



BITCOIN VOTER PROJECT

A Legacy Worth Saving



The Bitcoin Voter Project was established in late 2023 to educate Americans on the value of Bitcoin and public policy that promotes freedom and empowerment.

7 WINS
2024

In 2024, we had a record number of wins, helping candidates cross the finish line in all 7 of the races we were involved in.



Once races were identified, we modeled the electorate in each race to build targeted universes. These universes were reflective of GOP and swing voters who had a particular interest in Bitcoin and digital assets. These universes were the target for all of our voter contact efforts.

In 2024, the Bitcoin Voter Project saw four US Senate races in favor of Republicans who strongly supported Bitcoin, crypto, and digital assets.



BERNIE MORENO

Senator Moreno sits on the Senate Banking Committee's Subcommittee on Digital Assets and has backed legislation to clarify crypto regulation—emphasizing fair treatment for the industry rather than deregulation.



DAVE McCORMICK

Senator McCormick took part in the first hearing of the Banking Committee's Digital Assets Subcommittee and has publicly argued that digital assets offer U.S. innovation and economic leadership.



TIM SHEEHY

Newly elected to the Senate in 2025, Senator Sheehy has voiced that Bitcoin and emerging technologies are “the future of finance.” He joined the bipartisan Deploying American Blockchains Act with Sen. Moreno to promote U.S. leadership in blockchain innovation.



JIM JUSTICE

A strong Bitcoin proponent, Senator Justice supports clear regulatory frameworks for digital assets, opposes a central-bank digital currency that could infringe on financial privacy, and co-sponsored the BITCOIN Act to establish a U.S. strategic Bitcoin reserve.

Now, 2 years later, the Bitcoin Voter Project has established itself as the premier national organization dedicated to promoting Bitcoin in America, advocating for the protection of the use of Bitcoin.

In addition to flipping 4 seats, the Bitcoin Voter Project successfully defended 3 Senate seats to help grow the Republican majority, pave the way for the future of digital assets in the United States, and support President Trump's mission to make the United States the crypto capital of the world.



TED CRUZ

A strong Bitcoin advocate, Senator Cruz helped repeal an IRS rule on DeFi broker reporting and introduced the Anti CBDC Surveillance State Act to block a U.S. central-bank digital currency, citing concerns about financial privacy.



MARSHA BLACKBURN

Senator Blackburn backs crypto innovation and mainstreaming of assets like Bitcoin, co-sponsored bills to share cybersecurity data among digital-asset firms, and opposes central bank digital currencies, which she says threaten financial freedom.



RICK SCOTT

Senator Scott joined Cruz in introducing legislation to ban a retail CBDC in the U.S., arguing it would enable government surveillance of financial transactions and undermine individual liberty.

BVP GOT INVOLVED IN OUR FIRST STATE ELECTION IN TEXAS, HELPING TO SUPPORT A CHALLENGER TO AN EMBATTLED STATE SENATOR.



HINOJOSA

Winning his seat by just over 3,000 votes, Adam Hinojosa became the first Republican to represent the Rio Grande Valley region in the Texas Senate since 1874. After his election, he cast a key vote on the Texas Strategic Bitcoin Reserve legislation, helping to ensure its passing.

AFTER ACTION REPORT



In 2024, BVP worked with our partners at Causeway Solution to develop target universes in each race where we engaged. These universes allowed us to invest our dollars as efficiently and effectively as possible. The results speak for themselves - in all of our races, the Republican candidate overperformed against expected turnout thanks to our targeting efforts.

NATIONAL OVERVIEW

66M 
INDIVIDUAL VOTERS

POLITICAL IDEOLOGY

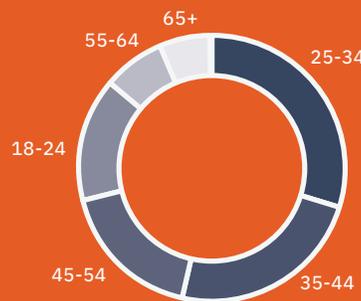
42% Democrat
31% Independent
27% Republican



63% Male
37% Female

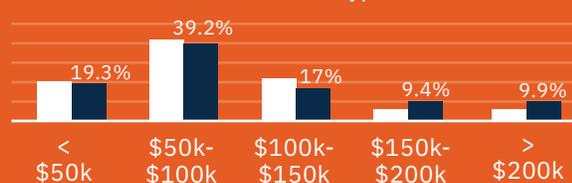


AGE RANGE



18-24 **14.4%**
25-34 **28.5%**
35-44 **22.5%**
45-54 **16.7%**
55-64 **7%**
65+ **6%**

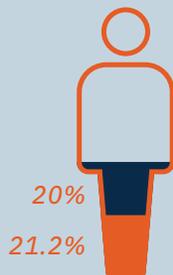
INCOME



PENNSYLVANIA SPOTLIGHT

TOTAL VOTERS	OVERALL TURNOUT				TURNOUT LIFT
	Exp TO	Exp %	Voted	Turnout %	
121,097	65,254	53.9%	87,048	71.9%	18%

Our PA Bitcoin Audience had an **18% lift** against expected turnout, meaning **over 20,000 more** of our audience voted than was predicted.



DID NOT VOTE IN 2020

17,392 or 20% of our turnout universe did not vote in 2020

FIRST-TIME VOTERS

18,411 or 21.2% of our universe were first-time voters in Pennsylvania

TOTAL AUDIENCE = 41.2%

PRESS COVERAGE



FOX BUSINESS Home Watch Live Shows Topics

CRYPTO CRAZE

TRUMP VOWS TO MAKE U.S. THE WORLD CRYPTO LEADER

DOW FUTURES
43,488.00
191.00
+0.44%

BITCOIN 80,706.00 ▼ 3322.00 -3.95% | **ETHEREUM** 2,122.30 ▼ 152.60 -6.71%

Mornings with MARIA

CRYPTO investors want to know: Where is America's bitcoin reserve?
FOX Business' Lauren Simonetti speaks with cryptocurrency experts at Pubkey in New York City, where they expressed hopes for a U.S. bitcoin reserve.

BITCOIN ALPHA IN YOUR INBOX EVERY WEEKDAY FREE NEWSLETTER

STORE PRINT BOOKS CONFERENCE CORPORATIONS UTXO PRO

BITCOIN MAGAZINE

NEWS GUIDES GLOSSARY CHARTS BITCOIN PRICE TOOLS WIN BITCOIN

House Speaker Mike Johnson on Congress + Crypto: "We're in This Together"

Speaker Johnson looks to maintain a "symbiotic" relationship between the Bitcoin and crypto industry and the Republican-led House, while advocacy groups such as the Bitcoin Voter PAC are committed to protecting the Republican majority in the House come midterms.

By Frank Corva September 16, 2025

Bitcoin BTC/USD
\$106,346.00
24hr %: -3.0% 24hr High: \$110,665.00 24hr Low: \$105,540.00
VIEW 150+ BITCOIN CHARTS

LATEST NEWS

- Bitcoin Price Crashes to \$106,000 As Bulls Eye Strong November**
November 3, 2025
- Trump's Crypto Czar David Sacks Calls Crypto the "Industry of the Future"**
November 3, 2025
- Btrust Names Bitcoin Core Contributor Abubakar Nur Khalil as New CEO**
November 3, 2025
- Fidelity Crypto Finally Allows Users to Send and Receive Bitcoin as UK ETP Gains Regulatory Approval**

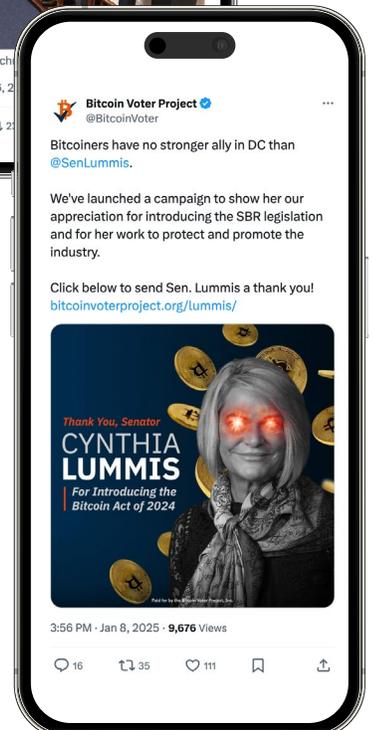
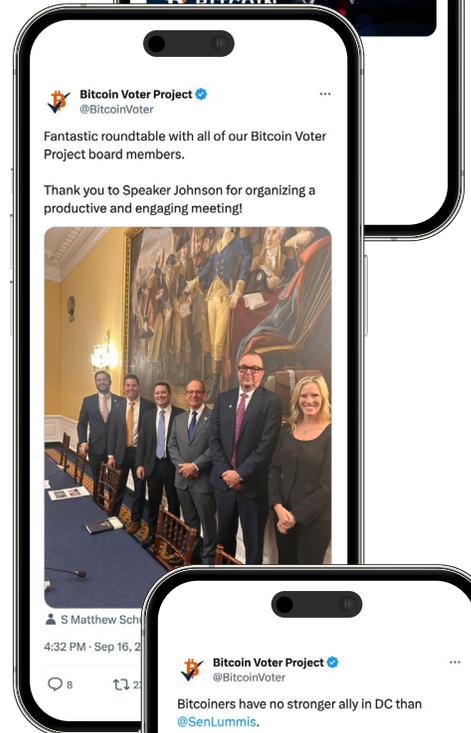
BITCOIN VOTER PROJECT POLICY AND ADVOCACY FOCUS

FEDERAL

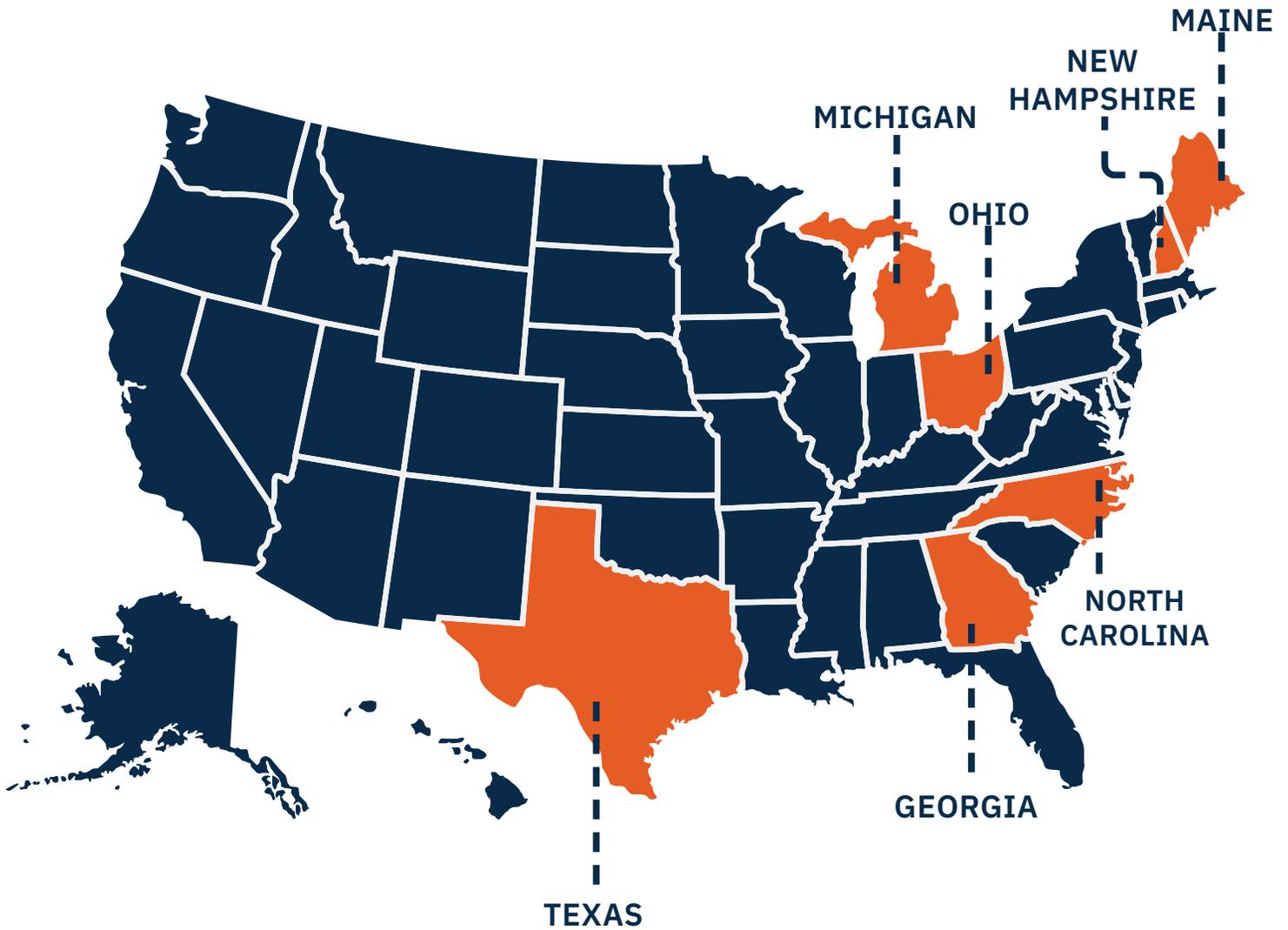
- GENIUS Act (passed)
- CLARITY Act (passed)
- CAMT exclusion for Bitcoin treasuries (completed)
- SEC reversal of SAB 121 (completed)
- Codifying SBR into law
- Ending double taxation of mining rewards
- De minimis tax exemption for Bitcoin payments

STATE

- Strategic Bitcoin Reserve in NH (passed)
- Strategic Bitcoin Reserve in AZ (passed)
- Strategic Bitcoin Reserve in TX (passed)
- FL, OH, MO – Eliminate capital gains on crypto



U.S. SENATE TARGET RACES





BITCOIN

VOTER PROJECT

[BITCOINVOTERPROJECT.ORG](https://bitcoinvoterproject.org)