



TO: Interested Parties

FROM: Pete Maysmith, LCV Victory Fund SVP of Campaigns

DATE: September 12, 2018

RE: LCV Victory Fund, Affiliated Entities Make All-Time Largest Investment in 2018 Elections

For the 2018 election cycle, LCV Victory Fund and its affiliated entities are talking to and mobilizing more voters, in more places, in support of more pro-environmental candidates — including more women and people of color — than ever before. **Across various programs and entities, we will make our biggest investment in elections at all levels by far — a combined, all-time record total of \$60 million.** The level of outreach and total investment doubles the amount invested in the last midterm election cycle.

After a year and a half of President Trump and Congress' unprecedented rollbacks of public health, climate and public lands protections, and significant on-the-ground work from the environmental community to build opposition, voters are now primed to make their voices heard on Election Day.

In the states that had big elections last year like New Jersey, Virginia and Washington, people opposed to the assault on the environment started in the streets with protests like the March for Science, the People's Climate March and more, but then they also showed up to the ballot boxes and elected new pro-environmental champions like Governors Phil Murphy and Ralph Northam, and Senator Doug Jones. All told, 96 percent of our investments went to winning candidates in 2017.

And clearly in 2018 candidates understand this trend. Up and down the ballot we are seeing examples of candidates touting their environmental credentials — real or imagined. To name just a few early examples, in Montana, Senator Jon Tester's [first ad](#) of the general election focused on his efforts to keep public lands in public hands, and in Florida, Senator Bill Nelson has been taking Governor Rick Scott to task for his [failures to protect the state](#) from toxic algae blooms and red tide. Meanwhile we've also seen candidates with close ties to polluters attempting to muddy the waters — like when Rep. Erik Paulsen (MN-03) released a [misleading ad](#) that omitted his record of voting against clean water protections, or when Rep. Mimi Walters (CA-45) [belatedly acknowledged](#) the link between wildfires and climate change, even when just weeks earlier, Walters voted anti-climate on three key votes. Across the country candidates know that voters want leaders who are putting the public's health and safety over the interests of corporate polluters.

This fall we will build on this wave and energize, persuade and mobilize millions of voters to reject an agenda that is designed by and benefits corporate polluters — and instead, elect candidates who will stand up for clean lakes and rivers, clear blue skies and saving our public lands.

In the 2018 cycle we are focused on persuading and turning out **millions of voters in over 30 states** with a combined goal of:

- Putting pro-environment leaders in charge of the House, where we have already [announced a record investment](#) in at least 25 targeted races.



- Defending Senate champions and focusing on potential pickup opportunities in Nevada and Arizona.
- Making even more environmental progress at the state and local level through the broad Conservation Voter Movement, including a [record investment](#) previewed earlier this year.

Over \$60 Million: Anticipated Total for LCV Victory Fund and Affiliated Entities*

Over \$25 million: Senate and House programs including field, mail, TV and digital programs

Over \$25 million: State elections including Governors, legislators and other down-ballot races

Over \$10 million: [GiveGreen](#) (raising funds for candidates at the Federal and State levels)

Over \$1 million: GreenRoots (LCV membership communications program)

**this includes separate investments and programs from LCV Victory Fund, LCV Action Fund, New American Jobs Fund, LCV and various state affiliates and their political committees.*

The U.S. House

Our [\\$15 million House investment](#) is at least four times bigger than our previous largest House investment in 2012, and it's going towards targeted congressional districts to ensure we retake a green majority. We will focus on defeating anti-environment incumbents facing strong pro-environment challengers — the next generation of leaders on our issues. Our recent [polling](#) of 20 House districts shows that environmental messaging, particularly the health impacts of cuts to clean air and water protections, is extremely effective in battleground districts — swinging vote choice by 11 points on average when combined with a message on the Republican health care or tax bills.

The announcement highlighted 12 districts, including California swing districts (CA-25, 45, 48, and 49), out of step incumbents (CO-06, MN-03, and VA-10), 2016 Trump districts where strong pro-environment challengers put the races within reach (IA-03, MN-02, NC-09, and NJ-03), and a prime retirement district (WA-08).

The U.S. Senate

Though more announcements will come on Senate priorities, LCV Victory Fund and United Steelworkers (USW) Works have already [announced](#) an initial \$3.1 million investment through the New American Jobs Fund to mobilize voters in four states key to retaking control of the U.S. Senate: Arizona, Nevada, Ohio and Montana. The partnership will focus on large-scale voter persuasion and turnout field programs with supplemental outreach through digital, television and mail. Separately, LCV Victory Fund has also already run a [\\$990,000 ad campaign](#) in Montana focusing on Senate candidate Matt Rosendale's opposition to public lands protection.

The States



While high-profile Senate races and prospects for flipping control of the House can draw much of the attention, state-level work — long a part of what makes our work as the Conservation Voter Movement unique and effective — is more important than ever as a countervailing force to the Trump administration. That is why we, along with our state affiliates, have [committed to invest at least \\$20 million](#) in state-level races, which is almost double our previous record cycle investment in local elections during our nearly 50 year history. Our 2017 election work was hyper-local, supporting our state leagues' work to invest more than \$5.3 million in key governor, state legislature and other local campaigns. We won all 12 of our priority races — which included defeating the first two members of our 2017-2018 Dirty Dozen in the States, Ed Gillespie in Virginia and Kris Greene in Washington state — and our state league partners celebrated victories in nearly every local race they invested in during 2017.

For 2018, our state affiliates will also focus resources on big governors races in states like Maine, Colorado, Michigan, New Mexico, Nevada, Ohio and Wisconsin, as well as on legislative races in places like Colorado where once again winning just one seat in the state Senate would flip the chamber to a pro-environment majority, and Florida, Michigan, Wisconsin and North Carolina, where 2021 redistricting hangs in the balance.

Give Green

GiveGreen.com — a project of LCV Victory Fund and NextGen America with the support of NRDC Action Fund PAC — raises money directly for federal and state candidates from tens of thousands of individual donors. Demonstrating an unprecedented enthusiasm for personally supporting pro-environmental candidates, the program has already raised and contributed over \$10 million to federal and state level candidates across the country. This easily breaks the 2016 record of \$8.4 million, with two months still to go.

Mobilizing Members

Since 2012, LCV has mobilized its members through GreenRoots, a coordinated membership communication program, to volunteer with pro-environment candidates. LCV has separately announced plans to turn out its members in at least 14 states in 2018.

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