

MARCH MATTERS

Coalition-led campaign to mobilize
250,000 more primary voters in 2026
1,000,000 more by 2036



REALITY

Leading Today Is Harder Than Ever

- Misunderstandings consume time
- Expectations are higher
- Margin for error feels smaller

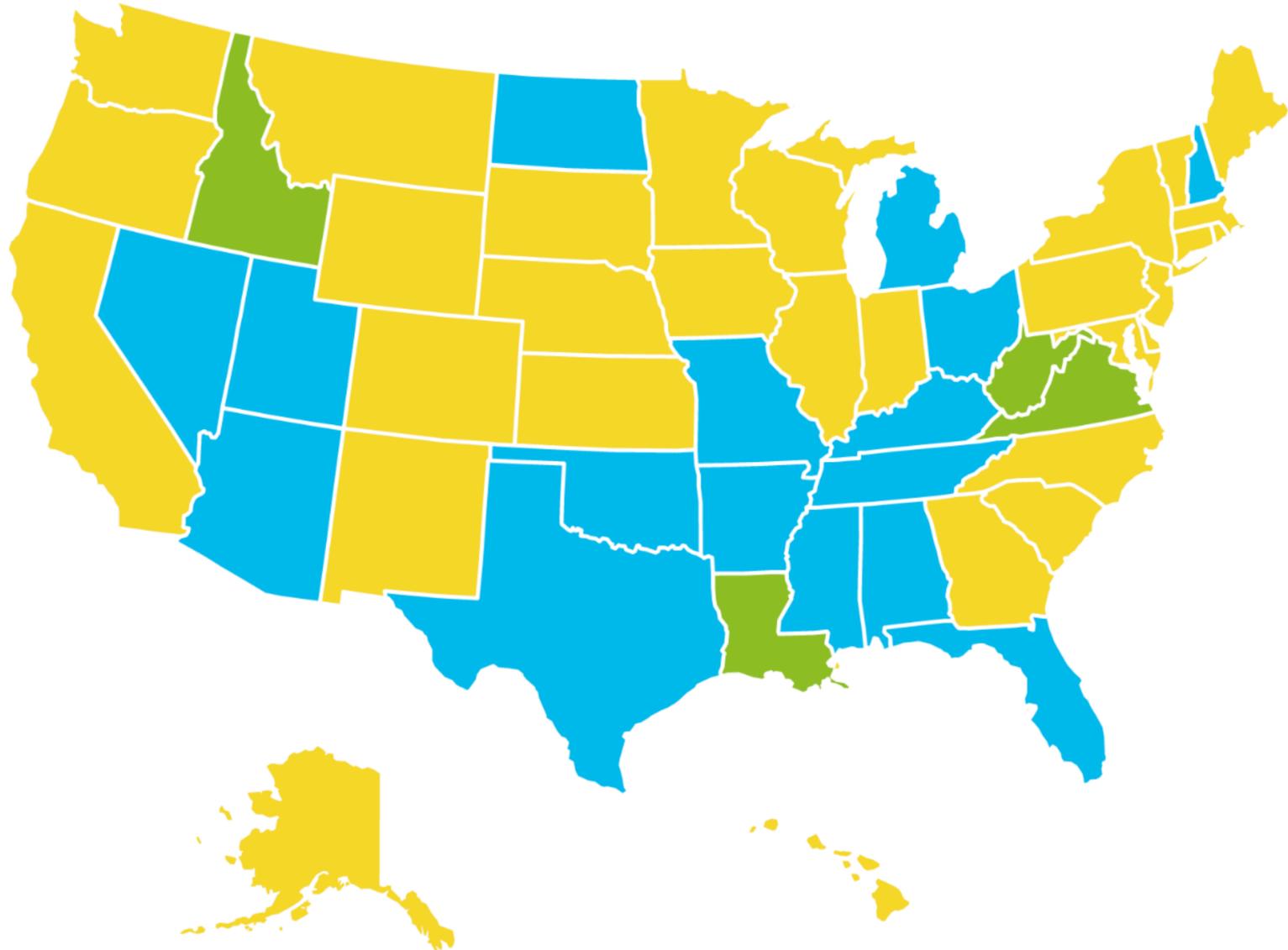
Must be steady in unstable environment.

REALITY

American
care about
key issues but
feel powerless
to act



Can't Participate if You Don't Understand.



4 states require 1 year civics
16 states require 1 semester
The rest? Minimal to none

53%
Americans can't name the three
branches of government

80%
believe "politicians don't care what
people like me think."

SOURCES: WORLD ECONOMIC FORUM, PRINCETON, NY POST, OXFORD ACADEMIC, CORNELL, CITIZEN DATA, BROOKINGS INSTITUTE, ANNENBERG



REALITY

Weak Social Ties

- 47% Americans belong to a house of worship (down from 70% in 1999)
- <17% belong to a neighborhood, fitness, hobby group
- 1 in 3 American adults feel lonely
- Spend 7 hours online daily

SOURCES: MCKINSEY, PEW RESEARCH, CDC, AMERICAN SURVEY CENTER, GALLUP

TODAY'S GOAL

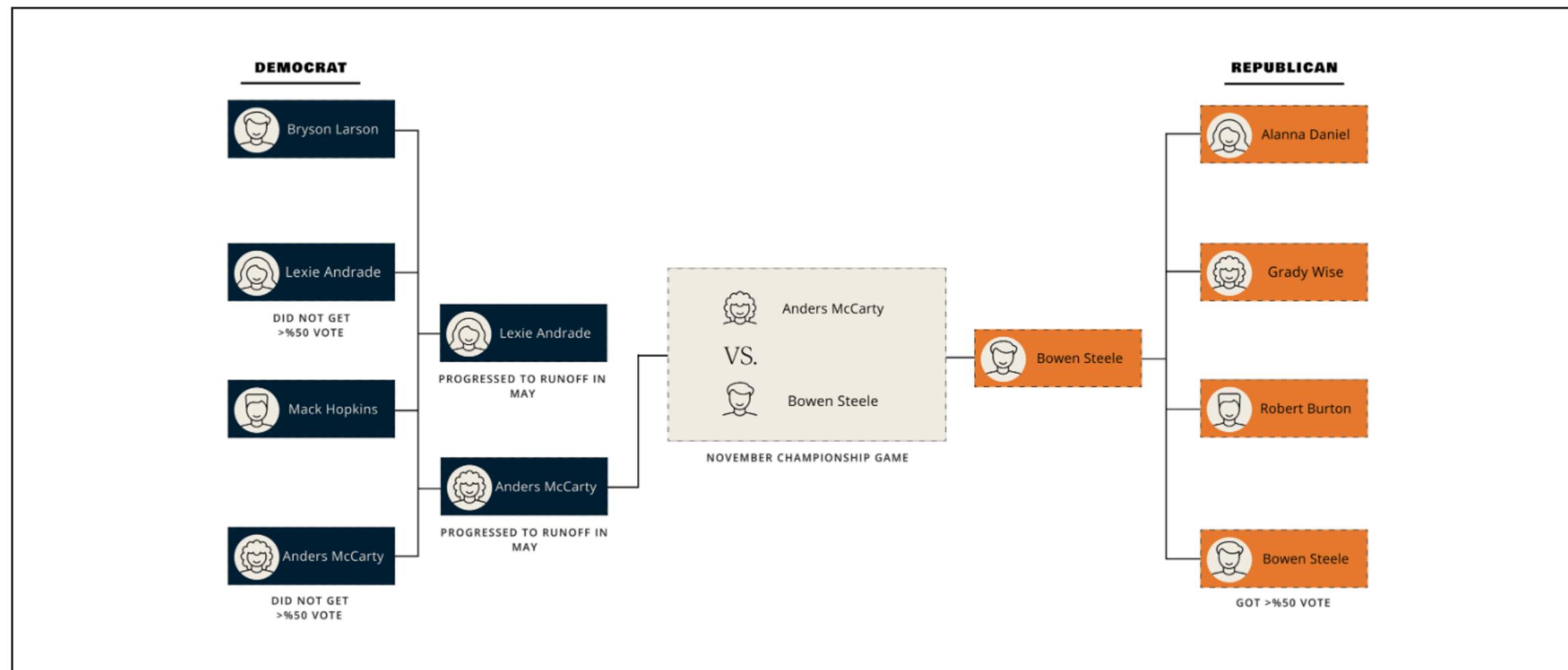
Build an election-ready
organization ahead of the
2026 primaries

HOW DOES THIS IMPACT US?

Deep in the Heart of Texas

How Primaries Work in Texas

Think of the March primary like the big NCAA March Madness tournament.
It sets the field for the finals.



1

MARCH: PRIMARY ELECTION

Multiple candidates compete. You choose which party's ballot (Democratic or Republican) to vote on. It doesn't matter your party affiliation, you pick!

2

MAY: RUNOFF (IF NEEDED)

If no one receives 50% or more, the top two candidates face off in a runoff election.

3

NOVEMBER: GENERAL ELECTION

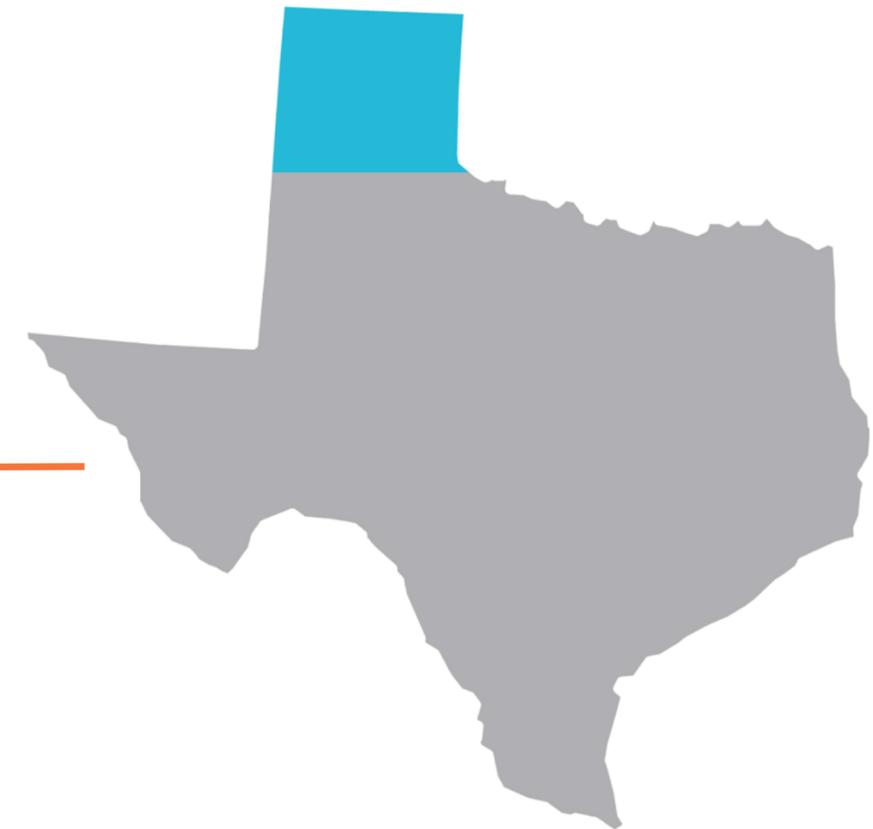
Primary winners compete. But in most districts, the primary winner is virtually guaranteed to win.

Not Everything is Bigger in Texas

#1 state in gaining new residents
#8 largest economy in the world
#2 **lowest** voter turnout in the nation



48%
of Texans voted in
2024 General Elections

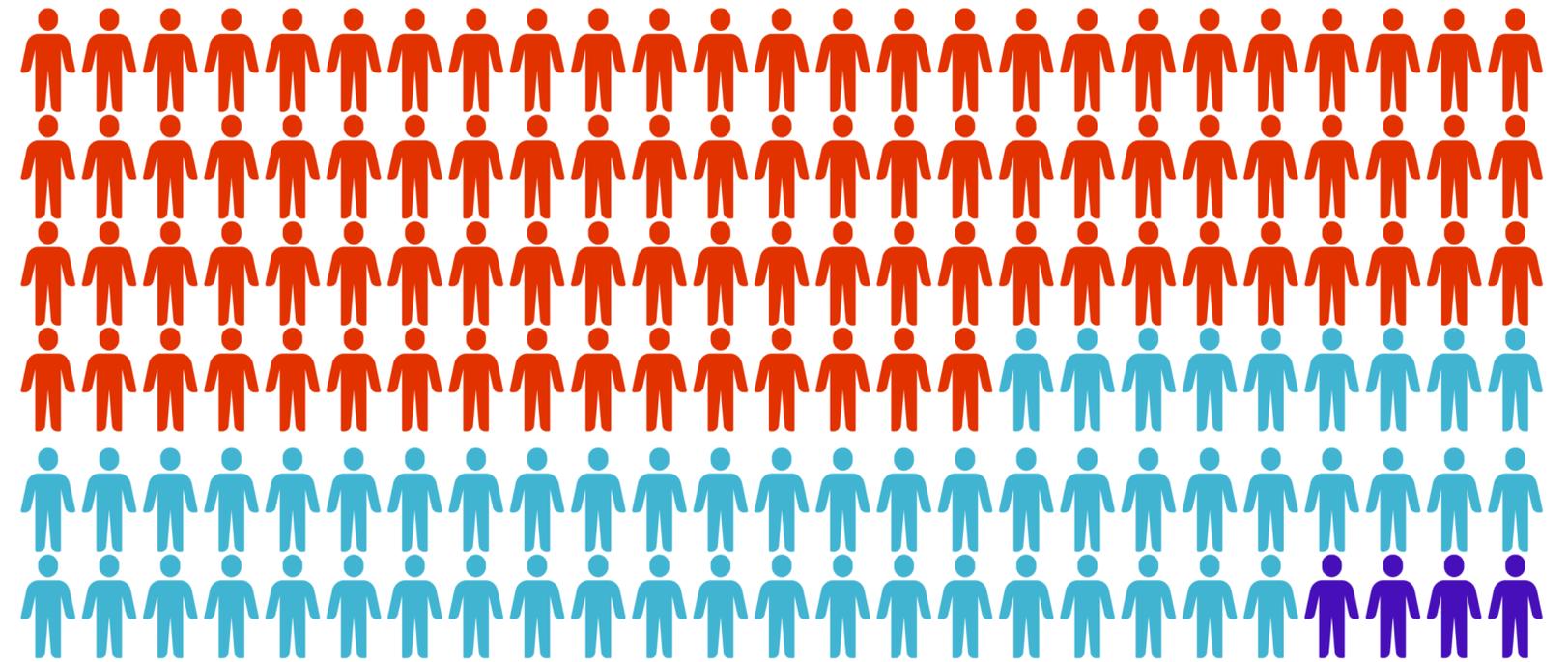


14%
of Texans participated in
2024 Primary Elections

THE CHALLENGE

Most Races are Decided in March

In Texas, most districts lean strongly toward one party. That means many elected leaders are effectively chosen in the primaries – not in November.



In 2022, only *four* Texas House districts were competitive in November. The rest were decided in the March primary.

Our Future Is Decided by a Fraction of Voters

**< 10% of registered voters decided 95%
of state leaders in '24**

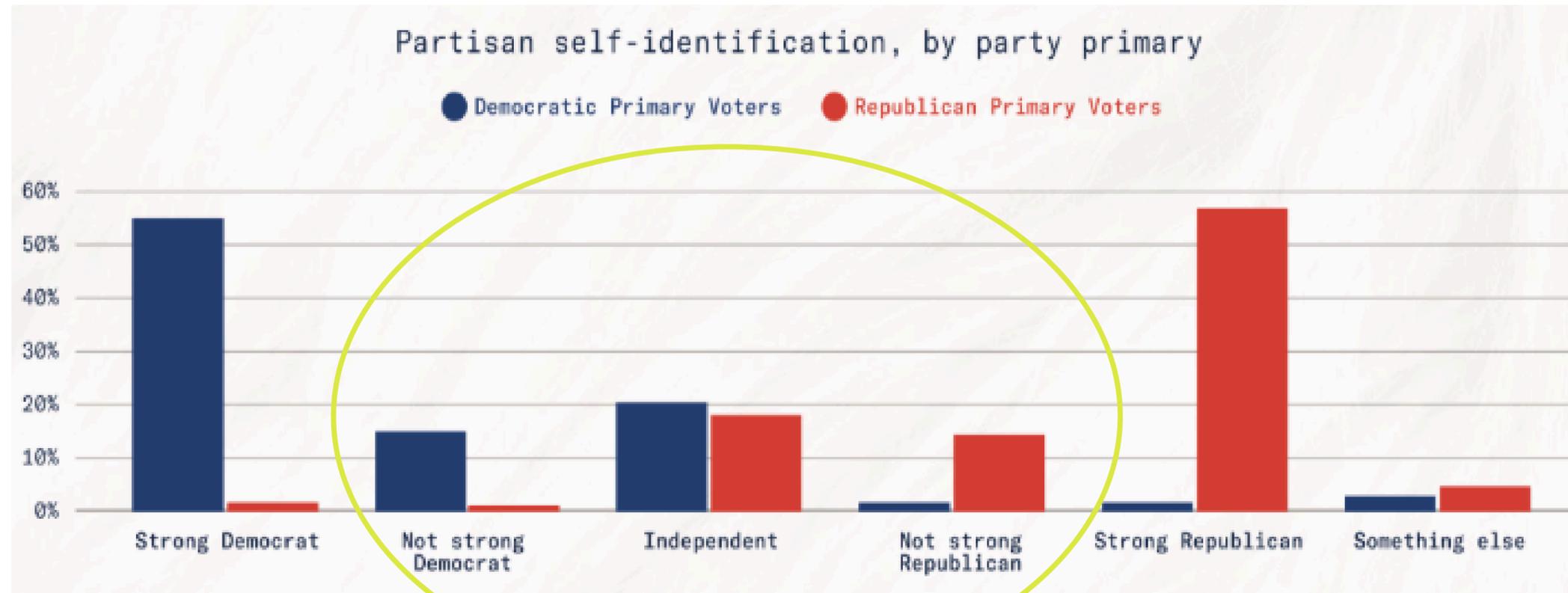
Primary voters are older, more partisan,
and far less representative of the state's
population.

- Age 50+
 - 36% population
 - 81% primary voters

SOURCES: RYAN DATA, TEXAS SOS, U.S. CENSUS,
TEXAS POLITICS PROJECT, UNITE AMERICA



Our Future Is Decided by a Fraction of Voters



60% identify as
“STRONG”
Democrat or
Republican

SOURCES: RYAN DATA, TEXAS SOS, U.S. CENSUS,
TEXAS POLITICS PROJECT, UNITE AMERICA

THE IMPACT

Low Turnout Shifts Lawmakers' Priorities

- Lawmakers cater to small group who elect them
- Fringe issues dominate
- Most Texans feel disconnected from leadership
- Moderate candidates don't run for office



THE REASON

Why Texans Skip the Primaries

- **Information:** low understanding of primaries' impact
- **Structure:** shifting dates, rules, and polling places
- **Engagement:** campaigns focus on past voters
- **Culture:** limited civic education or social pressure





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Wait, can I vote
in the primary?

**HEAD OF INVESTOR RELATIONS AT
GLOBAL NATURAL GAS COMPANY IN
HOUSTON, TEXAS**

THE SOLUTION

You! Yes, You!

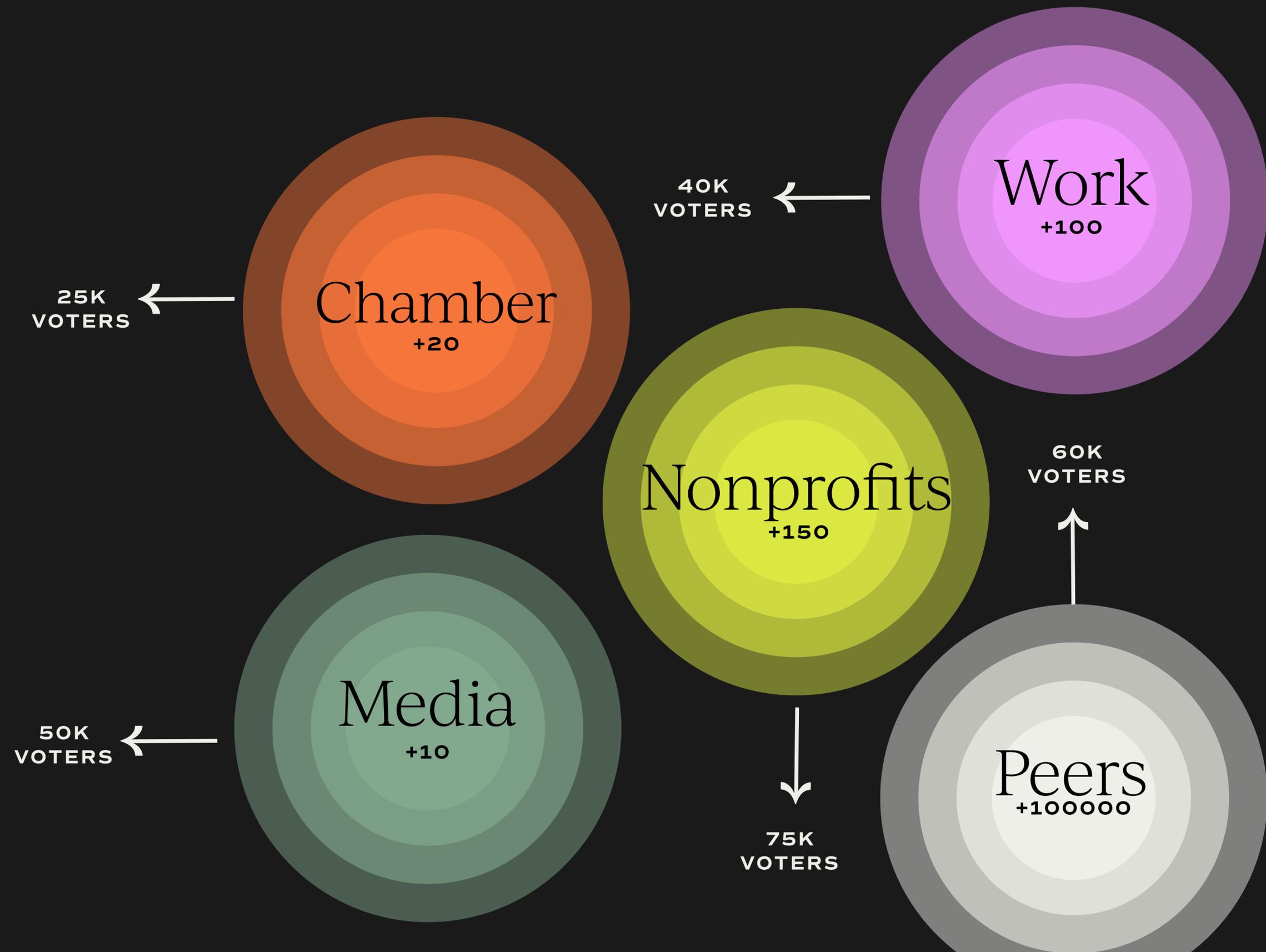
Your leadership already help shapes
the future of Austin & Texas.

We give you the **playbook** to translate
your reach into civic results.

Activating **trusted** Texas messengers

Exponential
Power of March Matters

**250K MORE
TEXANS
VOTING IN
MARCH 2026
PRIMARIES**



Numbers represent modeled estimates of voter reach based on partner activation and multiplier effects per sector.

March Matters



TX Network

Unite **trusted** partners across business, civic, and faith groups

Helpful Info

Co-create simple, nonpartisan content and toolkits to boost education & participation

6-Week Sprint

Media and partner network activates coordinated campaign
January 20 - March 3

March Matters Toolkit

DO

- Share info with your network
- Adapt content to fit your brand
- Reach out for help
- Have fun and make a difference!

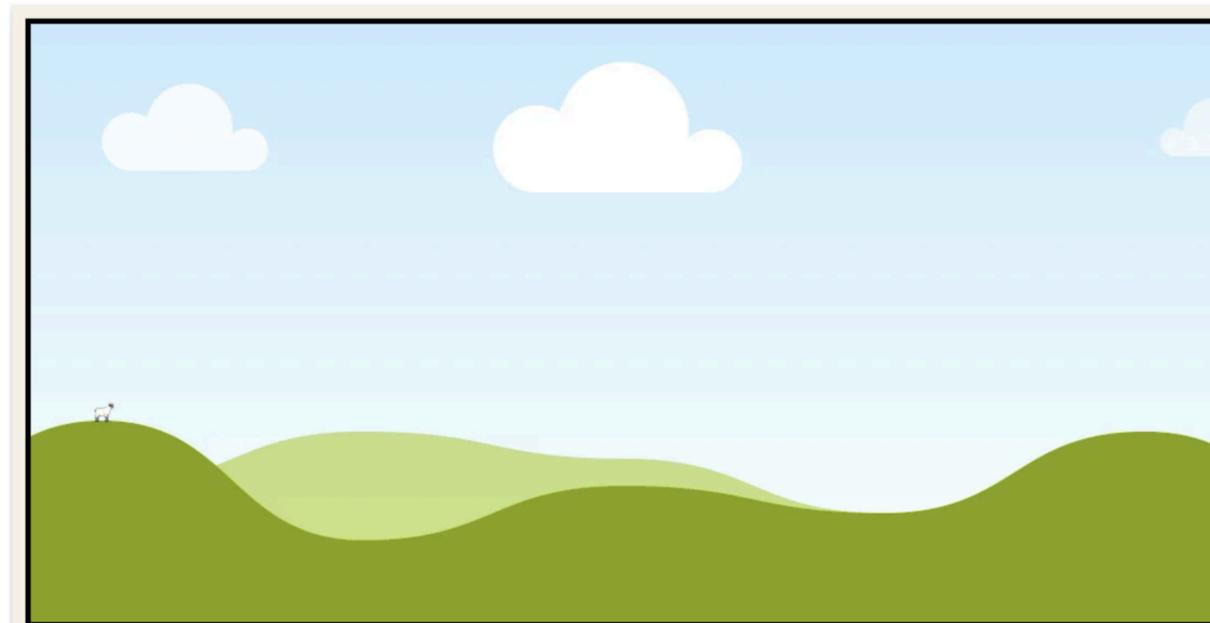
DON'T

- Reference political parties
- Mention specific candidates
- Advocate for specific positions
- Use March Matters for endorsement or persuasion activities.

Feb 16: Presidents Day

Theme: Leadership, legacy, Civic Responsibility

- Presidents Day reminds us that leadership is important.
- Choosing who represents us is one of the most powerful responsibilities we hold.
- Honor the day by making your plan for early voting.
- Democracy is not a spectator sport. Your participation shapes the future of Texas.



**MARCH
MATTERS**
PLACE TEXT HERE

**PRIMARY
ELECTIONS
MATTER MOST.
HERE'S WHY.**



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MARCHMATTERS.ORG

March Matters **Voter Education**

PRIMARY VS. GENERAL

PRIMARIES DECIDE...

**WHICH CANDIDATE
GETS ON THE
BALLOT.**

GENERAL ELECTIONS DECIDE...

**WHICH INDIVIDUAL
HOLDS PUBLIC
OFFICE.**

Millions of voters participate in general elections,
and turnout is often higher than in primary elections.

Is my primary vote public?

- Who you vote for is private and secret.
- The fact you voted in a specific party's primary is public record.

This means your name may appear on that party's voting roster, and you may receive mail or ads from that party. Your individual vote is never disclosed.

WHAT TO KNOW BEFORE YOU VOTE

Voting should be straightforward, not stressful. This guide helps you navigate your polling place and shows you exactly where to get help if you need it. Most people are in and out without a hitch, but if you run into a snag, there's real-time help available to make sure your vote counts.



MARCH MATTERS



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 in Action



Texas Association of Business

10,032 followers
4d · 🌐

Early voting starts next week.

Your voice matters in the March Primary Elections. Primary elections determine which candidates advance to the general election and play a critical role in shaping the leadership and policy environment that impacts Texas businesses and communities.

Important dates and voter resources below ↓



Why Business Show Up



MARCH MATTERS TO BRENTWOOD

PRIMARY ELECTIONS MATTER MOST. HERE'S WHY.



@MARCHMATTERSTX
MARCHMATTERS.ORG

MARCH MATTERS
TO HEALTHY COMMUNITIES



PRIMARY ELECTIONS MATTER MOST. HERE'S WHY.



@MARCHMATTERSTX
MARCHMATTERS.ORG

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

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)
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You and 7 others · 7 shares

YOUR VOICE YOUR VOTE

YOUR VOTE MATTERS
MARCH MATTERS

ONLY 10% of Texans Pick Our Elected Leaders
Are you one of them? Texas Primaries are March 3rd.

Did you know? March primary elections determine who appears on the ballot in November midterms. In many Texas districts, the important local and state-wide races are "effectively" decided during the March primaries. Yet fewer and fewer people turnout for the primary than compared to November elections. Help us change that. **VOTE. Make your voice HEARD.**

LWV LEAGUE OF WOMEN VOTERS OF CALVESTON

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YOUR VOTE MATTERS
MARCH MATTERS

Did you know? VOTING in the March Texas Primaries **DOUBLES THE IMPACT OF YOUR VOICE** THAT'S WHY MARCH MATTERS

Last day to Register **FEB 2nd**

TEXAS PRIMARIES **MARCH 3rd**

YOUR VOTE = YOUR VOICE

LWV LEAGUE OF WOMEN VOTERS OF CALVESTON

Register & VOTE
MARCH MATTERS
YOUR VOTE MATTERS

Be an Informed 2026 Texas Voter!

What's on your ballot? **VOTE 411** ELECTION INFORMATION YOU NEED

Scan QR code

CLICK on QR code and put in your zip code

TEXAS PRIMARIES **MARCH 3rd**

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

LWV LEAGUE OF WOMEN VOTERS OF CALVESTON

MARCH MATTERS
YOUR VOTE MATTERS

PRIMARY ELECTIONS

Last Day Register	FEB 2
First Day Early Voting	FEB 17
Last Day Early Voting	FEB 27
ABBM DEADLINE (Rec'd)	FEB 20
★ ELECTION DAY ★	MAR 3 rd

PRIMARY RUN OFF: **MAY 26**

From Lubbock to Lockhart to Longview

STAY IN THE KNOW

Sign-up

Weekly Briefing Emails
Coalition Call Invites

Always nonpartisan.

Trump says Republicans should 'nationalize' elections, take control from states



Joey Garrison

USA TODAY

Feb. 2, 2026 | Updated Feb. 3, 2026, 9:25 a.m. ET

Dallas and Williamson counties switch to precinct-level voting for primary election day

Republicans force a change that will affect voters in both parties.

By Natalia Contreras | January 9, 2026, 4:00am CST

ASSOCIATED PRESS

3 elections in 4 months and new US House map lead to confusion and voter fatigue in Texas district

SEE YOUR IMPACT

Measure YOUR Impact

Unique URLs
QR codes

Customized content,
programs, events



Voter Education



<https://links.marchmatters.org/get-ready>

Toolkit



<https://links.marchmatters.org/toolkit>



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*“It’s about damn
time”*

TEXAS POLITICAL INSIDER