

What to know about Moms for Liberty before Trump's event appearance

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Former President Trump speaks at the Moms for Liberty Summit in Philadelphia. Photo: Hannah Beier for the Washington Post

Former President Trump's fireside chat at Moms for Liberty's national summit Friday in Washington, DC, comes as [women voters](#) remain one of the presidential candidate's most slippery and vital blocs of potential supporters.

Why it matters: Trump's appearance injects some energy into the conservative group's culture war crusade that helped define the GOP's agenda in the Biden era. But Trump must also win over swing voters as his Democratic opponents offer a much different approach to education policy.

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Former President Trump speaks to reporters while wearing a safety vest on the tarmac at Green Bay Austin Straubel International Airport on Oct. 30, 2024, in Green Bay, Wisconsin. Photo: Chip Somodevilla/Getty Images

Former [President Trump](#) vowed to "protect" women "whether the women like it or not" at a Wisconsin rally Wednesday, drawing sharp blowback for a campaign that's already [floundering with women voters](#).

Why it matters: Though his comments came in the context of discussing crime from undocumented migrants, Trump's words evoked his history of bragging about [sexually assaulting women](#) and his role in overturning Roe v. Wade, which [turned many women away](#) from the Republican Party.

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Former President Trump gestures to the crowd as he concludes a campaign rally on Oct. 19 in Latrobe, Pennsylvania. Photo: Win McNamee/Getty Images

In the final stretch of the 2024 campaign, former [President Trump](#) is returning to a culture war refrain with a series of anti-trans attacks.

The big picture: The Trump-Vance campaign's strategy is to paint Vice President [Kamala Harris](#) as a radical on trans issues as the fight to access [gender-affirming care](#) is playing out in courtrooms and [state legislatures](#) nationwide.

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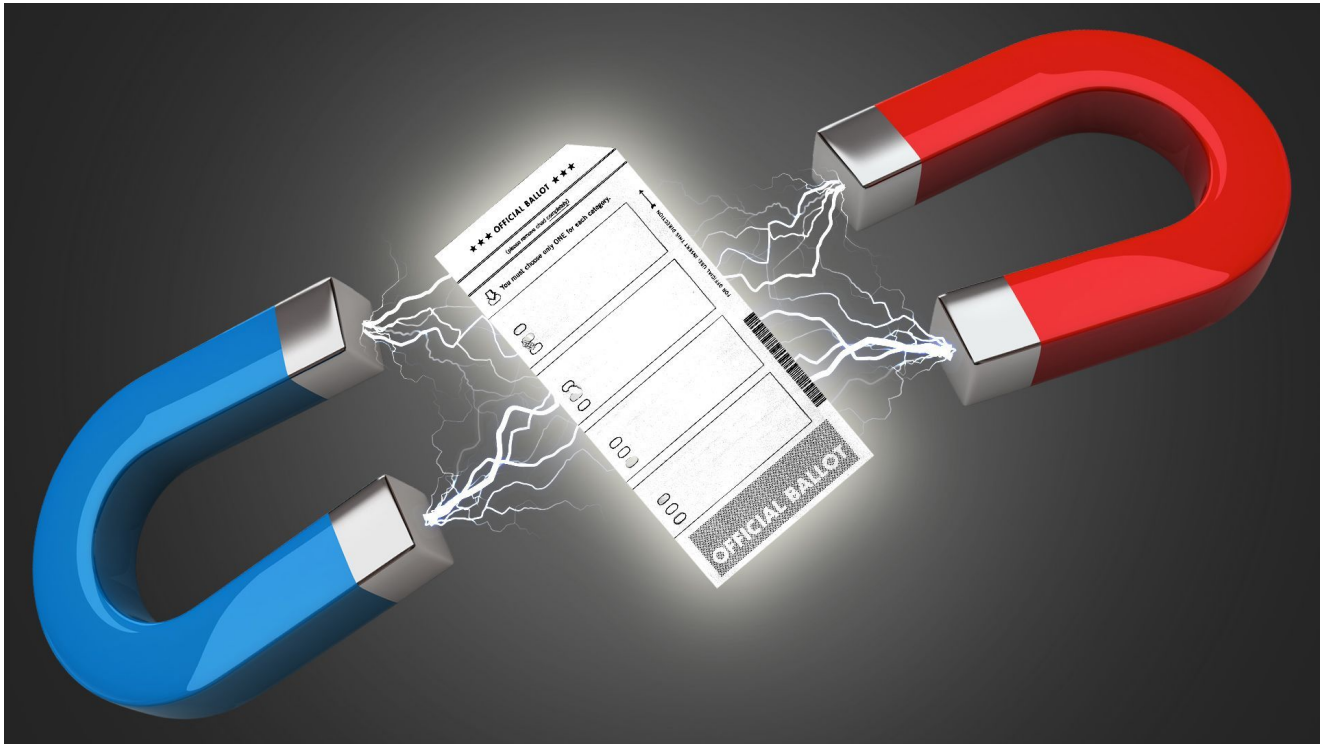


Illustration: Aïda Amer/Axios

In private, top advisers to Vice President [Kamala Harris](#) and former President [Trump](#) agree on three things:

1. **Harris had a phenomenal month:** [record fundraising](#), little serious scrutiny, plus enthusiasm and party unity that few expected.
2. **Trump had a rough month:** a lackluster, at best, [vice presidential rollout](#), and no lasting change in tone after surviving an on-camera assassination attempt.
3. **Yet the race** is within the polling margins of error in all [seven swing states](#) — Arizona, Nevada, Wisconsin, Michigan, Pennsylvania, North Carolina and Georgia.

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