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PRESS RELEASE

People of Faith Across America Overwhelmingly Support Biden Propelling Victory

New Moral Majority celebrates historic impact on the 2020 election

Louisville, KY: People of faith changed the landscape of the 2020 election, lifting their voices in record numbers to denounce the politics of division and hate, and support the kind and moral leadership of Joe Biden and Kamala Harris. With their help, Biden secured the support of the most diverse coalition of religious voters ever, including massive support from African American faith communities, as well as Mainline Protestants, Catholics, Muslim, and Jewish voters. In one of the most significant shifts, Biden even made inroads into the white Evangelical voting bloc, earning 23% of their support, a gain of 7% from the 2016 election. The share of single issue conservative evangelical voters is shrinking, while an increasingly diverse coalition of voters of faith is on the rise.

This impact was not an accident. Faith communities have been organizing and mobilizing in unprecedented ways.

New Moral Majority, an all-volunteer Christian organization focused upon reclaiming the moral narrative in America, was one of the groups leading the charge. Focusing their greatest attention on the swing states of Georgia (according to pew, the nation’s 8th most religious state), Wisconsin, Michigan, Arizona, and North Carolina (the nation’s 10th most religious state), their ads, news articles, Op-Eds and radio stories combined to reach over 22 million people. New Moral Majority produced four groundbreaking ads which were viewed over 2.6 million times on social media and digital platforms. Over 300 people volunteered to have hard and healing conversations with their families in the Operation Family Meeting initiative. New Moral Majority was also heavily involved in Get Out the Vote Efforts, as their All Souls to the Polls initiative reached out to faith leaders to equip them to help their congregations vote reaching more than 50,000 people and sponsored food trucks to offer food and water to people standing in long voting lines.

The efforts paid off as Joe Biden received the most votes ever by a presidential candidate, reclaiming Wisconsin, Michigan and Pennsylvania for the Democrats, and expanded their electoral map into Arizona and Georgia.

“Voters of faith turned out in record numbers and sent a message that they want unity over division, justice over hate, and hope over fear” said Rev. Ryan M. Eller, executive director and co-founder of New Moral Majority. “Our efforts to shift the narrative worked. As I said earlier this summer, candidates cannot win without these voters, and Republicans will suffer more every
election that passes for failing to appeal in a substantive way to the *real* values that appeal to the majority of voters of faith.”

New Moral Majority will continue to organize and mobilize progressive faith communities to support candidates and policies that are based on justice, love, equity and compassion.

*Rev. Ryan Eller, as well as faith leaders from our network are available for comment. The New Moral Majority* ([newmoralmajority.org](http://newmoralmajority.org)) *is not affiliated with the Biden for America Campaign.*

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