

MARCH MATTERS

Weekly Coalition & Campaign Briefing

January 13, 2026

AGENDA

- ① Welcome to the Team
- ② Who We Are
- ③ The Challenge We're Addressing
- ④ March Matters Resources
- ⑤ Coalition Goals
- ⑥ What to Expect in Next 7 Weeks

MEET YOUR SPEAKERS

We know civics works



DEIRDRE WALSH

- 20+ years leading global marketing, communications, and HR
- Cutting-edge tech and data pioneer
- Bipartisan work at all levels of government
- Creates award-winning campaigns



MARJORIE CLIFTON

- Consulted 4 presidential admins
- Leads communications, crisis management, and policy strategy
- Builds business coalitions
- Global media spokesperson

WHO WE ARE

Coalition Built for Texas

- **Statewide:** partners across business, faith, nonprofit, government, and community sectors
- **Trusted messengers:** established networks



OUR PRINCIPLES

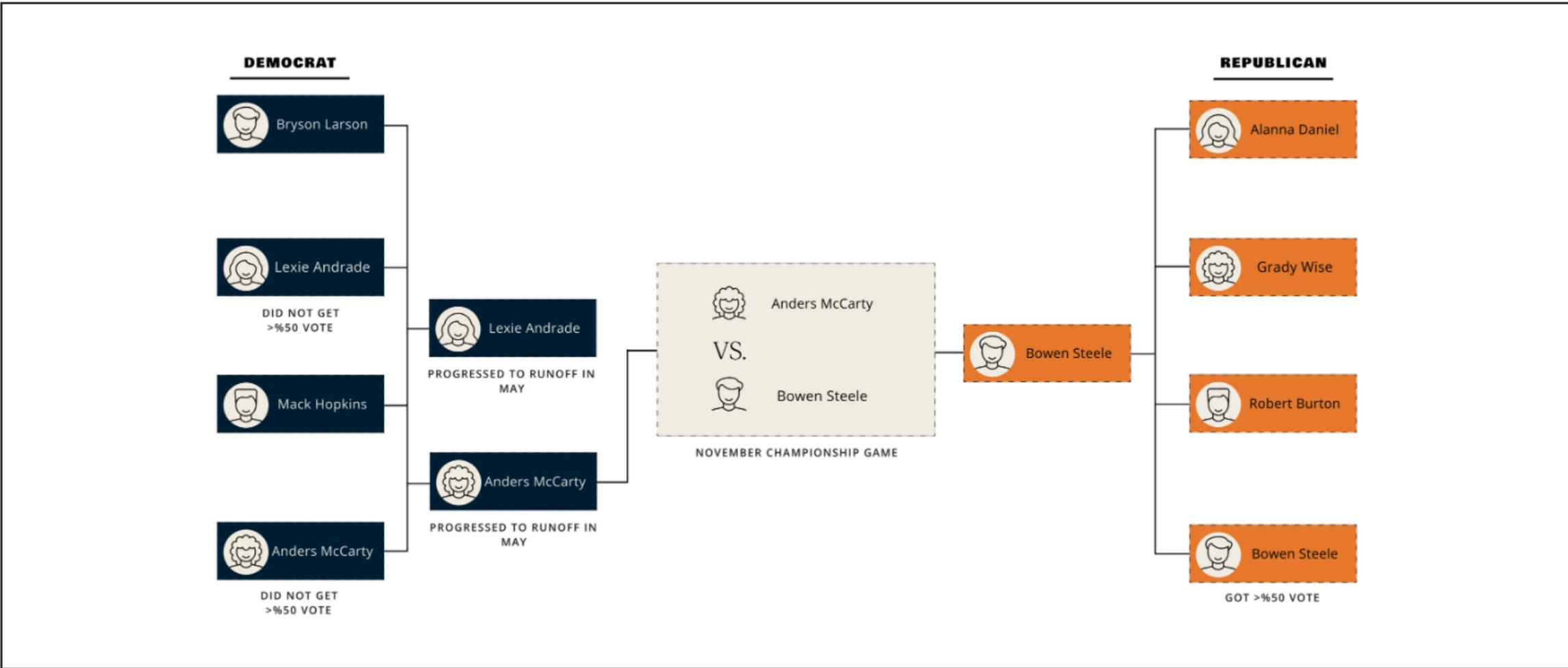
How We Do this Work

- **Nonpartisan:** no parties, candidates, or positions
- **Informational:** focused on clarity, not persuasion
- **Texas focused:** registered voters and primaries
- **Trusted:** grounded in official, reliable sources
- **Accessible:** simple, practical, and easy to use



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.

THE CHALLENGE

Why March Matters

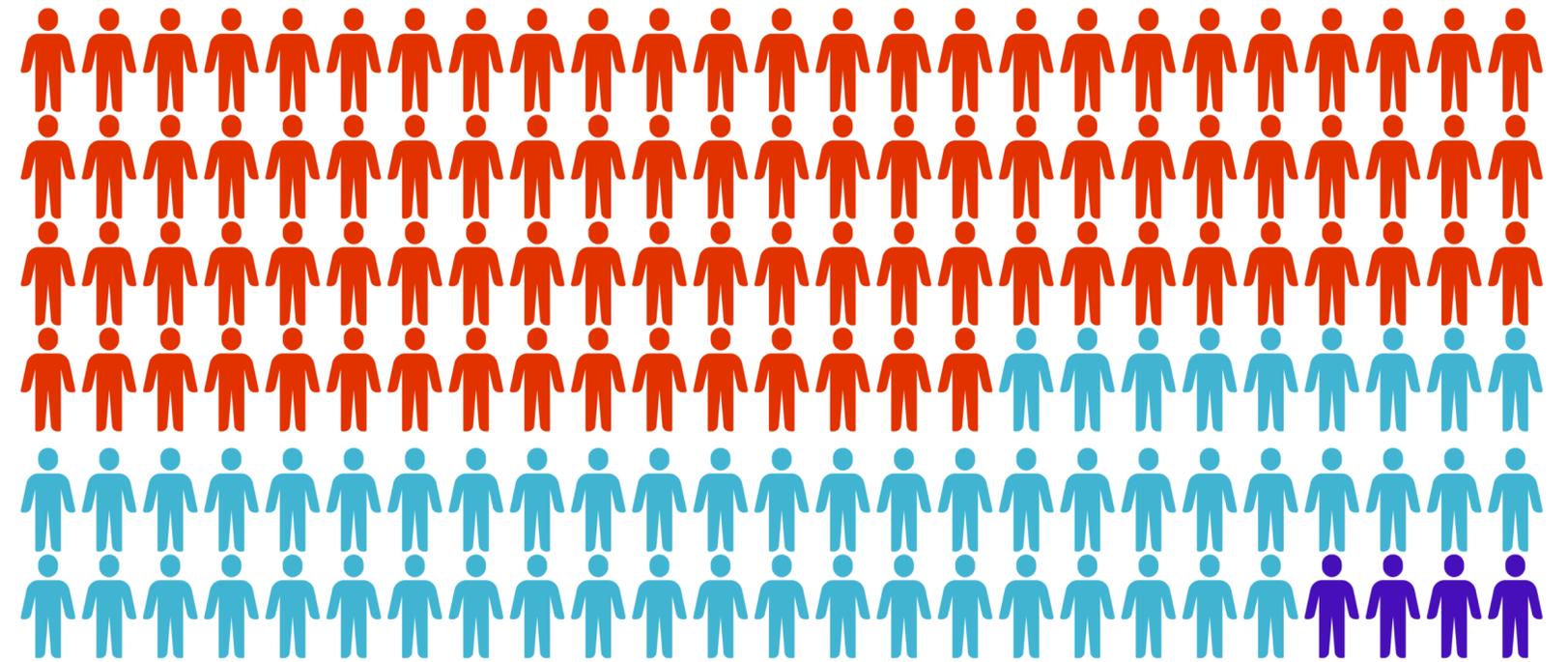
- **High impact:** primary outcomes shape November ballots
- **Decisive:** most Texas leaders are chosen in March
- **Low turnout:** only a small share of voters participate
- **Unequal voice:** decisions reflect the few, not the many



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.

Not Everything is Bigger in Texas

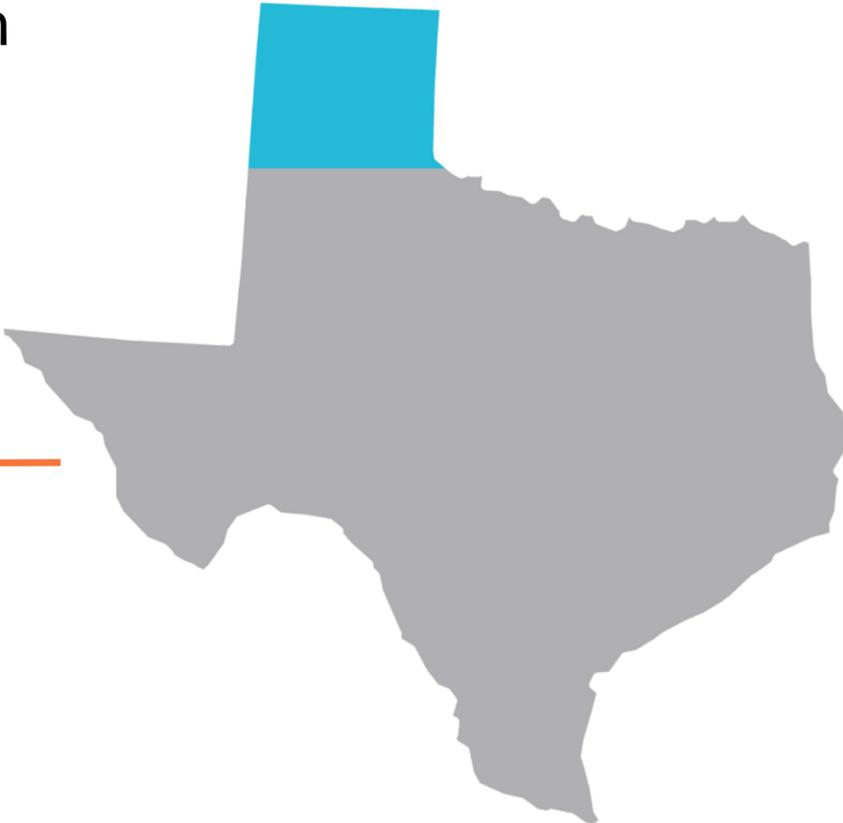
#1 state in gaining new residents
#8 largest economy in the world
#2 **lowest** voter turnout in the nation



48%
of Texans voted in
2024 General Elections



We're closing the gap.

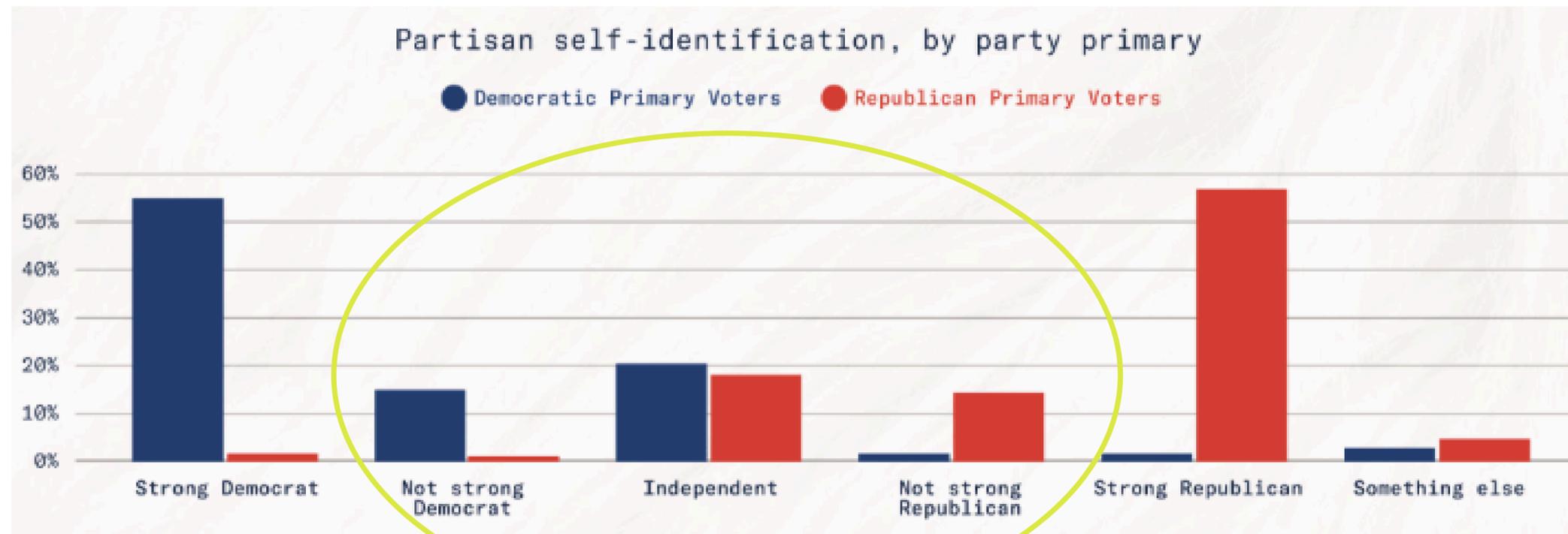


14%
of Texans participated in
2024 Primary Elections

SOURCES: TEXAS SECRETARY OF STATE, WASHINGTON POST, US CENSUS BUREAU, AXIOS

Future Decided by a Fraction of Voters

Texas' Representation Gap



Age 50+:

36% population
81% primary voters

Republican:

50% population
70% primary voters

Democrat:

40% population
30% primary voters

60% identify as "STRONG" D or R

THE STRATEGIC GOAL

Empower Texans with Trusted Information

1

More
Primary
Voters

2

Leads to Better
Representation

3

Produces More
Accountable
Leadership

4

Results in Better
Policies for Texans

on the issues that affect daily life education,
healthcare, cost of living, safety, and opportunity.

THE SOLUTION

You! Yes, You!

- **Trusted role:** empower your people with reliable info
- **Low lift, high impact:** ready to use tools and timelines
- **Measured:** reputation, reach, relationships, results
- **You're not alone:** shared team and infrastructure
- **Collective momentum:** your impact scales with others

THE SOLUTION



March Matters

Get Out the Primary Vote



Statewide Network

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

Helpful Information

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

6-Week Sprint

Network activates
coordinated campaign
January 20 - March 3

*Partners share data and
conduct experiments to
shape future GOTV efforts*

THE SOLUTION

What Does Participation Look Like?

- **Start small:** one action is enough
- **Choose visibility:** quiet or public participation
- **Use what fits:** adapt tools to your culture
- **Grow over time:** deepen engagement when ready
- **Measure your impact:** get analytics specific to you



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

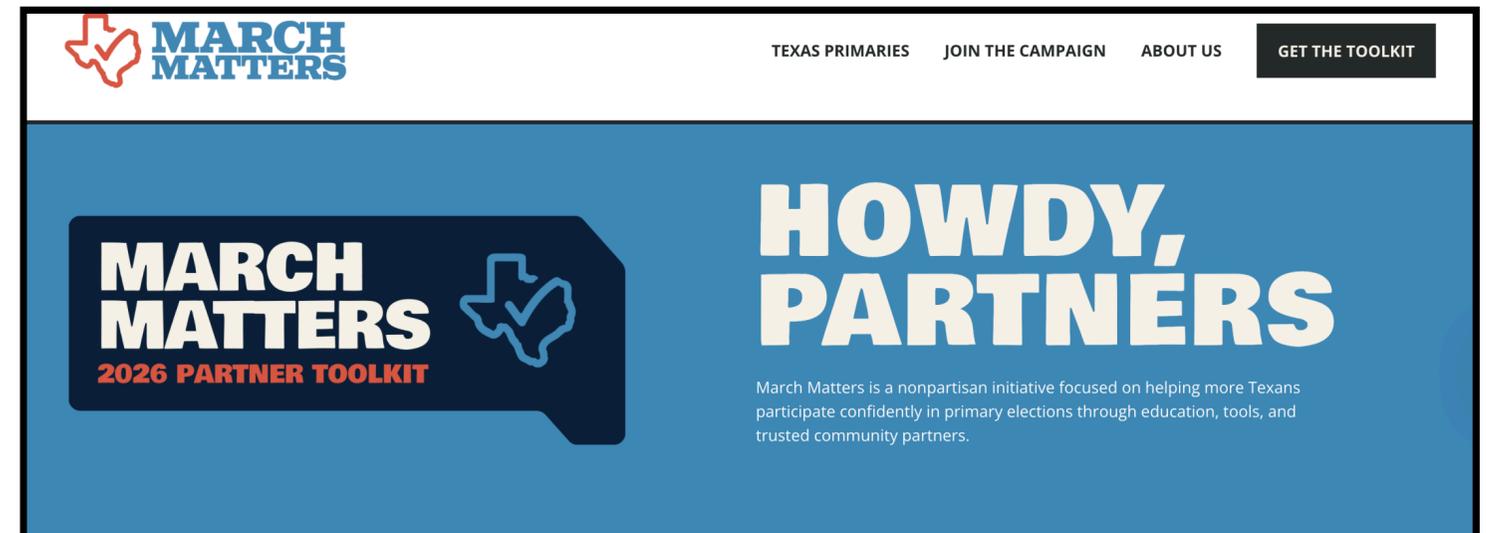
Monday, February 2: Voter registration deadline
February 17-27: Early voting days
Tuesday, March 3: Primary election day
Tuesday, May 26: Runoff election (if needed)

MARCHMATTERS.ORG

THE TOOLKIT

Demonstration

- Plain language explanations
- Critical dates and timelines
- Copy and paste content
- Customizable visuals
- Optional trainings and calls



THE MEASUREMENT

Request Custom Tracking

- See your organizations impact
- Email marchmatters@igcinstitute.org to get yours.

YMCA_Flyer: March Matters 2026

[bit.ly/marchmatters_ymca](https://www.marchmatters.org/prepare-for-the-primaries?utm_source=march_matters&utm_medium=flyer&utm_ca...)

→ https://www.marchmatters.org/prepare-for-the-primaries?utm_source=march_matters&utm_medium=flyer&utm_ca...

No tags

...
✎
← Share

January 9, 2026 2:40 PM CST

Engagements
6

Last 7 days
6

Weekly change
+100%

QR Code

View details
...

5 Total scans

Bitly Page

Create Bitly Page

5 STEPS TO GET READY

STEP 1: CONFIRM YOUR ADDRESS AND VOTER STATUS

Before anything else, make sure you are registered to vote and that your information is current.

Take two minutes to check:

- Your registration status
- Your name and address
- Your voting precinct

If anything needs updating, do it early.

CHECK STATUS

Michael Scarpello, Voter Registrar
469-627-VOTE (6683)
www.dallascountyvotes.org
1520 Round Table Dr
Dallas TX 75247

Secretary of State's Office
Elections Division
1-800-252-VOTE (6683)
www.sos.state.tx.us

FIRST-CLASS MAIL
PRESORTED
U.S. POSTAGE PAID
DALLAS, TEXAS
PERMIT NO. 4846

RETURN SERVICE REQUESTED

VOTER REGISTRATION CERTIFICATE				U.S. REP.	STATE SEN.	STATE REP.	COMM.	J.P.	CITY	ISO
DALLAS COUNTY (Condado de Dallas) Quận Dallas				3	2	100	1	4	7	7
<p>VUID 1090000000</p>	<p>ID Number 1090000000</p>	<p>Gender M</p>	<p>Valid From (Valid until) 01/01/2023</p>							
<p>Year of Birth 1970</p>	<p>Precinct Number 1116</p>	<p>Year of Birth 12/31/2024</p>								
<p>Name and Permanent Residence Address Voter Name and Address (Nombre y Dirección de Correo) Tên Họ và Địa Chỉ Thường Tín</p>				<p>Name and Mailing Address Voter Name and Address (Nombre y Dirección de Correo) Tên Họ và Địa Chỉ Thường Tín</p>						
<p>VOTER, JANE 100 MAIN ST DALLAS TX 75001</p>				<p>VUID 1090000000 JANE VOTER 100 MAIN ST DALLAS TX 75001</p>						

X
 VOTER MUST PERSONALLY SIGN HIS/HER NAME IMMEDIATELY UPON RECEIPT, IF APPLICABLE.
 (El votante debe firmar su nombre personalmente al recibirlo, si aplica.)
 (Chỉ ký phải được nhận ký tên của mình ngay sau khi nhận được, nếu có thể.)

PARTNER SPOTLIGHT

Employee Activation

**IGCI: a network of leading global companies
advancing civic engagement in the workplace.**

We make it simple for workplaces to share trusted, local civic information that inspires confidence, strengthens culture, and builds connection.



Turn a coffee
break into a
voting plan.

Find your polling locations [—————>](#)

igcinstitute.org



PARTNER SPOTLIGHT

Faith Activation

Texas Impact: the state's oldest and largest interfaith network.

We engage more than 5 million Texans in civic life by equipping spiritual leaders and congregations with civics research, education, and resources.



texasimpact.org

NEXT STEPS

What to Expect

Weekly cadence: Sunday emails, Tuesday calls

- Recap: what happened last week
- Focus: what matters this week (key dates)
- Partner updates: quick highlights and lessons
- Q&A: questions and support needs



Pilot for the nation.



EXECUTIVE SUMMARY

March Matters because leadership is decided in March.

Participation matters because our state works best when more people understand and take part.

Collaboration matters because no single org can do this work alone.



Marjorie Clifton

marjorie@igcinstitute.org

202.510.5275



Deirdre Walsh

deirdre@igcinstitute.org

*“It’s about damn
time”*

TEXAS POLITICAL INSIDER