TRANSGENDER FREEDOM ALLIANCE

Ballot Initiative Talking Points

Nov. 5, 2026

Where we made progress and won

- Voters in Missouri decisively rejected an amendment that would have written an attack on transgender youth and their families into the state's constitution. And voters in Washington State rejected Initiative 001, defeating an attempt to force schools to out LGBTQ youth. And ballot campaigns in several other states have significantly shifted the conversation on trans equality as part of a night when anti-trans attacks were widely rejected by voters across the country.
- A small group of far-right extremists tried to deceive Missouri voters into approving an abortion ban and taking away families' freedom to get their transgender child the care they need. They failed—and so did the right-wing political and disinformation machines that spent hundreds of millions of dollars on anti-trans attacks in Ohio, Texas, and nationwide.
- The campaign to demonize trans people spent nearly $400 million dollars on anti-trans attack ads this cycle alone. Yet the states, communities, and elected officials standing against those attacks won landmark victories and made huge strides in the face of that onslaught. Voters have shown that standing up for trans people and their families is not a political liability; it's a winning argument rooted in shared values of dignity, fairness, and freedom.

Public Support v. Perception

- Voters trust Democrats on trans issues. Despite nearly $400 million in anti-trans attacks, Democrats are up 11 points on trans issues in the national exit poll: 45% of voters said Democrats are better able to handle policies about transgender people, compared with 34% for Republicans. (Source: NBC News national exit poll, November 3, 2026.)
- This is not an 80/20 issue, and anyone who claims otherwise is wrong. These ballot measures were much closer than that (in fact, only one anti-trans initiative saw support above the 50s; and two anti-trans initiatives were defeated), and the results are closer

than they were at the start of the fight for marriage equality. We have work to do, but the ground is moving.

We know what works

- We know what works. Research has proven that certain messages persuade voters, and this year's winners used them: answer the attack; speak confidently about shared values of freedom, fairness, and safety; and keep the focus on what voters actually care about, like lowering costs and keeping all kids safe. Voters don't want politicians making decisions that belong to families and doctors, or to schools and sports associations.

What it will take to win

- In Missouri and on Washington State's 001, voters delivered real wins on the ballot. TFA's research found messages that effectively persuade voters on these issues. Where we fell short, the problem was time and resources, not the message. These campaigns ran in an environment shaped by nearly $400 million in anti-trans attacks on candidates and a steady stream of anti-trans disinformation. Changing minds on these issues takes sustained investment. With more time and resources, we can win.
- Defeating attacks on candidates and building lasting support for trans people are two different challenges, and both need sustained investment. Candidates have already shown the way: of $79.8 million in Democratic ads on the issue this cycle, only 2% echoed Republican positions. The other 98% pushed back, and many of those candidates won.

Fighting for the future

- Ballot measure results are showing both meaningful progress for trans people and the ongoing harm of anti-trans attacks. No matter the outcomes, the cruelty of these vitriolic attacks on our community is still incredibly hurtful. We join in solidarity with trans communities in Nebraska, Washington, and Arizona after voters there failed to reject those states' anti-trans measures. We will continue fighting for a better future for all of us, and we are committed to continuing the vital work of making sure more Americans hear the voices and stories of trans people and families.