



ENVIRONMENTAL VICTORY PROJECT FACT SHEET

Mission of the Campaign

- The Environmental Victory Project's goal is to defeat President George W. Bush and elect Senator John Kerry.
- The Environmental Victory Project is a project of the League of Conservation Voters, which is the political voice of the national environmental and conservation community.
- Over the past four years, President Bush has compiled the worst environmental record in our lifetime, earning the first-ever "F" on LCV's 2003 Presidential Report Card.
- President Bush has consistently put corporate polluters and special interests over the interest of the American public in a safe and healthy environment.
- Due to the unprecedented assault on the environment by the Bush Administration, the Environmental Victory Project was launched as the largest grassroots effort ever by the national environmental community during a presidential year.

The States (Florida, New Mexico, Oregon and Wisconsin)

- Our four battle ground states are four of the five closest states from the 2000 election – and all were decided by less than 7,000 votes.
- These four battleground states add up to 49 electoral votes – approximately 35% of the total of the sixteen states that are considered battlegrounds for the 2004 election. Of those states considered the *most* competitive, the total is closer to 50%.
- In each of our battleground states the environment is a critical political issue and each state has a strong environmental movement.

What We Intend to Do

- We are targeting independent, swing voters – with the goal of persuading these voters to reject George Bush and cast their ballots for John Kerry.
- In each state we have targeted precincts that contain approximately 150,000 households or approximately 225,000 voters.
- **We intend to knock on 1.5 million doors and mobilize 25,000 volunteers.**
- We intend to knock on our target doors three times – once in the summer, once in the early fall and once in the late fall/last weekend of the election.

- Our goal is to recruit 500-1,000 college students to form the basis of our summer canvass.
- We also intend to recruit volunteers -- using the Internet -- from throughout the country to travel to our battleground states for several major canvass weekends in October.
- Our program will also train and hire a set of paid activists who will canvass throughout the fall.
- We also intend to run television advertising in the markets where we are canvassing door-to-door.
- Our direct mail, phone banks and town hall meetings will also be focused on the households where we are canvassing door-to-door.

Where We Are Today

- We have headquarters, campaign managers and canvass directors hired and in place in each state.
- Each of our staff members are experienced campaign veterans -- and many of them have just come off the presidential campaign trail this winter.
- We have launched the Environmental Victory Project website which was built specifically for this campaign and which will be a cornerstone of our national volunteer recruitment effort.
- We have conducted a sophisticated voter targeting analysis that measured presidential volatility at the precinct level -- which is the basis for our 150,000 target households.
- We have already signed up 7,000 volunteers through our Environmental Victory Project website --- www.envirovictory.org, our student recruitment organizations and our state organizations.
- We have college organizations on 63 campuses and we draw volunteers from 492 schools.
- As of today, we already have a commitment of 800 canvass weeks from our student and other volunteers for our summer canvass. 800 canvass weeks translates into over 100,000 doors.

The Organizations

- Defenders of Wildlife Action Fund is the sister organization of Defenders of Wildlife, which provides the wildlife conservation community with a voice in the political process.
- Friends of the Earth Action is the sister organization of Friends of the Earth, which is the U.S. voice of the world's largest network of environmental groups.
- The League of Conservation Voters is the political voice of the national environmental community.
- LCV has spent \$10 million on independent congressional campaigns in the last three election cycles, and has been running successful independent campaigns since 1996.