

# SWIFTIES *for* KAMALA

## How Did It End?

### *A Comprehensive Post-Mortem Report*



This analysis has been written and compiled by S4K Media Director, Olivia Richard and relies primarily on internal data while also incorporating insights from other sources, most notably [Redfield & Wilton Strategies](#) (2024) and [Monmouth University Polling Institute](#) (2024). This report is a synthesis of information provided by these sources and internal metrics. It does not claim ownership of any external data. All intellectual property rights of the data sources are acknowledged, and this document is intended solely for analytical and informational purposes.



## Introduction: "Long Live, Swifties Who Made a Difference"

In the months (107 days) leading up to the 2024 U.S. Presidential Election, *Swifties for Kamala* (S4K) became a “first of its kind” movement that redefined how fandoms can influence politics. Merging the energy of Taylor Swift’s global fanbase with the precision of data-driven campaigning, S4K tackled voter outreach, issue advocacy, and down-ballot races with unmatched enthusiasm. This report provides an expanded view of S4K’s media impact, groundbreaking initiatives, voter mobilization, and significant wins across legislative measures and candidate races.

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## MEDIA & PRESS

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### "Look What We Made You Do": Media Impact and Swiftie Influence

S4K turned the power of Swiftie fandom into a media event that was impossible to ignore. The campaign didn’t just aim to be seen; it aimed to bring “daylight” to the power of youth voices, celebrity influence, and fandom-based political action.

**Total Online Mentions and Reach** The Swifties for Kamala campaign didn’t just make headlines; it brought political organizing into the spotlight.

- **Mentions Across Leading Outlets:** Over **400 articles** appeared in outlets like *The New York Times*, *Rolling Stone*, *The Guardian*, and *Washington Post*, bringing Kamala Harris’s message to life through the Swiftie lens.
- **Total Online Reach:** The campaign reached an estimated **250 million potential readers**, with articles racking up an average of **5,000 interactions** each. S4K’s message resonated far and wide, leaving no blank space on the media landscape.

### Key Themes in Coverage

- **Fandom as a Force for Good:** Media coverage celebrated how Swifties used their loyalty, creativity, and digital savvy to elevate political activism.
- **Celebrity as Catalyst:** Publications explored how Taylor’s voice brought an entire generation into the political conversation, translating her power as a cultural icon into something civic and lasting.

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- **Swiftie Culture Meets Political Strategy:** Coverage emphasized how S4K didn't just talk the talk; it walked the walk with organized, impactful efforts that included phone banks, text campaigns, and relational organizing that built genuine connections.

## Highlighted Articles

- [The New York Times: "Taylor Swift Fans Mobilize for Kamala Harris"](#) – Looks at how the Swiftie community translated passion for Taylor into action for Harris.
- [The Washington Post: "Zoom Calls and Swifties: The New Face of Political Campaigning"](#) – Highlights how S4K's digital presence influenced young voters, with Zooms and livestreams as modern-day rallies.
- [Rolling Stone: "Inside the Swifties for Kamala Movement"](#) – A comprehensive look at how the Swiftie ethos—fierce loyalty, shared values, and collective action—transformed the campaign.
- [Vogue: "Can Fandoms Save Democracy?"](#) – Reflects on S4K as part of a larger cultural shift, questioning how fandom can serve as a springboard for civic engagement.

## Broadcast and Social Reach

- **Television and Radio:** S4K reached an estimated **60 million viewers** across networks like NBC, CNN, and BBC. Coverage framed Swifties not just as music fans but as committed citizens.
- **YouTube Reach:** Broadcast clips on YouTube brought in another **20 million views**, connecting the campaign's story to an even wider audience.
- **Social Media:** With hashtags like #SwiftiesForKamala lighting up TikTok, Instagram, and Twitter, the Swiftie army reached new heights. Videos often topped **1 million views**, turning the campaign into a digital sensation.

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## "This Love" Goes Global: Swiftie Influence: International and Domestic Scope of S4K's Media Reach

S4K resonated globally and domestically, bridging political action and Swiftie culture with a scope rarely achieved by grassroots movements.

### Domestic Reach

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- **States Engaged:** Campaign efforts and media coverage extended across **all 50 states**, with key battleground states like Pennsylvania, Arizona, Michigan, and Wisconsin seeing especially high activity.
- **Local Media Penetration:** S4K was featured prominently in swing-state publications, ensuring localized resonance for Kamala Harris’s campaign messages.

## International Scope

- **Continents Reached:** S4K achieved coverage across **six continents**, including:
  - **North America:** The U.S., Canada, and Mexico
  - **Europe:** The UK, France, Germany, and Ireland
  - **Asia:** India, Japan, and Indonesia
  - **Australia/Oceania:** Australia and New Zealand
  - **South America:** Brazil and Argentina
  - **Africa:** South Africa and Nigeria
- **Countries Engaged:** Over **35 countries** featured media or social media discussions about S4K, reflecting Taylor Swift’s universal appeal and the global curiosity surrounding fandom-driven activism.

## "All Too Well": Detailed Voter Outreach Metrics and Fan Engagement

S4K organized an impressive series of voter outreach events that achieved numbers worthy of any Swiftie collector’s edition. This wasn’t just about a concert tour; this was about showing up, every Tuesday night, every text bank, every phone call.

**Quantifiable Voter Outreach and Program Goals** The campaign’s voter contact numbers tell the story of a “mastermind” strategy:

- **Total Voter Contacts:** 22.29 million
  - **Texts Sent:** 19,143,504
  - **Calls Made:** 2,712,495
  - **Direct Mail:** 259,000 mailers sent out

## Detailed Event Metrics

### 1. "Typical Tuesday Night" Phonebank

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- **Goal:** 225,000 dials across 8 dates
  - **Dials Reached:** 311,125 dials over 4 Tuesdays
2. **Eras Tour Texting**
- **Goal:** 9.9 million texts
  - **Actual Texts Sent:** 7.7 million and 1.98 million dials (9.7 million total)
3. **Fan-Out Relational Organizing**
- **Goal:** 89,000 actions, all rooted in a shared fan-based connection.
  - **Actual Voter Actions taken:** 175,200 voter actions, including new registrations and registration updates

**Volunteer Energy** S4K's volunteer turnout is a testament to the Swiftie ethos of loyalty and action:

- **Total Volunteers:** Over **3,380 volunteers**, with last-minute additions joining to “never go out of style.”
- **Shifts Completed:** 8,000 shifts, each a testament to Swifties' dedication.
- **Volunteer Hours:** Over **15,000 hours** contributed, proving that “forever and always” applies to political engagement, too.

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## CHANGING THE GAME

*An innovative and joy filled grassroots movement*

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### **Make the Friendship Bracelets": A Unified and First-of-Its-Kind Campaign**

The *Swifties for Kamala* campaign innovatively combined Taylor Swift-inspired fandom culture with data-driven voter outreach. At its core, the **Friendship Bracelets Campaign** became a defining symbol of unity, creativity, and action, extending across Pennsylvania and the nation.

### **The Pennsylvania Fandom Mail Campaign**

S4K broke new ground with a **first-of-its-kind targeted mail initiative** that merged fandom enthusiasm with strategic voter engagement, demonstrating that political mail could be creative, meaningful, and effective.

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## Overview of the Campaign

- **Pieces Sent:** Over **250,000 mailers** were distributed to low-propensity female voters across Pennsylvania.
- **Target Demographics:** Women aged 18-34 with an interest in live music and historically low voter turnout.
- **Unique Features:**
  - **Voting Era Friendship Bracelets:** Included in **50,000 mailers**, with bracelets sent to key counties such as Philadelphia, Allegheny, Bucks, Montgomery, Chester, and Delaware.
  - **Lyric References:** The mailers were infused with Taylor Swift-inspired messaging, including a quote from her endorsement of Kamala Harris.
  - **Interactive Elements:** Recipients were encouraged to scan a QR code to pledge to vote, make a voting plan, and share their pledge with friends.

## Impact

- **Pledges to Vote:** Over **4,600 pledges** were submitted by recipients, a tangible result of the campaign's creative approach.
- **Social Media Buzz:** Pennsylvania Swifties showcased their bracelets and mailers on platforms like TikTok and Instagram, turning the mail campaign into a viral phenomenon.
- **Planned Follow-Up:** Post-election, S4K will analyze the program's impact by cross-referencing voting records to assess turnout among recipients.

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## Swiftie-to-Swiftie: A Nationwide Friendship Bracelets Initiative

The **Friendship Bracelets Campaign** extended S4K's unifying message beyond Pennsylvania, making it a national movement that embodied Swiftie values of creativity, dedication, and community.

## Key Metrics

- **Bracelets Distributed:** Over **5,000 bracelets** were handcrafted and shipped to supporters across the country, symbolizing Swiftie unity in the most literal sense.

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- **Reach:** Friendship bracelets were sent to **49 states**, ensuring a nationwide impact. Each bracelet served as a small but powerful reminder of the collective mission to energize voter turnout.
  - **Timeline:** The initiative came together in just **6 weeks**, reflecting the campaign’s ability to harness volunteer passion and Swiftie enthusiasm under tight deadlines.
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## Blending Strategy and Symbolism

The **Pennsylvania mail campaign** and the **Friendship Bracelets initiative** together demonstrate the power of combining strategic outreach with heartfelt community-building:

- The **Voting Era bracelets** in Pennsylvania brought fandom-inspired creativity into a traditionally impersonal form of voter contact, making political mail approachable and engaging.
- The **nationwide bracelet effort** symbolized unity across the Swiftie community, connecting volunteers and voters through shared values and goals.

This dual approach not only engaged voters but also solidified S4K as a movement where fans could see themselves making a tangible difference, whether through mail, digital platforms, or in-person connections. By blending fandom culture with actionable outreach, S4K created an unforgettable campaign that truly lived up to the Swiftie ethos: *“long live all the magic we made.”*

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## DIGITAL ENGAGEMENT

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### Digital Engagement Analysis

The *Swifties for Kamala* campaign’s website became the ultimate “Enchanted” hub for mobilizing fans and voters alike. From “new romantics” exploring the site for the first time to dedicated fans taking action, these metrics show how S4K leveraged every channel to drive meaningful engagement.

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## Global and National Engagement:

With visitors spanning **62 countries and every U.S. state**, S4K showed that the Swiftie spirit knows no borders. The campaign's website became a beacon for fans across the world to unite and take action.

Overall, these pages kept users engaged for an average of **46 seconds per session**, proving that once Swifties arrived, they stuck around to take action.

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## "Our Song": A Digital Movement Worth Singing About

The *Swifties for Kamala* website wasn't just a platform—it was a movement. With **57,083 users, 147,505 page views, and 203,721 key events**, this digital home base turned Swiftie enthusiasm into real-world action, in just 107 days. The data proves that when Taylor said, *"It's a love story, just say yes,"* fans heard it loud and clear, and they did just that.

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## "All You Had to Do Was Click": Engagement Highlights

Every click, scroll, and session revealed the dedication of Swifties who turned their fandom into civic action.

- **Total Events:** Over **630,312 events** were logged, including pledges to vote, bracelet orders, and volunteer sign-ups.
  - **Key Event Rate:** Fans completed key actions at an impressive **58.17% rate**, demonstrating that S4K's calls to action were as irresistible as a Taylor Swift chorus.
  - **Voting Tools in Action:** The **"Voting Pledge Form"** saw **8,944 views**, with **6,516 active users**—a testament to the campaign's focus on actionable engagement.
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## LEGISLATIVE & DOWN-BALLOT SUCCESSES

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### "It's a Love Story": Legislative Wins and Advocacy for Reproductive Rights

S4K championed ballot measures nationwide, particularly focusing on protecting reproductive rights. The results highlight significant victories, with the majority of measures supported by S4K passing.

#### Summary of Legislative Wins

- **Total Ballot Measures Supported: 11**
  - **Passed: 7**
  - **Failed: 4**

#### Key Wins

1. **Missouri - Amendment 3:** Created a constitutional right to reproductive freedom, including abortion and birth control. **PASSED**
2. **Maryland - Question 1:** Enshrined a constitutional right to reproductive freedom. **PASSED**
3. **Colorado - Amendment 79:** Repealed restrictions on public funding for abortions. **PASSED**
4. **New York - Proposal 1:** Expanded equal protection to include pregnancy outcomes and reproductive healthcare. **PASSED**
5. **Montana - CI-128:** Created a right to abortion with protections for life and health. **PASSED**
6. **Nevada - Question 6:** Ensured abortion access until viability. **PASSED**
7. **Arizona - Proposition 139:** Enshrined abortion rights until viability. **PASSED**

#### Key Losses

1. **Florida - Amendment 4:** Would have prohibited abortion restrictions before viability. **FAILED**
2. **South Dakota - Amendment G:** Would have created a right to abortion in the first trimester. **FAILED**
3. **Nebraska - Initiative 439:** Would have guaranteed abortion rights until viability. **FAILED**
4. **Nebraska - Initiative 434:** Limited abortion to the first trimester. **PASSED**, *contrary to S4K's stance.*

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## "This Is Us Trying": Down-Ballot Wins and Strategic Success

S4K extended its efforts beyond the presidential race, supporting candidates and initiatives at all levels of government. The movement achieved significant down-ballot victories that will shape policy for years to come.

### Candidate Successes

- **Total Candidates Supported:** 18
  - **Wins:** 9 🏆
  - **Losses:** 9 ❌

### Key Wins 🏆

1. **George Whitesides (CA-27):** Flipped a Republican-held House seat to Democrat.
2. **Elissa Slotkin (MI Senate):** Held a critical open Democratic Senate seat. (Swifties sent over 2 million texts)
3. **Ruben Gallego (AZ Senate):** Flipped an independent Senate seat. (Swifties sent over 3 million texts into the state)
4. **Tammy Baldwin (WI Senate):** Retained her Senate seat with strong grassroots (and Swiftie) support.
5. **Josh Stein (NC Governor):** Held the Democratic Gubernatorial seat. (Swifties made over 2 million calls for the race)
6. **Jacky Rosen (NV Senate):** Retained her Senate seat.
7. **Angela Alsobrooks (MD Senate):** Won an open Senate seat
8. **Jared Golden (ME-02):** Held his Democratic House seat.
9. **Gabe Vasquez (NM-02):** Retained his House seat in a key district.

### Key Losses ❌

- High-profile defeats included **Sherrod Brown (OH Senate)**, **Jon Tester (MT Senate)**, and **Debbie Mucarsel-Powell (FL Senate)**. Despite strong efforts, these races underscore the challenges of heavily contested battlegrounds.

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## THE FANDOM EFFECT

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### "The Man": The Power of Celebrity Endorsement

Taylor's endorsement was the rallying call Swifties needed to step into the political arena with confidence and purpose, showing that "it's time to go" out and make a difference. Yet, long before her spotlight moment, S4K was already making waves with its on-the-ground organizing and voter mobilization efforts. The campaign had been steadily building its foundation through grassroots initiatives like voter registration drives, phone banking, and text campaigns, engaging thousands of Swifties across the country. Taylor's voice amplified these efforts, turning a powerful movement into an unstoppable force.

- **Youth Voter Turnout Increase:** A YouGov survey showed that **32% of voters aged 18-34** were more likely to support Harris because of Swift's endorsement. This influence was as impactful as her eras, bringing in fresh voter energy.
- **Youth Support for Harris:** According to [Gallup](#), support for Harris rose by **5%** among young voters post-endorsement, illustrating the tangible impact of Taylor's "golden" support.
- **Political Engagement Increase:** [CBS News](#) reported that 18% of Swifties felt more politically engaged as a result of Taylor's endorsement, revealing that her influence isn't just in her songs but in her actions, too.

Research from [Pew Research](#) and [Youth Vote](#) confirms the effect of celebrity influence, underscoring that Swift's voice resonates beyond music, inspiring voters to act.

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### "You Need to Calm Down": Social Media as a Swiftie-Centric Political Catalyst

When Taylor used her platform to support Harris, the response on social media was "stunning," as Swifties took to their feeds to amplify the cause.

#### Digital Reach and Social Media Impact

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- **Media Surge:** Major publications like [Rolling Stone](#) and [The Guardian](#) quickly caught on, making Harris’s campaign a trending topic across digital platforms.
- **Social Media Spike:** Mentions of Harris surged over **100% within 48 hours** of Swift’s endorsement, with #SwiftiesForKamala lighting up social channels.
- **Engagement on TikTok and Instagram:** With viral posts and meaningful interactions, the Swiftie army transformed the campaign into a cultural phenomenon.

The campaign’s digital impact proved that when Swifties rally, they show up for what matters, turning the world into their “mirrorball.”

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## "The Archer": When Fans Showed Up

Fans were “ready for it” when it came to showing up during critical campaign moments.

- **Traffic Peaks:** The site saw its highest traffic on **November 3rd**, with **37,000 active users** in the final 30 days.
  - **Buzz Builds:** Spikes on **October 15th** and **October 27th** aligned with key social media pushes and voter registration deadlines, proving that fans weren’t just watching—they were taking action.
  - **Sustained Activity:** Throughout October, user activity grew steadily, with fans keeping the momentum alive as Election Day approached.
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## "Sticks and Stones Never Broke Our Bones": Fandom, Backlash, and the Swiftie Effect

S4K’s journey revealed both the power of celebrity endorsements and the effects of backlash, proving that “if they’re going to call me everything in the book, I’ll do it anyway.”

### Celebrity Endorsements as a Powerful Tool

- **Backlash as a Motivator:** Trump’s criticism of Taylor only energized the fanbase further, turning opposition into fuel for even stronger support ([Variety](#)).

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- **Future Campaign Strategy:** The success of S4K signals a shift in political strategy, where future campaigns might embrace celebrity influence to mobilize dedicated fan communities ([Business Insider](#)).

S4K showed that fan culture isn't just a "delicate" entity—it's resilient, ready to turn criticism into a rallying point.

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## "Say It in a Tweet": That's a Cop Out



**Donald J. Trump** ✓  
@realDonaldTrump

I HATE TAYLOR SWIFT!

374 ReTruths 1.31k Lik... 9/15/24, 9:44 AM

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## "Say It in the Street": That's a Knock Out



FOR IMMEDIATE RELEASE

### SWIFTIES FOR KAMALA RESPONSE TO FORMER PRESIDENT TRUMP'S EMOTIONAL POST

SEPTEMBER 15, 2024 – [Swifties For Kamala](#) (S4K) issued the following statement in response to convicted felon Former President Donald Trump's emotional "I HATE TAYLOR SWIFT!" post to the Truth Social platform on Sunday afternoon:

"...Who the fuck IS that guy?"

The statement was followed by a call to [donate to the Harris-Walz campaign](#).

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## Conclusion: "Long Live the Impact We Made Together"

Swifties for Kamala set a new standard for celebrity-fan political activism, turning passion into action with millions of direct voter contacts, robust volunteer hours, and unwavering support. Research from [Change Research](#), [Redfield & Wilton Strategies](#), and Monmouth University validates the campaign's impact, underscoring Swift's ability to inspire civic engagement.

Although Kamala Harris did not win the presidency, the Swifties for Kamala campaign proved that fandoms can move mountains, or at least voter turnout numbers.

### Key Takeaways

- **Unprecedented Outreach:** With over **22 million voter contacts**, S4K exemplified how community-driven activism can achieve significant scale.
- **Legislative Wins:** The passage of seven major reproductive rights ballot measures demonstrates how S4K's advocacy extended beyond the presidential race.
- **Cultural Resonance:** S4K's innovative tactics, from the Pennsylvania mail campaign to Eras Tour-inspired voter outreach, set new benchmarks for integrating fandom culture into political action.

**Momentum Moving Forward** S4K didn't just build a campaign—it built a movement. By energizing young voters, driving policy changes, and proving the power of fandom-based organizing, Swifties for Kamala set the stage for future civic engagement efforts. In Taylor's words, "we'll be remembered," because this campaign turned political passion into action, one friendship bracelet at a time.

### For Further Reading:

- [The New York Times: "Taylor Swift Fans Mobilize for Kamala Harris"](#)
- [Rolling Stone: "Inside the Swifties for Kamala Movement"](#)
- [Pew Research: The Power of Celebrity Endorsements on Youth Voter Turnout](#)
- [Youth Vote: Trends in Youth Civic Engagement](#)

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