



September 18, 2014

TO: Interested Parties

FR: Daniel J. Weiss, SVP for Campaigns, LCV

RE: 2014 Elections

**Overview:**

Since 2012, the League of Conservation Voters (LCV) has continued to demonstrate that investing in the key races where we can put climate action and public health on the ballot is a winning strategy. In 2014, we are building off those successes to preserve the crucial environmental firewall in the Senate and shift the politics of climate change at the national and state level.

**2014 Election Cycle Highlights**

1. **Biggest Cycle Ever.** For the first time, LCV and related entities will spend over \$25 million for the 2013/2014 election cycle—a five-fold increase from the 2010 mid-terms and by far the most we have ever spent.
2. **Focus on States:** Because of the increasingly important role states will play in determining how our country meets the challenge of climate change, **we will invest a record \$5 million in state races** in partnership with state LCVs. This includes supporting our state leagues on a key Governor’s race in Maine, and state legislative races where we have a chance to shift the politics of climate, like Washington and Oregon.
3. **Climate is a Winning Issue:** Climate change, clean energy, and clean water are salient issues in important Senate races, including [Michigan](#), [New Hampshire](#) and [Colorado](#). Moreover, while some have attacked EPA’s proposed Clean Power Plan, environmental champions across the country are embracing it. In fact, support for limits on carbon pollution has not become the wedge issue that its opponents had hoped.

We saw climate play as a winning issue in the first half of this cycle with big wins in the Governor’s race in Virginia, the Senate race in Massachusetts and all four races in Whatcom County, Washington.

4. **Turning Out Our Voters:** In addition to a focus on our issues, LCV’s strategy is to employ sophisticated ground operations targeting over one and a half million drop-off voters in key federal and state races. Our challenge is not convincing enough people to agree with us—the public [supports action](#) on climate change and the EPA, and they have [significant doubts about deniers](#) of climate science. The challenge is making sure that they vote in a non-presidential year.
5. **We’re Naming Names:** This week, we are adding four members to LCV’s trademark “**Dirty Dozen**” **target list**. Three were announced earlier this week including: Senate

candidates Terri Lynn Land (R-MI) and Thom Tillis (R-NC), as well as Gov. Paul LePage (R-ME). They join Senate candidate Rep. Cory Gardner (R-CO) and House candidate Troy Jackson (D-ME), who were named earlier this year. Gov. LePage is the first incumbent governor ever named to the program. This reflects our increased emphasis on supporting state LCV's and the crucial role states will play in determining our path on climate change action. Today, we are adding Senate candidate Joni Ernst (R-IA) to the Dirty Dozen and announcing an additional ad buy that will kick off next week.

6. **GiveGreen Gives Bigger:** LCV Action Fund's [GiveGreen](#) bundling program, now with the support of NRDC Action Fund PAC, has already raised or contributed over \$4.5 million to federal and state environmental champions. This is more than twice the amount raised in 2012 and well on the way to our \$5 million goal for the cycle. Yesterday, we had an extremely successful GreenStorm event that raised over \$300,000.

**\$25 Million total for 2013/14 cycle**

**\$5 Million invested in State League of Conservation Voters electoral programs**

**Field and Direct Outreach Targets for Federal Races**

**1.5 million+ targeted drop-off voters**

**19 field offices**

**2,000+ staff**

**490,000 doors knocked**

**5 million pieces of mail**

**10+ Television ads**

## Key Races for LCV and affiliated State Leagues

Senator/Candidate	LCV Lifetime Score	Opponent
<b>Open seat with a pro-environment candidate</b>		
Rep. Bruce Braley (D-IA)	88%	State Sen. Joni Ernst (R)
Rep. Gary Peters (D-MI)	89%	Terri Lynn Land (R)
<b>Pro-environment incumbent in competitive races</b>		
Sen. Jeanne Shaheen (D-NH)	93%	Likely Scott Brown (R), Lifetime LCV score: 38%,
Sen. Mark Udall (D-CO)	97%	Rep. Cory Gardner (R), Lifetime LCV score: 9%
Sen. Kay Hagan (D-NC)	84%	State House Speaker Thom Thillis (R), Lifetime NCLCV score: 26%
Sen. Mark Begich (D-AK)	77%	Dan Sullivan (R)
<b>Anti-Environment Incumbent in Competitive race</b>		
Paul LePage (R-ME) Gov	Grade "D" from MCV	Michael Michaud (D-ME)
<b>Key Wins so far this cycle (2013-2014)</b>		
Sen. Ed Markey (D-MA) Special Election	94%	Gabriel E. Gomez (R)
Terry McAuliffe (D-VA) Governor VA LCV	n/a	Ken Cuccinelli (R-VA)
Emily Cain (D-ME) ME-2 Primary	91% MCV Score	Troy Jackson (D) 67% MCV Score
Pete Aguilar (D-CA) CA-31 Primary	n/a	Joe Baca (D-CA) Lifetime LCV score:72%
Sen. Brian Schatz (D-HI) Primary	100%	Rep. Colleen Hanabusa (D) 95%
Ken Mann (Whatcom)	n/a	Ben Elenbaas (Whatcom)
Carl Weimer (Whatcom)	n/a	Michelle Luke (Whatcom)
Rud Browne (Whatcom)	n/a	Bill Knutzen (Whatcom)
Barry Buchanan (Whatcom)	n/a	Kathy Kershner (Whatcom)