

TO: Interested Parties

FROM: Seth Stein, National Press Secretary, League of Conservation Voters

DATE: Monday, October 10, 2016

RE: LCV and Affiliated Entities Makes All-Time Largest Investment in 2016 Elections

Against a backdrop of a historic Presidential race with the starkest difference between the candidates on climate change, the League of Conservation Voters, along with its affiliated entities, is **investing over \$40 million**--more than in any other election cycle in our history-- at the presidential, congressional and state level. This is the third cycle in a row that we have exceeded our previous cycles' spending to support climate champions and fight climate deniers at all levels of government.

Over \$40 Million

A breakdown of anticipated combined total by Election Day for LCV and affiliated entities.

Anticipated amounts for independent expenditures:

Up to \$10 million	Presidential field programs, digital advertising and mail
Over \$15 million	Congressional field programs, TV and digital advertising and mail
\$6 million	State-level Elections

Anticipated amounts for other programs:

\$7 million	GiveGreen & GiveGreen in the States (raising funds for candidates)
\$1.8 million	Greenroots (LCV membership communications program)

Details on Programs

Presidential: From standing with Hillary Clinton in New Hampshire last November for LCV Action Fund's earliest presidential endorsement, to Gene Karpinski's speech on the final night of the Democratic Convention, to \$4.5 million in independent expenditures already announced and significantly more planned, we have never been more invested in a presidential election.

Congress: At the Congressional level, LCV, LCV Victory Fund and New American Jobs Fund are also spending at an all-time high with approximately \$10 million in already announced independent expenditures in the key Senate battlegrounds of Nevada, Pennsylvania, Wisconsin, and North Carolina as well as \$1 million to take on climate change deniers in targeted House races.

States: LCV and its affiliated entities have partnered with state LCVs to invest \$6 million in nearly a dozen states focused on governor's races in Washington, Montana and North Carolina, as well as several state legislative races where just a few pickups could shift statewide balances of power.

Innovative Field Tactics: While still using traditional television advertising in at least three states, the record-setting effort includes a significantly larger investment in field (nearly \$10 million) at the Presidential, Senate and state candidate level—more than what was spent on field in 2012 and 2014 combined. Shifting from recent cycles where we focused field efforts on turning out base voters, we are

using cutting-edge field tactics to engage persuadable voters through longer conversational encounters with voters focused on first listening to what their chief concerns are.

Climate, Clean Energy and Big Polluter Messages: LCV and LCV Victory Fund's television advertising has actively focused on attacking climate science deniers and associations with polluters like Big Oil and the Koch brothers. Climate change has been highlighted as a top issue in the Presidential race, as a recurring theme at the Democratic National Convention, and Hillary Clinton and Tim Kaine have both repeatedly used it to attack Trump and Pence, including in the first debate, where Trump lied about his history of climate denial. At the Senate level climate change has been particularly salient in Nevada and Wisconsin.

Working with Allies: LCV and its affiliated entities are working with a broad array of groups in the 2016 elections. LCV Victory Fund and the USW Works formed a new superpac, New American Jobs Fund, to conduct field and voter contact efforts focused on Senate races in Nevada, North Carolina and Pennsylvania. In the presidential election, LCV Victory Fund has supported Priorities USA mail and digital advertising projects with a heavy focus on outreach to millennial voters. So far we have partnered with EDF Action on ads targeting Senate races in Wisconsin and Pennsylvania. Additional efforts with other allies are expected in the final weeks.

Mobilizing members: Separately from Independent Expenditure field operations, LCV is mobilizing its members through the Greenroots program in 11 states to volunteer with the campaigns of Hillary Clinton and LCV Action Fund's endorsed Senate candidates. LCV is investing \$1.8 million in the GreenRoots program, which will have more than 80 field staff.

GiveGreen: In another record achievement, LCV Action Fund, with support from NRDC AF PAC, and LCV Political Engagement Fund, with support from NextGen Climate, has already raised or contributed over \$6.6 million and counting for pro-environment Federal and state candidates through its signature programs **GiveGreen** and **GiveGreen in the States**, exceeding 2014's record of \$5.5 million.

Gender and Racial Diversity: This election cycle, LCV Action Fund is supporting a group of candidates that more closely resembles America than ever before: 42 percent of our endorsed candidates are women and 32 percent are people of color. While there is still a long way to go to achieve parity — in both our own endorsements and our political system — it is important to note that currently only 19.7 percent of major party candidates for Congress this year are women, and even less are people of color.

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