
To: Interested Parties
From: Julie Chavez Rodriguez
Subject: Why Joe Biden Will Win in 2024
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As 2023 comes to a close, the choice before the American people in November 2024 is coming into sharper focus.

With less than a month before GOP primary voters begin casting ballots in Iowa, former President Donald Trump's extreme and dangerous agenda once again looks poised to define the Republican Party in the 2024 election.

With that reality comes a stark and sobering fact: The choice for voters next year will not simply be between competing philosophies of governing. **The choice for the American people in November 2024 will be about protecting American democracy and the very individual freedoms we enjoy as Americans.**

Ever since white supremacists and neo-Nazis marched on Charlottesville with the support of Donald Trump in 2017, President Biden has warned of Trump's ability to incite political violence and wage attacks on our democracy and freedom.

President Biden wrote in *The Atlantic* in August 2017 that "We have an American president who has emboldened white supremacists with messages of comfort."

When he launched his campaign for president in April 2019, Joe Biden told the nation that Donald Trump and his actions posed "a threat to this nation unlike anything I've ever seen in my lifetime." That the soul of America itself was on the line.

He made the same case when he accepted his party's nomination in August 2020, and again in Gettysburg, Pennsylvania, shortly before more Americans voted for him than for any candidate in history, and again last year at Independence Hall before the 2022 midterms – which yielded the best results for a sitting president since FDR. And, when he announced his reelection bid in April, his message was the same.

Make no mistake: The stakes next year are higher than they ever have been. But voters have been clear. They will not accept the existential threat to democracy that Donald Trump represents. They will not vote for his extreme policies and "dictator on day one" approach to control their daily lives.

They'll be clear again next November.

What You'll Hear From Us:

President Biden and Vice President Harris received more votes than any presidential ticket in American history in November 2020 **because they ran on their personal beliefs and convictions.**

The fight to reclaim the soul of the nation; to rebuild the middle class, the backbone of America; and to unite the country after four years of divisiveness and hate under former President Donald Trump.

The American people rejected Donald Trump's racist behavior, targeting groups of Americans for ridicule and fanning the flames of antisemitism, hate, and discrimination for political gain; his economy that juiced the profits for billion-dollar corporations and the super-wealthy while asking the middle class to pick up the tab; and his chaos and division that was tearing our country apart.

But the threat Donald Trump posed in 2020 to American democracy has only grown more dire since then. He is running a campaign on revenge and retribution – and at the expense of Americans' freedoms.

Whether it is white supremacists descending on the historic American city of Charlottesville or the assault on our nation's Capitol on January 6, America is worried about the rise in political violence and is determined to stand against it.

There are deep fears about our freedoms being eroded and our democracy being dismantled – election denialism, efforts to undermine our country's democratic institutions, and forces that aim to restrict the right to vote itself. All at the direction of Donald Trump, who remains a real and credible threat to our democracy.

As we look toward 2024, the American people should expect to hear more from President Biden, Vice President Harris, and our campaign drawing this important and sharp contrast – but also about how this fundamental difference between the candidates impacts our future.

Donald Trump paved the way for ripping away the freedom for millions of Americans to get the reproductive care they need by nominating the Supreme Court judges that overturned *Roe v. Wade*. Because of that decision, more than 1 in 3 women of reproductive age currently live under an abortion ban. Trump is now proudly campaigning on his role in the overturning of *Roe* and paving the way for Republican extremists across the country to pass draconian bans that punish women and doctors. If given the chance, he'll expand that horrible reality by banning abortion nationally.

That's not all. Trump and his extreme MAGA disciples want to end the freedom to live in a country where political violence is unacceptable; the freedom for our children to learn in schools free of gun violence; and the freedom for every American to be who they are without fear. And if they couldn't make things worse for the American people, MAGA Republicans will return us to the failed trickle-down economics that protects the rich on the backs of the middle class. If MAGA Republicans return to power, the threats to Americans' Social Security and Medicare could become a reality, and a repeal of the Affordable Care Act – a lifeline for tens of millions of Americans and even more with preexisting conditions – is back on the table. President Biden and Vice President Harris have a different vision for the American people. They are determined

to build a more fair and more free America – one where the economy is built from the middle out and the bottom up, not the top down. An America that restores *Roe* so that once again, women have the freedom to make their own health care decisions. An America that protects our most vulnerable, and where everyone can live, work, and retire with the dignity owed to every single American.

There's been no lack of coverage on polls about Joe Biden. But it's important to remember Donald Trump, extreme MAGA Republicans, and their dangerous ideas are extremely unpopular. Just this week, [Monmouth found](#) Mitch McConnell has a 6% approval rating, and Speaker Johnson tops him with a 17% approval rating with the American people.

The out-of-touch MAGA agenda will only become more prominent and salient in voters' minds next year, as it has been in recent cycles.

How We Will Communicate the Stakes to Voters:

2024 will be all about scaling up our operation and taking that message directly to the voters that will decide this election. We enter the election year with significant resources thanks to a historic 2023 fundraising program, including a strong Q4 powered by consistent and stronger-than-expected grassroots support. As a reminder, we closed out the previous quarter with \$91 million in the bank, outraised Donald Trump by about \$26 million, and lapped DeSantis and Haley nearly 5:1 and 6:1, respectively.

In the first months of 2024, we will continue to scale up our campaign infrastructure so that by the early summer – when we expect voters to be thinking about the election more – our campaign is operating at full steam.

Through our states program: Already, Team Biden-Harris 2024 has announced state leadership in South Carolina, Nevada, Michigan, and Wisconsin. By mid-January, there will be state leadership teams announced in every battleground state. These teams will supplement the hundreds of state party staff whose operations on the ground were boosted by a historic \$95 million investment for the 2022 midterms. Our state teams will spearhead a hyper-localized approach to campaigning and connecting our message in and with the communities that will determine this election. By the early summer, when Americans are more closely tracking the election, we anticipate thousands of staff dedicated to Team Biden-Harris across the country.

Through new organizing efforts: A one-size-fits-all approach to organizing will not win the November election – especially at a time when Americans are [increasingly relying](#) on their personal networks of friends and influencers over traditional media to consume the news. That's why our team is already piloting programs focused on Black, Latino, women, and young voters in key battleground states, emphasizing new resources and tools that are helping supporters and staff share our message in ways that will break through to our key coalition of voters. These efforts will coexist alongside traditional door knocking and organizing programs. We are using the time we have now to fine-tune these programs and identify new ways of reaching our

coalition of voters, so that come early summer, our organizing program is scaling across our battleground states to meaningfully engage our core coalition of voters – at the time we expect that they are increasingly thinking about the election.

Through our paid media program: In August, we announced a \$25 million campaign focused on diving deeper into key communities and their networks with our message, with a specific focus on reaching communities of color, women, and young people earlier and more frequently than ever before. We used this time to build awareness of the president’s agenda, test out the most effective messages and messengers with our voters, and determine which placements were of highest impact. As voters grow increasingly focused on next year’s elections, we will scale up our paid media program accordingly – with a specific eye toward cementing the choice in this election for the American people with placements aimed at high-impact television moments and programming, digital ads, and sustaining our investments into African American and Hispanic media.

Through the president and vice president: The American people can expect the president and vice president to zero-in on the enormous stakes of this election in the new year. President Biden and Vice President Harris have traveled across the country focusing on the issues that will help decide this election: our democracy, our freedoms, and an economy that works for all Americans – not just billionaires and corporations. Heading into 2024, you will see them continue taking our message to the American people. Vice President Harris has already announced her official reproductive freedoms tour, which the Campaign will amplify to highlight the harmful reality facing women across the country as a direct result of Donald Trump’s Supreme Court overturning *Roe v. Wade*. Both the president and vice president will also begin ramping up campaign-specific travel, including in the early months of 2024.

We’re Running This Campaign Like Our Democracy Depends on It – Because It Does

We are treating this election like it will determine the fate of American democracy – because it will. Every single day, Donald Trump and the extreme MAGA Republican party are telling us the quiet part out loud: If they take power, they will do everything they can to dismantle American democracy and continue stripping Americans of their hard-fought and fundamental freedoms.

The campaign will win by bringing this message directly to the voters who will decide this election – and doing so with it in mind that many of them are not yet making a decision about an election 11 months away. Our campaign is building strategically to meet the moment next year and again activate the coalition that sent Joe Biden and Kamala Harris to the White House in historic numbers in 2020.