

MEMO

To: Interested Parties

From: Jeff Gohringer, National Press Secretary, League of Conservation Voters

Re: LCV Follows Historic 2012 Election Cycle with Big Primary Win in Massachusetts Senate Race

Date: April 30, 2013

On the heels of our most successful election cycle ever in 2012, LCV played a decisive role in Ed Markey's commanding primary win in the Massachusetts Senate special election tonight. As we did in 2012, we continued to run electoral programs to scale, so that we are able to play a critical role in the outcome. LCV made the largest investment in the primary by any group, spending nearly \$850,000, and by the time the polls closed, had already made more than 430,000 voter contacts across the state. With low turnout out in tonight's special election, it is clear that our work was an important part of Markey's victory.

Building off of our work last cycle, this primary race was an opportunity to continue to demonstrate to elected officials that we will stand with them when they lead on climate change. Ed Markey has been a committed leader on climate change, including co-authoring the landmark *American Clean Energy and Security Act*. He campaigned aggressively on this issue, highlighting his commitment to action on climate change in numerous ads.

Just weeks after our endorsement, LCV launched a grassroots field campaign [supporting Markey](#) that targeted likely Independent and Democratic primary voters. It was a massive field operation that knocked on more than 250,000 doors across 23 cities and towns in less than three months. We also made more than 180,000 phone calls to voters and recruited more than 150 volunteers to our campaign.

During the primary, LCV Action Fund also raised or contributed more than \$235,000 for Markey through our [GiveGreen program](#). It was the quickest LCV Action Fund has ever raised \$200,000 for a candidate.

Our strategy in this race is the same one we implemented last cycle, which was LCV's [biggest ever](#). During the 2012 cycle, LCV and its affiliated political committees spent over \$14 million overall - more than the previous three cycles combined. We won 15 of our 17 priority races, including our \$1.1 million campaign to help elect Senator Elizabeth Warren in Massachusetts, where we launched [mail and field programs](#).

That means that 83 percent of our resources were spent in winning races during the 2012 cycle. By comparison, just 7 percent of the resources spent by Karl Rove's groups and the Chamber of Commerce resulted in victories.

Though we're encouraged by Markey's strong primary win, this race is not over and LCV is not taking anything for granted. We will continue supporting Markey in the general election to help ensure that one of the biggest climate change champions in Congress is elected to the U.S. Senate in June. In the process, LCV is continuing to shape the political landscape in Washington and building a core group of climate champions in Congress. We look forward to another critical election cycle, where we plan to focus on defeating more climate deniers and electing more climate champions.

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