



October 22, 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 over \$6.7 million in state races** in partnership with state LCVs—a record-breaking number. This includes supporting our state leagues as they make major plays in key gubernatorial races like Maine and Wisconsin and in legislative races in other states like Washington, Oregon and Colorado where winning just a handful of races would lead to pro-environment majorities and the opportunity to make major progress on climate and clean energy.
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](#). The issue has come up in most debates, [putting the climate change deniers in a difficult position](#). 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. To that end, two-thirds of our budget this year is focused on direct voter contact.

5. **We're Naming Names:** The League of Conservation Voters' trademark Dirty Dozen program targets political candidates – regardless of party affiliation – who side against the environment and are running in races in which LCV has a serious chance to affect the outcome. So far this year we have named, Senate candidates Scott Brown, (R-NH), Cory Gardner, (R-CO), Joni Ernst (R-IA), Terri Lynn Land (R-MI), Mike McFadden (R-MN), Thom Tillis (R-NC), and Monica Wehby, (R-OR). In addition we have named House candidate Troy Jackson (D-ME) in a Democratic primary and Governor LePage (R-ME). 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.
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 \$5 million so far to federal and state environmental champions. This is more than twice the amount raised in 2012. In September we had an extremely successful "GreenStorm" event that raised over \$360,000 for these candidates.

\$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

2 million+ targeted drop-off voters

19 field offices

2,000+ staff

490,000 doors knocked

5 million pieces of mail

10+ Television ads in Senate races

Key Races for LCV and affiliated State Leagues

Senator/Candidate	LCV Lifetime Score	Opponent
Open seat with a pro-environment candidate		
Rep. Bruce Braley (D-IA)	88%	State Sen. Joni Ernst (R)
Rep. Gary Peters (D-MI)	89%	Terri Lynn Land (R)
Pro-environment incumbent in competitive races		
Sen. Jeanne Shaheen (D-NH)	93%	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 Tillis (R), Lifetime NCLCV score: 26%
Sen. Mark Begich (D-AK)	77%	Dan Sullivan (R)
Anti-Environment Incumbent in Competitive race		
Paul LePage (R-ME) Gov	Grade "D" from MCV	Michael Michaud (D)
Key Wins so far this cycle (2013-2014)		
Sen. Ed Markey (D-MA) Special Election	94%	Gabriel E. Gomez (R)
Terry McAuliffe (D-VA) Governor VA LCV	n/a	Ken Cuccinelli (R)
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) 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)