

Heritage Action Grassroots Campaign Launches Canvassing in Four States

Washington—Heritage Action for America today announced one of the first in-person grassroots policy campaigns to begin in the wake of the COVID-19 pandemic. [Project 2020](#), a policy-based advocacy campaign, began its second phase on June 30, when canvassers began knocking on 200,000 doors in four states.

“We are thrilled to be one of the first grassroots initiatives in the nation to begin safe, in-person operations in the wake of the COVID-19 pandemic,” said Jessica Anderson, Executive Director of Heritage Action for America. “As states reopen, Americans are more ready than ever to learn about policies that protect our freedoms and strengthen our economy. We are excited for Project 2020 to lead the nation in effective, proven safety measures to ensure that volunteers, workers, and every individual we come into contact with is protected from COVID-19.”

After making more than 1.7 million phone calls since April, Heritage Action door-knockers will begin visiting homes in Wisconsin, Iowa, North Carolina, and Pennsylvania to engage with individuals in policy-based conversations on the issues most relevant in 2020. To ensure the safety of staff and residents, the campaign will employ updated health and sanitation procedures, including social distancing, hand-sanitizing, and moving elderly individuals to call-only lists. The campaign will be one of the first grassroots campaigns to resume in-person activities, and will serve as a model for post-COVID campaign best practices.

“In 2019, we commissioned several [policy polls](#) across the nation that showed four top areas where conservatives can break the policy foothold the left has on swing voters and win: culture, immigration, the future of work and education, and the economy,” continued Anderson. “Americans are sick of the extremism and socialism pushed by the far left. And in these policy areas, we beat the left. We hope this effort in 2020 will continue long after November and be a permanent presence in strategic areas across the country.”

Project 2020 will build a coalition around these policy areas by recruiting volunteers in new communities and strengthening our existing 20,000-person army of Sentinels. In 2020, Heritage Action will reach over 2 million swing voters on policies about which they care. Heritage Action is recruiting volunteers, registering voters, and supporting these efforts through social media, online advertisements, and further grassroots activities. In addition to new in-person work, Project 2020’s second phase will also expand digital ads to Florida, Georgia, Arizona, and South Carolina.