

2024

**MOBILIZING FEMINIST POWER. DEFENDING DEMOCRACY.
BUILDING A FEMINIST FUTURE.**



WOMEN'S MARCH

OUR NORTH STAR

In a year marked by political uncertainty, growing authoritarian threats, and the shadow of a second Trump presidency, Women's March Inc. led with clarity, courage, and collective power.

our LONG-TERM vision

- Coalescing and strengthening the American feminist movement and its infrastructure
- Growing the number of feminists actively engaged in movement-building
- Building a strong protest muscle — in-person and online — to wield our collective power



Narrative & Media Power

Women's March remained a hyper-visible, trusted voice in the fight for reproductive freedom, democracy, and justice — shaping the public conversation at every turn.

	PRINT & ONLINE MENTIONS	TV & RADIO SEGMENTS	EARNED MEDIA VALUE
Q1	2,746	1,402	\$93,068,246.94
Q2	4,298	1,798	\$159,900,000.00
Q3	2,041	900	\$103,943,839.38
Q4	4,652	2,731	\$313,118,366.71
TOTAL	13,737	6,831	\$669,030,453.03

HIGHLIGHTS

Featured in New York Times, Washington Post, TIME, CNN, The Guardian, MSNBC & more
Over \$313M in media value in Q4 alone, driven by the #WeWontGoBack and People's March momentum

A MOVEMENT RE-ENGAGED

In 2024, 483,504 people subscribed or re-subscribed to Women's March emails and texts — a 614% increase from the previous year's total of 67,727.

This surge in engagement reflects more than visibility — it speaks to the trust, urgency, and commitment our message inspired, especially in the face of the 2024 presidential election and the looming re-election of Donald Trump. Feminists across the country didn't just watch from the sidelines. They signed up, showed up, and made it clear: We're in.



Platform / Channel	Followers / Members
Email Subscribers (2024)	483,504
SMS Subscribers	378,762
Instagram	1,479,275
Twitter/X	501,768
Facebook (Women's March Page)	937,558
Facebook (Pantsuit Nation Group)	2,800,000 (reactivated in 2024)
TikTok	66,400
YouTube	5,990
Threads	289,000
BlueSky	9,297
Slack (Women2Women)	4,445

ESTIMATED DIGITAL ECOSYSTEM REACH

Total (non-deduped): ~7.6 million

Women's March is connected to over 7.6 million people across email, text, social, and digital community platforms. In 2024 alone, nearly 682,000 actions were reported by our base — and we know that's just a fraction of the true IRL engagement.

Our movement is not only growing — it's activated and action-ready.



MASS MOBILIZATIONS

#BIGGERTHANROE January 2024

100s of marches across 35+ states

DOBBS Anniversary June 2024

distributed actions across the country

#WEWONTGOBACK November 2024

15,000 in DC + 850 GOTV sister actions

PEOPLE'S MARCH (Planned in Q4)

125,000+ expected in DC Jan 2025

350 sister marches nationwide



Grassroots GOTV Power

FALL 2024



KNOCK YOUR BLOCK PARTIES

National canvassing, voter reg, and community convos

RESISTANCE ROADTRIP

Ground games + media in Amarillo, New Orleans, Raleigh, and Atlanta

STRATEGIC MOMENTS



SCOTUS DIRECT ACTIONS — SPRING 2024

250+ mobilized and 13 arrested in defense of Mifepristone / EMTALA Die-In / Justice Can't Wait: Trump is Not Immune

RNC CAMPAIGN — JULY 2024

Mobile billboards, monster ads, and counter-narrative strategy

AMARILLO VICTORY — NOV 2024

Defeated the "Sanctuary Cities" abortion ban by 19 pts

COLLECTIVE ACTION at scale

In 2024, Women's March supporters reported taking 681,959 direct actions —
a 210% increase over the 219,612 actions taken in 2023.

These actions included everything from attending marches, canvassing, and calling elected officials, to signing petitions, volunteering, and powering GOTV efforts.

These numbers reflect only those who self-reported through our tools — with our field team consistently reporting 2–3x higher real-world participation.

We're already seeing that momentum continue into 2025: By April 10, 2025, supporters have logged 889,946 actions — already surpassing last year's total in just one quarter.



COALITION & BASE BUILDING

- Grew Pantsuit Nation's reactivated base by 250,000+ members
- Launched People's March Strategy Tables: Movement, Narrative, Absorption, Mobilization, and Internal Coordination
- Partnered & Supported 50+ national groups: Planned Parenthood, Sierra Club, M4BL, Adalah Justice Project, and more
- Helped launch the Time to Act Coalition, uniting the Left against authoritarianism

SECURITY & RESILIENCE

In June, Women's March was the target of a coordinated cyber and real-world attack intended to disrupt our work.

- We responded decisively and maintained organizational continuity.
- Our systems, operations, and safeguards have been strengthened.
- Women's March remains secure, resilient, and fully operational.

Attempts to disrupt our work will not stop us from organizing, mobilizing, or building women's political power.



one movement. many arms.

**we're THE BIGGEST onramp INTO movement.
AND we move TOGETHER.**



women's march inc (C4)

led the protest front. But it was part of something bigger:

women's march win (PAC)

- Endorsed Kamala Harris for President
- Launched anti-GOP Monster Ads and narrative campaigns
- Raised \$11K+ for Deb Haaland's Governor run
- Supporting WI Supreme Court race in Q1 2025

women's march network (C3)

- Launched Women's Protection Team trainings
- Held Digital Defense Night School + Feminist Night School
- Led Pantsuit Nation's 250K-strong activation
- Third Space mapping + strategic listening

WHAT'S NEXT

PEOPLE'S MARCH — January 18, 2025

reclaiming the streets before Inauguration Day

2025 STRATEGY TABLES

Scaling leadership, narrative, organizing infrastructure

**CONTINUING DEFENSE OF DEMOCRACY,
OUR BODIES, and OUR RIGHTS**

— no matter who's in office



**WE DON'T ORGANIZE JUST FOR ONE ELECTION
CYCLE. WE ORGANIZE FOR A FEMINIST FUTURE.
OUR MOVEMENT ISN'T ABOUT MOMENTARY WINS
— IT'S ABOUT BUILDING POWER THAT LASTS.**

~ Rachel O'Leary Carmona

Women's March Executive Director

