

March May / In Good Company

Trusted leaders. Informed networks. Real impact.

May Matters is an activation by In Good Company, a nonpartisan civic platform, network and communications engine.

The Texas primary made headlines...

THE NEW YORK TIMES

2026

Primary Calendar

Trump's Multistate Tour

Illinois Primary

Control of the House

Congress

High Turnout, Unusual Coalitions: Lessons From the Texas Primary

Talarico's victory got a lot of attention, but Cornyn's showing may be the most consequential result.

THE TEXAS TRIBUNE

2026 TEXAS ELECTIONS

Texas primary voters smash recent midterm turnout records

Turnout in the Democratic primary outpaced that on the Republican side for the first time since 2020, a notable distinction given the draw of high-profile Senate primaries in both parties.

BY APURVA MAHAJAN AND ALEJANDRO SERRANO

MARCH 4, 2026, 5:54 P.M. CENTRAL UPDATED: MARCH 5, 2026, 9:30 A.M. CENTRAL

THE CHALLENGE

The Election That Actually Matters Isn't November

Primaries are won or lost before most voters even show up.

All 27

Texas statewide race decided in the March primary (not November) along party district lines since 1998.

Only 4

out of the 150 Texas House seats were competitive in November 2022. The rest won in the primary.

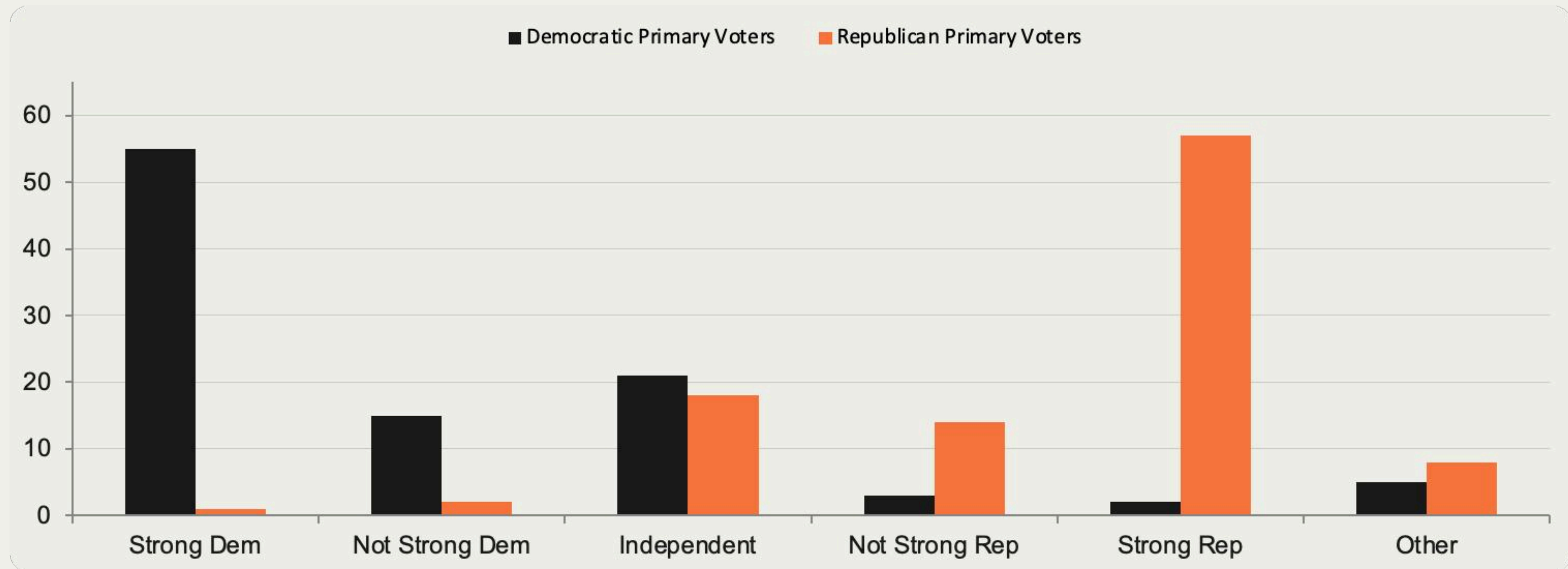
~10%

of Texans voted in the 2022 primary vs. 46% in the general.

THE PROBLEM

Past Elections Only Engaged Extreme Partisans in Both Parties

PARTISAN SELF-IDENTIFICATION, BY PARTY PRIMARY



SOURCE: RYAN DATA, TEXAS SOS, U.S. CENSUS, TEXAS POLITICS PROJECT, UNITE AMERICA | 2022 BASELINE DATA – 2026 POST-ELECTION ANALYSIS PENDING

THE PROBLEM

The Runoff Turnout Gap Is Staggering

14%

TEXAS 2024
PRIMARY TURNOUT

<7%

TEXAS 2024
RUNOFF TURNOUT

48%

TEXAS 2024
GENERAL TURNOUT

In the Austin-area (KXAN's 15-county viewing area), overall turnout after early voting was just 1.56% – 0.68% in the Republican primary and 0.88% in the Democratic primary. The highest county turnout in that region was Gillespie County at 12.93%, while Caldwell County was the lowest at 0.52%.



People care. They just don't understand.

Primary elections feel complicated, and their importance is often overlooked.

Leaders want to close that gap, but need credible, easy-to-use resources to share.

OUR APPROACH

We Don't Broadcast to Voters.

We equip trusted leaders. Leaders inspire their communities. Communities create impact.

TRADITIONAL GOTV

Paid ads, mailers, social media,
generic PSAs

→ Ignored

OUR APPROACH

Arm employers, faith leaders, associations
with plug-and-play tools

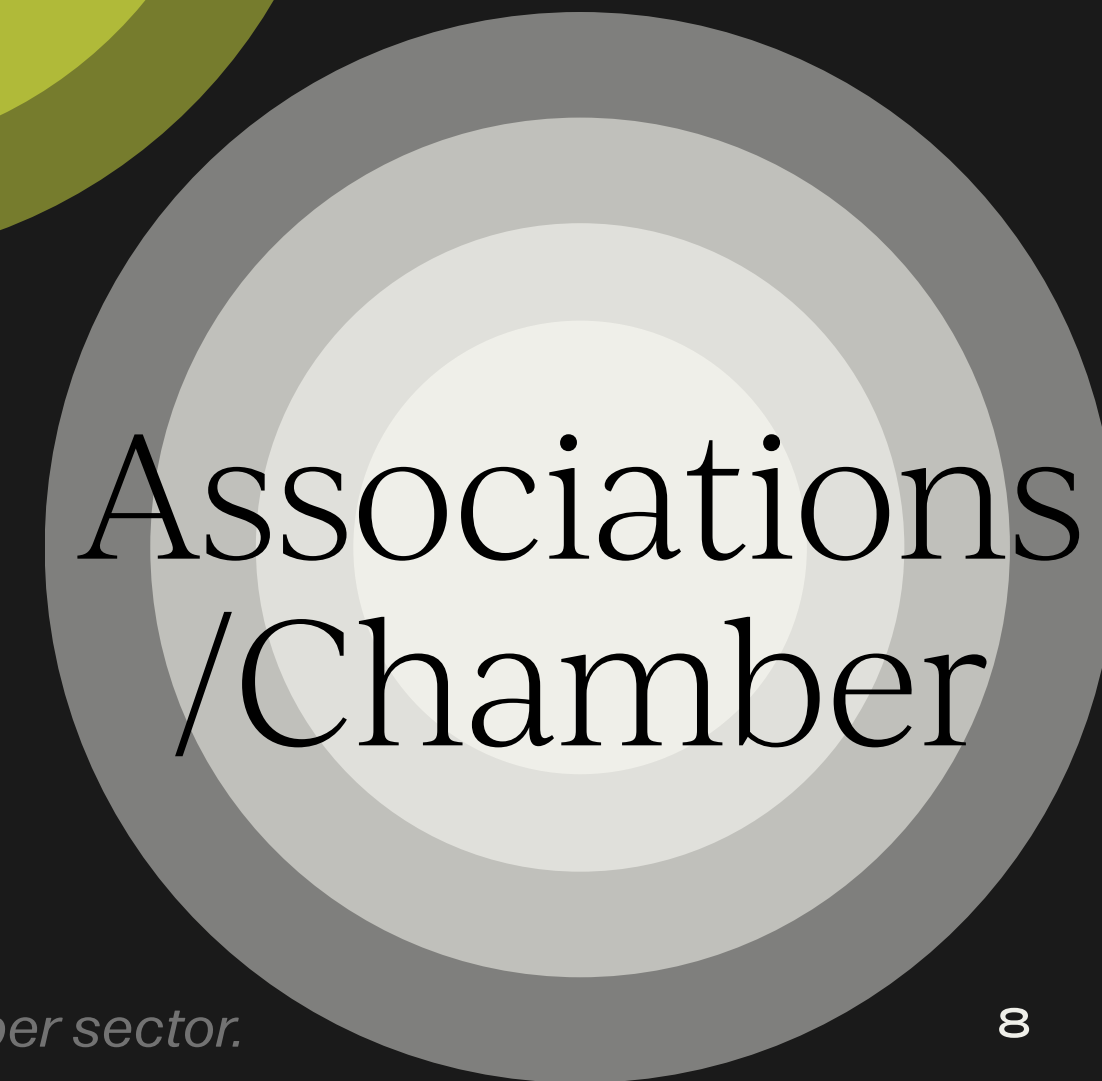
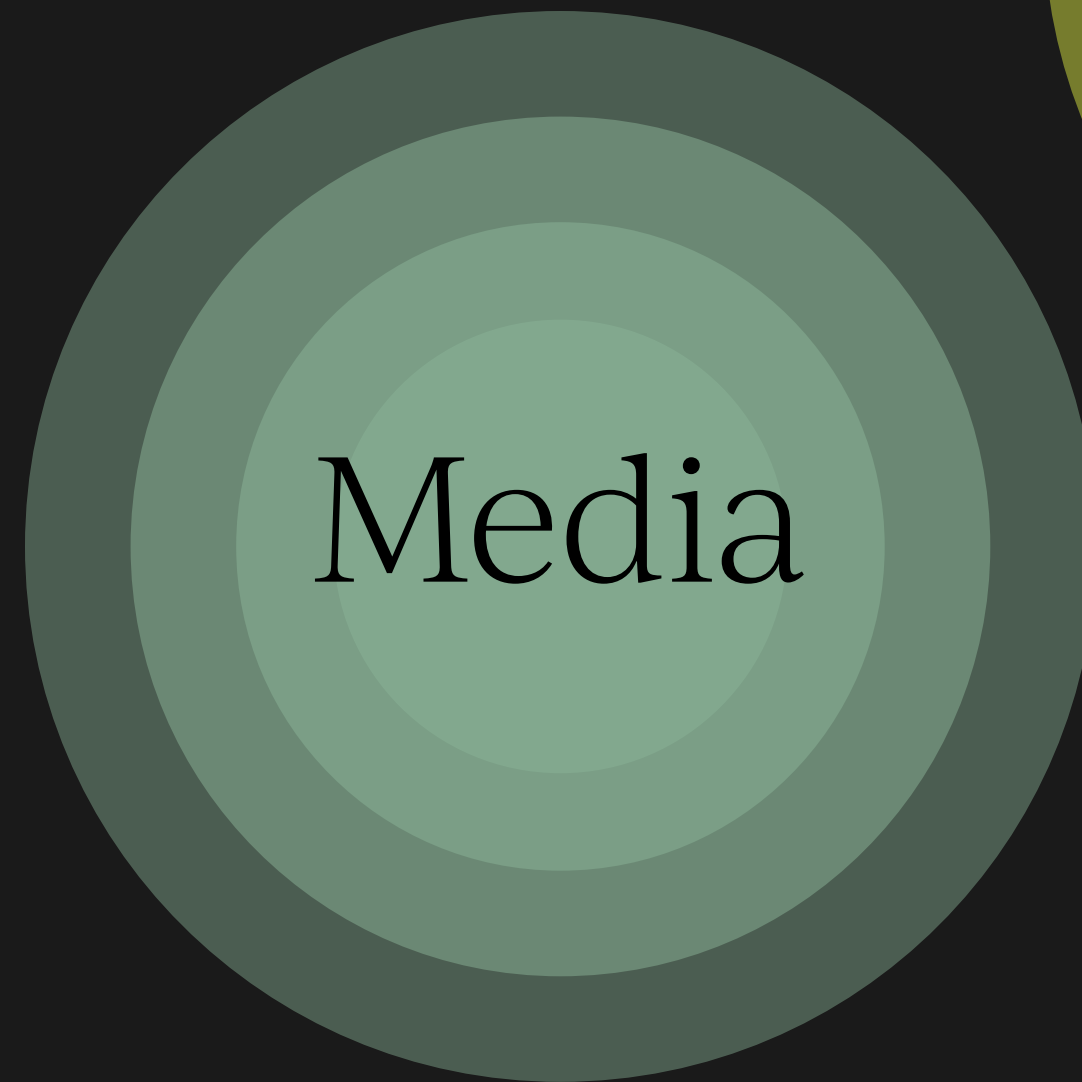
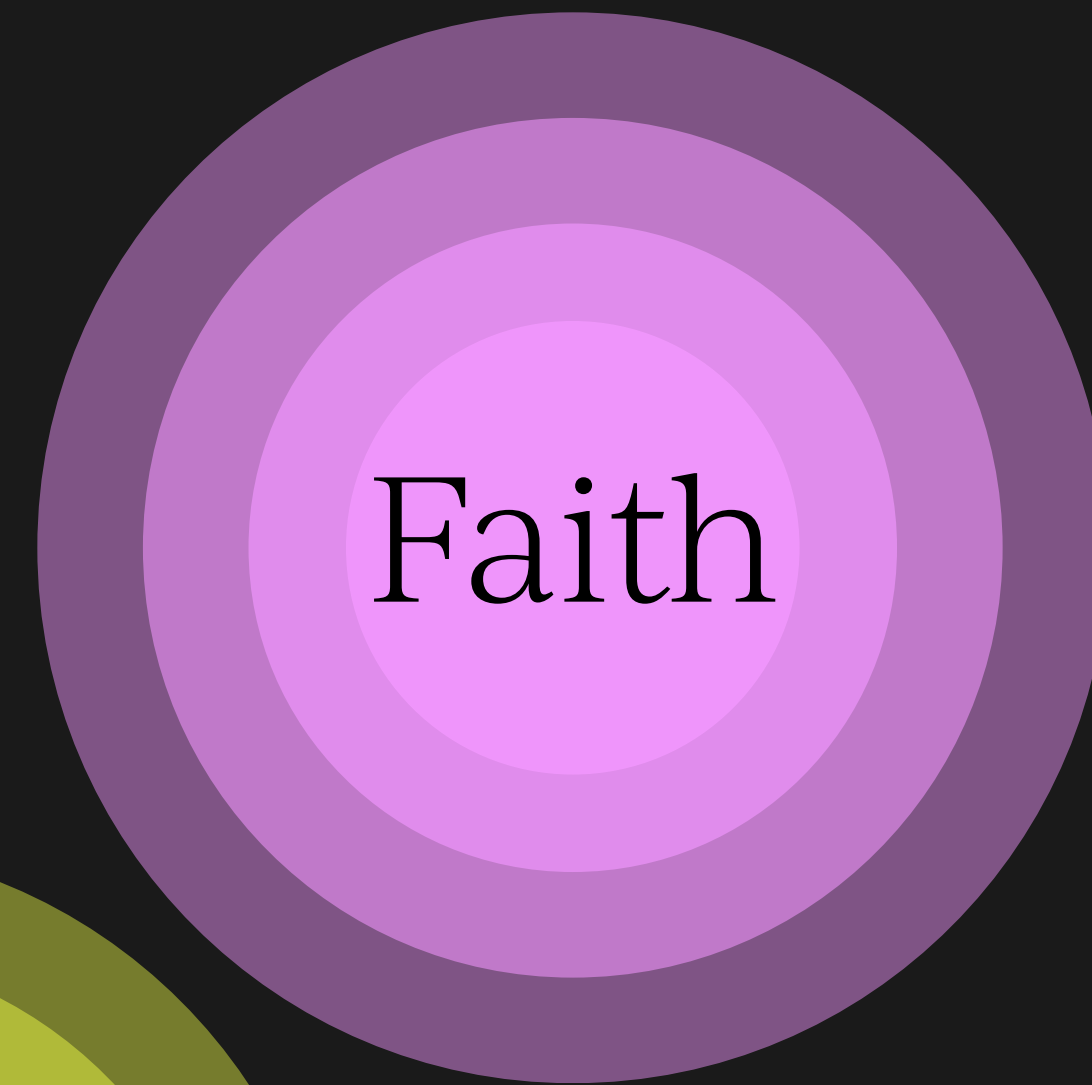
→ Trusted. Acted On.

No paid advertising. No mass broadcast.

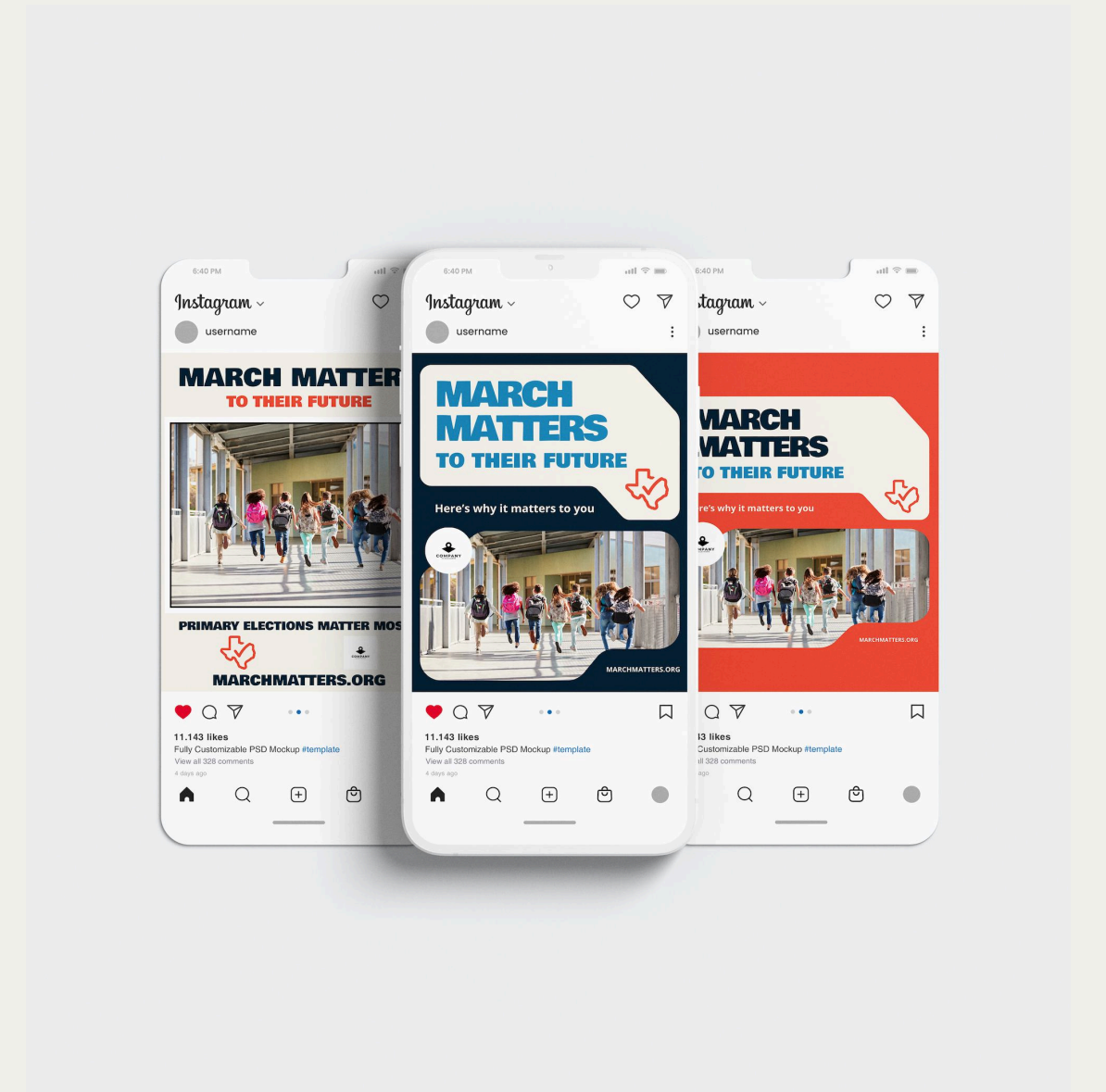
Nonpartisan by design. Practical, legally vetted, copy-paste tools.

WE CREATED EXPONENTIAL REACH

We activated **trusted** messengers with large communities



THE TOOLKIT PROVIDED



We tried this in the hardest
state in the country.

It worked.

THE RESULTS

375+ Organizations.
5 Million Texans.
6 Weeks.

Partners across the political and industry spectrums:
ACLU Texas, Texas Realtors, Texas Pipeline Association,
YMCA, NAACP, League of Women Voters, Houston
Endowment, major employers, statewide religious
organizations and more.

462

Trusted Messengers
Activated

388

Organizations
Participating

50+

Trainings to
Member Orgs

5MM

Texans in
Trusted Networks

25+

National & State
Media Placements

\$0

Paid Advertising
Spent

THE RESULT

MARCH MATTERS POT

Vote When It Counts

March Primary Elections Are Important, But Most Texans Don't Participate

Scan the QR code

- ✓ Check voter registration
- ✓ See what's on your ballot
- ✓ Find where to vote

No parties. No endorsements. Just the facts.
MARCHMATTERS.ORG

MARCH MATTERS AUSTIN LGBT CHAMBER OF COMMERCE

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MARCH MATTERS Greater Austin Black Chamber

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MARCHMATTERS.ORG

MARCH MATTERS Greater Austin Hispanic Chamber of Commerce

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MARCHMATTERS.ORG

MARCH MATTERS Kerbey Lane ALL DAY CAFE

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MARCHMATTERS.ORG

MARCH MATTERS NAACP

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MARCHMATTERS.ORG

MARCH MATTERS THE TEXAS PRIMARY IS HERE

Dear Community Member,

One of the core values we champion in our Public Affairs work is civic engagement, the idea that each of us has a role to play in shaping the communities we call home, and that the Jewish community must show up to the polls and make our voices heard. With that in mind, the Jewish Federation of Greater Houston is proud to be participating in **March Matters**, a nonpartisan, statewide initiative focused on increasing voter participation in the Texas primary election. March Matters is a coalition of faith-based, business, and non-profit organizations committed to mobilizing Texans to vote.

Texas primary elections take place in March and shape which candidates appear on the general election ballot in November. Participation in primaries is typically lower, in part because the process can feel confusing or unfamiliar.

We encourage you to learn more, check your registration status, and make a plan to vote here using this simple, accurate, and nonpartisan information.

MARCH MATTERS TO TEXAS PIPELINES

PRIMARY ELECTIONS MATTER MOST.

MARCHMATTERS.ORG

MARCH MATTERS FOR REFUGEES

Here's why it matters to you

PRIMARY ELECTIONS MATTER MOST.

MARCHMATTERS.ORG

MARCH MATTERS EARLY VOTING BEGINS FEB 17

VOTE VOTE VOTE

PRIMARY ELECTIONS MATTER MOST.

MARCHMATTERS.ORG

MARCH MATTERS MAKE AN IMPACT ON THE JEWISH COMMUNITY GET OUT TO VOTE

PRIMARY ELECTIONS MATTER MOST.

MARCHMATTERS.ORG

MARCH MATTERS TO TEXAS REALTORS

PRIMARY ELECTIONS MATTER MOST.

MARCHMATTERS.ORG

US India Chamber of Commerce DFW

ATTENTION TEXAS! The Chamber Would Like to Remind You Early Voting Starts This TUE, FEB 17!

Early voting for the March Primary Elections starts Feb 17 -- and your vote is your voice! Don't wait until Election Day. Head to your polling location early, beat the lines, and make sure YOUR vote counts.

Early Voting: February 17 -- February 27

Know your polling location, check your registration, and bring a valid photo ID. Every vote matters -- especially THIS one.

SHARE THIS WITH YOUR FAMILY & FRIENDS!

March Matters Kamal Fulani

MARCH MATTERS KEY ELECTION DATES

- February 17: Early Voting Begins
- February 27: Early Voting Ends
- March 3: Primary Election Day

PRIMARY ELECTIONS MATTER MOST.

MARCHMATTERS.ORG

Stay tuned for more information between now and Primary Election Day on March 3, 2026!

Longview Chamber of Commerce - Follow

January 21 at 8:30 AM

Why March matters... See more

MARCH MATTERS PRIMARY ELECTION DAY IS TUESDAY, MARCH 3

VOTE

IMPORTANT 2026 DATES

- Monday, February 2: Deadline to register to vote
- February 17-27: Early voting period
- Tuesday, March 3: Primary Election Day
- Tuesday, May 26: Runoff election (if needed)

You and 7 others

MARCH MATTERS FaithWorks

IMPORTANT ELECTION DATES For the Texas 2026 Primaries

- February 17: Early Voting Begins
- February 27: Early Voting Ends
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- May 26: Runoff Election (if needed)

MARCHMATTERS.ORG

MARCH MATTERS the **Y**

TO HEALTHY COMMUNITIES

PRIMARY ELECTIONS MATTER MOST. HERE'S WHY.

@MARCHMATTERSTX MARCHMATTERS.ORG

TEXAS ASSOCIATION OF BUSINESS

Why Business Should Show Up in March

The March Primary Matters for Texas Business

Most Texans focus on elections in November, but in Texas, the March Primary Elections often determine who will ultimately lead. Voting in the primary ensures the business community's voice is heard when leadership decisions are actually made.

2026 Key Election Dates

- Monday, February 2: voter registration deadline
- February 17-27: Early voting
- Tuesday, March 3: Primary election day
- Tuesday, May 26: Runoff election (if needed)

Voting Resources

Visit votetexas.gov or scan the QR code to check your voter registration, election dates, polling locations, and more.

www.tbab.org

MARCH MATTERS VOTE

10% of Texans Pick Our Elected Leaders Are you one of them?

Texas primaries in March decide who is on your November ballot, but few voters participate. Help us change that.

Scan the QR code

- ✓ Check voter registration
- ✓ See what's on your ballot
- ✓ Find where to vote

IMPORTANT 2026 DATES

- Monday, February 2: Voter registration deadline
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They Said It Best

“



"It's possible that March Matters is driving record-breaking turnout. Something is."

PRESIDENT, MAJOR BUSINESS ASSOCIATION

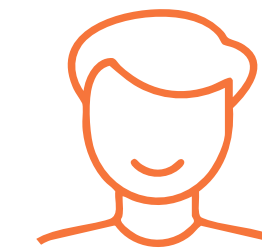
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"This is really, really amazing work. We've never seen anything like this. Thank you, you've made our job so easy."

FORTUNE 100 GOVERNMENT AFFAIRS EXECUTIVE

“



"I know March Matters! I've heard sermons on it in my church in Houston the past two Sundays!"

OIL AND GAS EXECUTIVE

THE RESULTS

The Result Was Historic

4.29M

VOTES CAST

Highest primary turnout in Texas state history, surpassing the previous record set in 2008

28%

FIRST-TIME PRIMARY VOTERS

More than 1 in 4 voters had never voted in a Texas primary before

2×

REPUBLICAN TURNOUT

GOP primary turnout nearly doubled – record midterm primary for the party

4×

DEMOCRATIC TURNOUT

Dem primary turnout nearly quadrupled – most votes since at least 1970

Both parties hit record midterm primary turnout. 22-24% of registered voters participated.

Note: several factors led to increased turnout, including competitive races getting national attention.

* 28% FIRST-TIME VOTER STAT BASED ON TEXAS VOTER FILE ANALYSIS

**POWERING BUSINESS + FAITH +
COMMUNITY GROUPS**

Our materials are
good for
organizations who
never do primary
work and
organizations who
do.

★ TEXAS IMPACT



Jewish Federation
of Greater Dallas



TEXAS PIPELINE
ASSOCIATION



THE TEXAS STATE CHAMBER

NOW IS THE TIME

Runoff Deadlines Are Urgent.

- **APRIL 27, 2026**
Texas voter registration closes
- **MAY 15, 2026**
Last day to apply for mail-in ballot
- **MAY 18, 2026**
Early voting begins
- **MAY 22, 2026**
Last day of early voting
- **MAY 26, 2026**
Primary runoff election day

We proved this model in one of the hardest states in the country.

Zero paid advertising.
A lean team.
Six weeks.

All-time Texas primary turnout record.

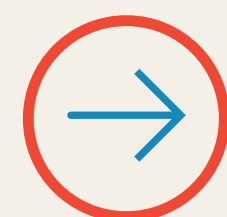
Let's make the work matter..in the runoff!



MAY MATTERS



Mobilize 250,000 more primary voters in 2026

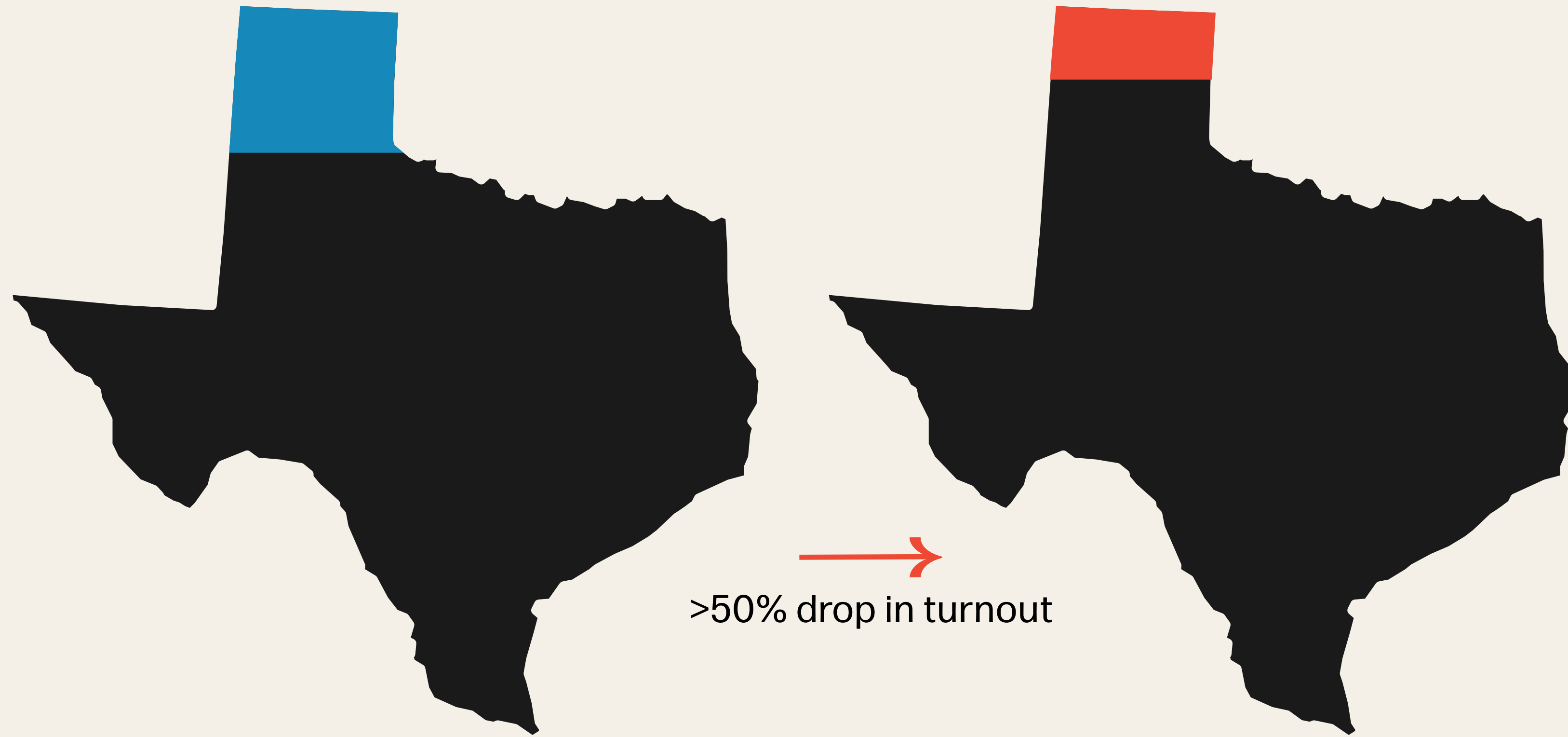


Mobilize 250,000 more runoff voters in 2026

EVEN THE CANDIDATES DON'T KNOW.....

You can vote in either
runoff if you didn't
vote in the primary!

RUNOFF DROP OFF



More than half of primary voters skip the runoff

Sources: Texas 2036

30+

State and federal races are on the ballot in the May 26, 2026 Texas Primary Runoff.

That's 30+ races, from the Texas Legislature to the U.S. Congress, where Texans will choose who represents them. All of them happening in an election most people don't know is coming.

Thank you