

GREATER
GE  **RGIA**

2025

END OF YEAR REPORT



GREATER GEORGIA 2025 END OF YEAR REPORT

TABLE OF CONTENTS

A MESSAGE FROM LEADERSHIP.....	1
2025 ELECTION RESULTS.....	3
VOTER REGISTRATION EFFORTS.....	6
REGISTRATION BY THE NUMBERS.....	7
VOTER EDUCATION.....	8
MINORITY ENGAGEMENT.....	9
ELECTION INTEGRITY.....	10
LOOKING AHEAD.....	12

A MESSAGE FROM LEADERSHIP



In 2021, Greater Georgia was founded by former U.S. Senator Kelly Loeffler with a clear mission to build a durable, year-round conservative operation focused on registration, voter education and mobilization, and election integrity. Four years later, after conservatives saw the fruits of their labor in 2024, Senator Loeffler accepted a new role in President Trump's administration. With that transition, Greater Georgia entered **a new chapter with the same mission.**

The 2025 elections underscored the stakes: candidates championing conservative energy policy fell short in both Public Service Commission races, conservative mayors faced serious challenges, and several special legislative contests showed warning signs. These outcomes reinforced the need to remain fully engaged and organized.

Our work this year reflected that commitment. **We registered more than 17,000 new voters** through a **partnership with Restoration of America**, a robust volunteer program, and data-driven targeting. We hosted a strong Legislative Awards Ceremony, and completed a seven-county statewide tour that brought **legislation from the 2025 session directly to voters**, businessowners, and community leaders—with a strong emphasis on minority communities.

In Northwest Georgia, we focused on mobilizing traditionally low-engagement voters in the 14th Congressional District and other key areas and successfully turned out 12.37% of our targeted universe. Throughout the year, we monitored every out-of-session committee meeting on election integrity to prepare for what will be a pivotal 2026 session.

As we prepare for 2026, we are approaching the year with **renewed urgency**. With every statewide office, federal race, and legislative seat on the ballot, Georgia will set its course for years to come. Greater Georgia is positioned to meet that moment with a clear plan:

- Increase voter registration among conservative-leaning Georgians.
- Re-engage low-propensity voters in regions where turnout continues to lag.
- Expand voter education efforts through in-person events, with a focus on minority coalition building.
- Strengthen election integrity infrastructure through monitoring and legislative engagement.
- Build grassroots energy with community events, programming, and volunteer activation.

Your support makes this work possible. As we enter a consequential year, Greater Georgia remains committed to ensuring conservative voters across our state are informed, engaged, and ready to shape Georgia's future.



Carmen Bergman - Senior Advisor
Terry Fye - Director of Outreach
Jacob SaBell - Data Adviser
Dylan Blitz - Field Representative

2025 ELECTION RESULTS

Despite being an off-year, Georgia had significant election activity in 2025 beginning with the June statewide primary for the Special Election for **Public Service Commissioner**, then the run-off in July.

This ultra-low turnout primary election was followed by the August Special Election in **Senate District 21 to replace Brandon Beach**, and the September run-off that saw Republican Jason Dickerson win the election.

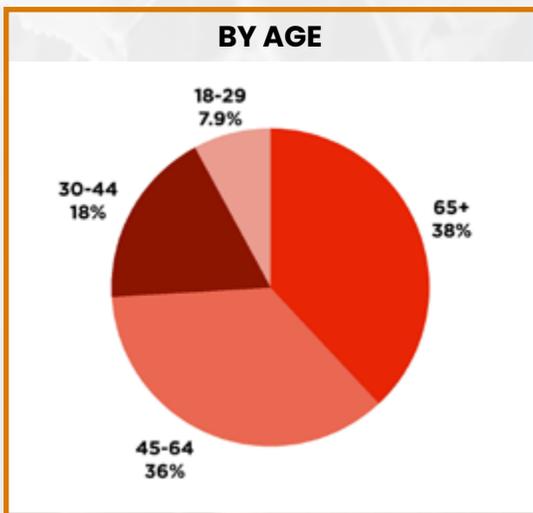
The November ballot included hundreds of municipal elections, some county referendums, and the statewide election of two Public Service Commissioners. **For the first time in nearly two decades**, Democrats secured two statewide constitutional offices in this election.

However, November saw several notable municipal races where incumbents for mayoral races in Marietta, Johns Creek and Sandy Springs secured victories after fending off several challengers.

Finally, December brought three legislative special elections in Senate District 35 to replace Senator Jason Esteves, House District 23 to fill the vacancy of the late Mandi Ballinger, and House District 121 to fill the open seat held by Marcus Weidower.

There is much to glean from these off-year, low-turnout Special Elections.

WHO WAS MOTIVATED TO PARTICIPATE?



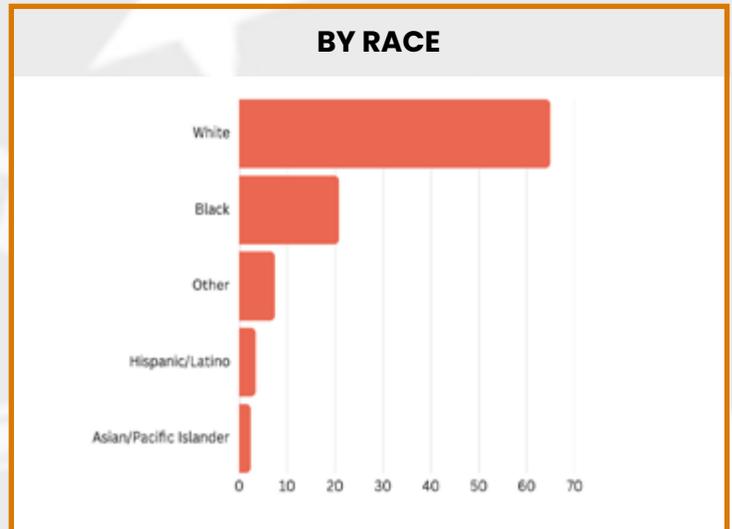
The **November 2025** electorate was defined by an older, consistently engaged cohort. Of the 1,581,245 voters who participated, the electorate skewed significantly older. Voters **over the age of 45 made up 74.2%** of the entire electorate, with the 65+ demographic comprising the largest single share.

Greater Georgia analyzed two categories of voters to determine who was not motivated to participate in the 2025 elections.

First, we defined a “Middle Propensity” audience. This metric measures the universe of voters who are motivated to show up in a midterm or Presidential year, but may stay home in local elections.

73.7% (1,023,870 voters) of the midterm universe stayed home.

This enthusiasm gap is driven heavily by White conservatives. While White voters were 53.2% of the active electorate, they accounted for 64.9% of this missing middle.



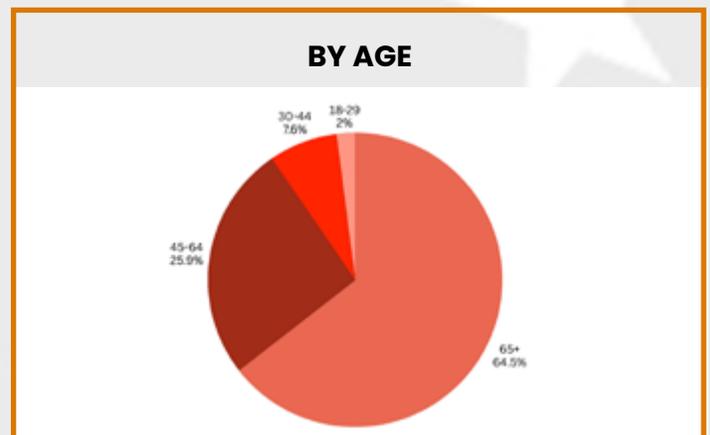
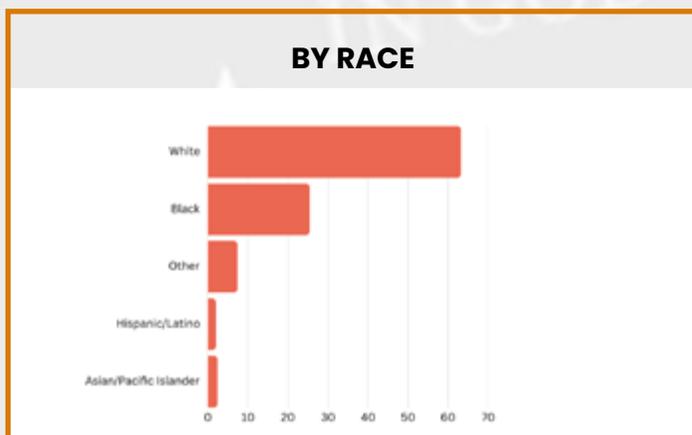
Second, we defined a “Base Erosion” audience comprised of “Municipal Regulars” who voted in recent municipal elections. This metric measures voters who usually show up for local off-year elections but failed to return in 2025. Multiple elections in a typical off-year cycle may have been a contributing factor to their apathy.

Fatigue Rate: 35.0% of Municipal Regulars stayed home (272,047 voters).

Retention Rate: We successfully retained 65.0% of the local base.

Who Fatigued? Even among this dedicated group, White voters were the most likely to drop off (63.2% of the fatigued group). Age was also a factor, with older voters (45+) making up 76.2% of the regulars who stayed home.

Fatigued Regulars Demographics:



MUNICIPAL VS. NON-MUNICIPAL

Voters living within incorporated municipalities turned out at a rate of 22.55%, significantly outperforming voters in unincorporated county districts, who turned out at 18.06%.

This intensity gap distorted the composition of the final electorate. While municipal residents make up only 38.1% of registered voters, they punched above their weight to cast 43.4% of all ballots in 2025.

Municipal Turnout: 22.55% (43.4% of electorate)

Non-Municipal Turnout: 18.06% (56.6% of electorate)

After the ultra-low turnout in the summer primaries, Greater Georgia launched a county-by-county analysis tool to motivate our partners to increase turnout.



VOTER REGISTRATION EFFORTS

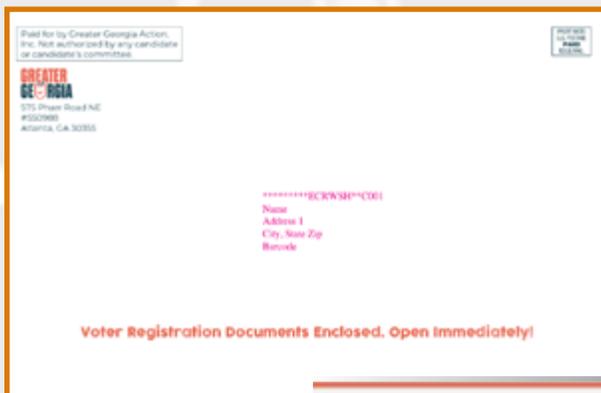
One of the core pillars of Greater Georgia's mission is expanding the conservative electorate through strategic voter registration. This year, in partnership with Restoration of America, we launched a **six-figure statewide registration initiative** focused on reaching 160,000 unregistered, conservative-leaning Georgians who are essential to future future conservative success.



In total, we were able to register 17,309 Georgians who share our values.

A key innovation in this effort was the development of a **custom voter-affinity model**, built exclusively for and by Greater Georgia. Instead of treating unregistered voters as a single, generic audience, we analyzed their likelihood to respond to specific conservative issues and values. This new strategy allowed us to target individuals with deeply resonant, issue-based messaging, dramatically **sharpening our outreach effectiveness and lowering the overall cost per registration.**

In a year defined by shifting political dynamics, this work ensured that Greater Georgia continued to grow the conservative coalition with precision, discipline, and measurable impact.



Psst... We've been keeping a secret!

The word is out -- Greater Georgia has launched our [largest voter registration drive](#) yet!

We are making sure every eligible Georgian who shares our values has the opportunity to vote this November and in the critical 2026 midterms.

We'll be in mailboxes, on cell phones, at rodeos, and grocery store parking lots... and we will **need YOUR help** to make sure **more than 120,000 Georgians who share our core beliefs** get registered in time to vote.

TIRED OF RECKLESS LIBERALS PUTTING YOUR SAFETY AT RISK?

Paid for by Greater Georgia Action, Inc. Not authorized by any candidate or candidate's committee.

DON'T LET THE LEFT SILENCE YOU!

USE YOUR VOICE & REGISTER TO VOTE TODAY!

Paid for by Greater Georgia Action, Inc. Not authorized by any candidate or candidate's committee.

REGISTRATION BY THE NUMBERS

TOTAL VOTER CONTACTS

406,133

PHONE CALLS

57,245

TOTAL REGISTERED

17,309

EVENTS

22

“ I’m proud to support **Greater Georgia** in this effort to secure a strong future for our state. Georgia is growing, leading, and setting a national standard for opportunity. Ensuring every eligible Georgian has the chance to register and make their voice heard will help us keep it that way for generations.

—Governor Brian P. Kemp

GREATER GEORGIA

VOTER EDUCATION

Our voter education efforts included several different focuses: **election integrity, minority outreach, and our statewide tour** bringing information about Georgia's 2025 legislative session directly to voters. Each of these focuses played an important role in building an engaged, sustainable electorate.

Statewide Education Tour

Our statewide tour showcasing this year's legislative accomplishments became the steady drumbeat of our work in 2025. Across Georgia, we engaged **more than 240 business owners, community leaders, chamber executives, and local stakeholders** in roundtable and small town hall settings—fostering candid conversations about the policies shaping their communities. We were proud to partner with the Savannah Area Chamber of Commerce, Gwinnett Chamber of Commerce, Macon Area Chamber of Commerce, Metro Atlanta Chamber, and Georgia's Future, whose collaboration helped amplify our reach and deepen our connections across the state.



“We are thankful to Commissioner King for talking about these issues for consumers and job creators alike,” said Adoma. “As a black small business owner, I applaud the efforts taken to help folks who sign the front of checks as well as those who sign the back of them.”

MINORITY ENGAGEMENT

Since 2021, Greater Georgia has invested deeply in building meaningful relationships with leaders across Georgia’s Black, Hispanic, and Asian communities—recognizing that long-term conservative success depends on **authentic engagement, not transactional outreach**. We have been honored to collaborate with organizations such as the Frederick Douglass Foundation, Georgia Black Republican Council, Conserve the Culture, Our America, Nuestro Georgia, the Georgia Public Policy Foundation, the Georgia GOP, and many others who share our commitment to expanding opportunity and strengthening civic participation.

This year’s statewide tour became a powerful **extension of that work**. By bringing policy discussions directly into communities, we created space for genuine dialogue and connection. More than **two-thirds of all tour participants came from non-white communities**, demonstrating both the appetite for engagement and the impact of sustained, in-person outreach.





ELECTION INTEGRITY

Throughout the summer, Greater Georgia closely tracked and publicly supported **the long-overdue voter roll cleanup**—an important step toward strengthening voter confidence statewide. At the same time, we monitored the work of the **House Blue Ribbon Study Committee on Elections** to ensure that emerging proposals aligned with best practices for transparency and accountability. These efforts are laying the groundwork for 2026, when the legislature must resolve critical questions around funding and implementing a voting system that complies with Senate Bill 189 ahead of next year’s elections.

During election season, our team served as **first responders when election integrity concerns surfaced**. We conducted a comprehensive, statewide review of municipalities holding “separate-and-apart” elections to ensure our partners understood the additional burdens these elections place on conservative, rural voters. When reports surfaced that **absentee ballots had been lost in the mail** in Chatham County, we deployed resources immediately and informed voters, supported local partners, and ensured the issue received timely attention.



These efforts reinforced Greater Georgia’s role as a vigilant, proactive watchdog for fair, transparent, and accessible elections across the state. As we’ve seen with recent headlines surrounding Fulton County’s failure to follow election procedures, we know there is still much work to be done.

BY THE NUMBERS

VOTER MOBILIZATION

Total Voter Contacts:
406,000
Conservatives Mobilized:
84,000
Election Day Voters: 51,000
Early Voters: 32,000



ON THE MAP IN 2025

Greater Georgia Put Boots on the Ground Across the State to Register, Educate, and Mobilize Voters



LOOKING AHEAD

As we turn the page to 2026, Greater Georgia is entering the new year with a renewed sense of purpose—and a **commitment to bringing energy, excitement, and old-fashioned fun back** into every corner of our grassroots operation. The months ahead will demand creativity, discipline, and drive, and we are prepared to meet that moment with a full slate of statewide activity.

We will continue to make voter registration a key focus, while refocusing our efforts on voter education to include **activist training**. Georgia's 2026 elections will shape the makeup of our government for nearly a decade, from statewide constitutional officers to legislative seats where the House majority remains razor thin. 2026 will bring structural decisions with long-term implications for Georgia's future.

Election integrity will also remain a major area of engagement as the legislature considers how to **effectively eliminate QR codes from ballots**. Greater Georgia will be on the ground—in hearings, in communities, and at the polls—ensuring that voters have confidence in the process and that accountability remains strong.

Most importantly, we are calling on supporters, volunteers, and donors to join us in this next phase. The challenges ahead are real, but so is our momentum. Greater Georgia is a **Georgia-based, battle-tested, and well-respected grassroots organization** with a proven track record of delivering results. With your continued partnership, we will build a stronger, more informed, and more energized conservative electorate across every region of our state.

We know exactly what 2026 demands: energy, discipline, and a grassroots program strong enough to shape the future of our state.

Greater Georgia is ready.

We're expanding voter registration, elevating new activists, guarding election integrity, and focusing on the state-level races that will define the next decade.

Join us. Support us. Mobilize with us.

Together, we'll drive the wins that will determine Georgia's future for decades to come.





Greater Georgia, launched by former U.S. Senator Kelly Loeffler in 2021, is a 501(c4) nonpartisan nonprofit dedicated to growing participation in the democratic process by mobilizing and empowering voters. The group works year-round to educate and register voters, engage with diverse and underrepresented communities, and protect election integrity.

