 2024 (Reels)



We Can't Trust Donald Trump on Israel  
**8.9K views**, 56.5% non-followers  
September 26, 2024 (Reels)

## KEY MOMENTS OF SUCCESS

- **648K impressions** across social platforms during the Democratic National Convention.
- **1.7M impressions** on a single tweet from JDCA's September poll of Jewish voters.
- **37K views** on a single reel during the Mayorkas impeachment trial; 96% of these views were from non-followers.



# PROGRAMMING

JDCA's programming continues to cement our role as the political home and voice for Jewish voters. Our **138 programs and events** in 2024 saw over **72,000 RSVPs** from over **53,000 unique attendees**.

JDCA's role as a convener and key validator for the Democratic Party was clear through the depth and breadth of our programming over the year, from the October 7 Crisis in Israel community conversation series to convening thousands of Jewish supporters at the Democratic National Convention to hosting energizing events with politicians and community leaders leading up to the 2024 election.

**72K+**

RSVPS TO  
JDCA EVENTS

**24K+**

VIEWS OF JDCA  
EVENTS ON YOUTUBE

**37K+**

ATTENDEES  
NEW TO JDCA

JDCA was joined by more than **150 speakers, elected officials, celebrities, and policy experts** at our events and programs, including Second Gentleman Douglas Emhoff; Senate Majority Leader Chuck Schumer; House Minority Leader Hakeem Jeffries; Senators Jacky Rosen and Tammy Baldwin; Israeli Ambassador to the U.S. Michael Herzog; Former U.S. Ambassador to Israel Tom Nides; prominent political experts Brian Tyler Cohen, Marc Elias, Mandana Dayani, and Simon Rosenberg; artists Barbra Streisand, Beanie Feldstein, Josh Gad, Alex Edelman, and many more.



Following Vice President Kamala Harris's rise to the top of the Democratic ticket, JDCA cohosted and produced a Jewish Women for Kamala Virtual Rally in collaboration with partner organizations, which was joined by **more than 40,000 people nationwide**, including **over 25,000 new to JDCA**.

# JDCA AT THE DNC

JDCA was the only Jewish organization asked to testify about the **Democratic Party Platform**. In the lead-up to the DNC, Halie Soifer testified before the Democratic Party Platform Drafting Committee with clear recommendations on Israel, antisemitism, and other issues of importance to Jewish Americans. Our recommendations were incorporated into the most pro-Israel platform in history, which is strongly aligned with the interests and values of the vast majority of Jewish Americans.

JDCA's **13** in-person and virtual programs at the DNC had a total of **8,000+** attendees. Our digital presence reached people over **648,000** times, including two of our top Instagram posts of all time. We received press coverage in major news outlets, including the **New York Times, Washington Post, CNN, ABC, NBC, Associated Press, NPR, and USA Today**. Our 40+ guest speakers included Second Gentleman Douglas Emhoff, Israeli Ambassador Michael Herzog and Shirin Herzog, 18 senators and representatives, and members of the Hostages and Missing Families Forum.

**8K+**  
DNC EVENT  
ATTENDEES



**13**  
PROGRAMS ACROSS  
FOUR DAYS

**250**  
MEDIA MENTIONS  
ACROSS THE  
COUNTRY



**648K**  
SOCIAL MEDIA  
IMPRESSIONS



**18**  
MEMBERS OF  
CONGRESS JOINED  
OUR PROGRAMS



# ADVOCACY IN 2024

In 2024, JDCA volunteers sent over **10,000 letters** to Congress urging elected officials to stand with Jewish Democrats and our values on key issues. These letters primarily focused on Israel, democracy, antisemitism, GOP extremism, abortion and reproductive rights, the economy, civil rights, and gun control.

With over **3,300 volunteers** sending at least one letter, JDCA reached a total of **411 elected officials** spanning all 50 states and Washington, D.C.



Among some of our top-performing calls to action were:



## JDCA CANDIDATE FORUMS

JDCA held **five** candidate forums in the 2024 primary election cycle, hosting a total of **23 Democratic candidates** in key primary races: AZ-01, CA-30, CA-Sen, MD-06, and VA-10. These forums served as a place for **hundreds** of Jewish voters to hear directly from the candidates about the issues most important to Jewish voters, including antisemitism, reproductive rights, the U.S.-Israel relationship, and gun safety.

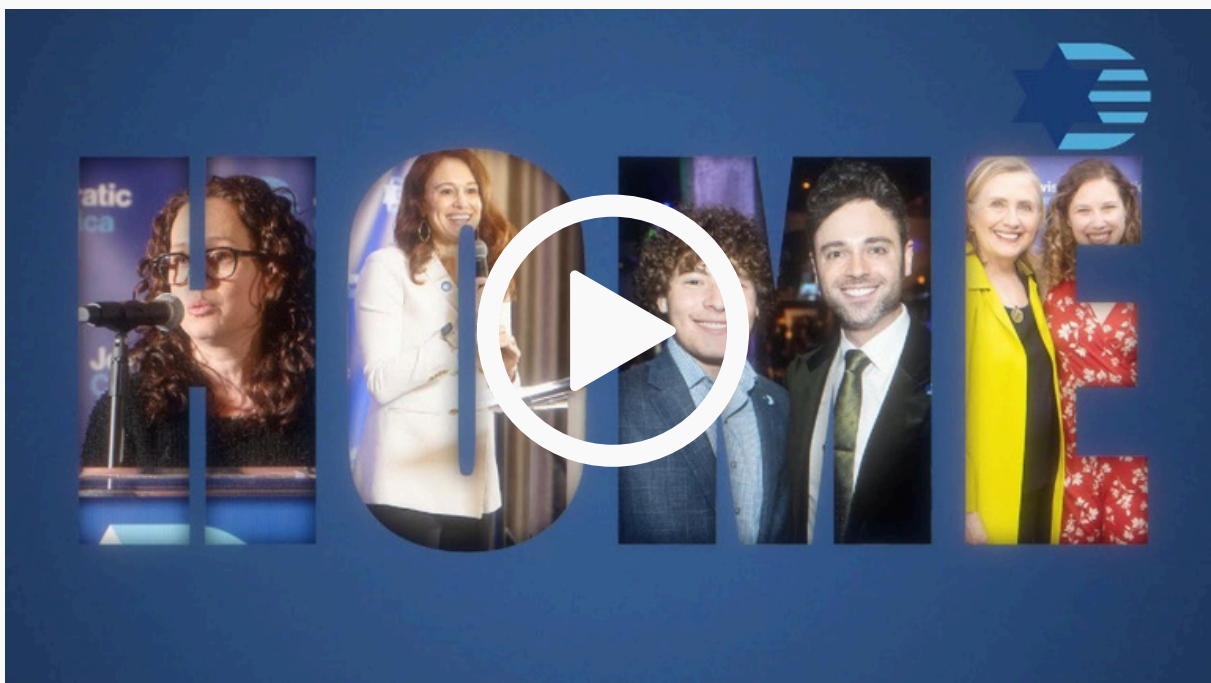
# YOUR SUPPORT

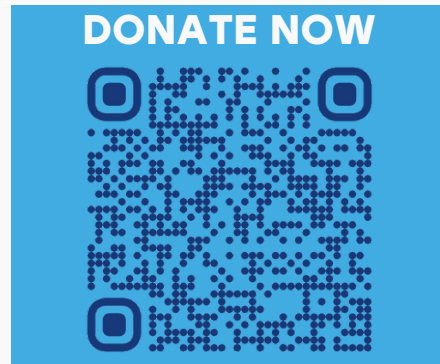
Your ongoing investment in JDCA helps us:

- **Grow** our national movement, advance our advocacy agenda, and expand our programming, political, and organizing efforts.
- **Advocate** for ongoing support for Israel, as well as efforts to combat antisemitism and defend democracy and rights.
- **Oppose** Donald Trump's dangerous agenda and urge the Senate to reject Trump's demand for recess appointments and extreme and unqualified nominees.
- Lay the groundwork to **elect Democrats** who share our values in 2025 and 2026, including special elections and gubernatorial elections in Virginia and New Jersey next year, as well as the 2026 midterms.
- Grow and **cultivate the community** of Jewish Americans who support Democrats who share our values.

[Click to donate today at jewishdems.org/jdca2024](https://jewishdems.org/jdca2024)

Watch JDCA's newest video:





# YOUR POLITICAL HOME

Thank you for being a part of our movement this year.

We're proud of what we accomplished together and are determined to deepen our advocacy efforts and win the next election.

