



TO: Interested Parties

FROM: Pete Maysmith, LCV Victory Fund SVP of Campaigns

DATE: November 1, 2018

RE: With one week to go, LCV Victory Fund & affiliated entities increase electoral investments to over \$80 million

2018 By the Numbers

Priority Races for LCV Victory Fund and Affiliated Entities:

- 26 House races**
- 6 Senate races**
- 10 Governors races**
- 16 state legislative chambers**
- 4 utility commissions**
- 1 lands commissioner race**

LCV Victory Fund and affiliated entities have plans to knock on **more than 2 million doors**, send **over 6 million pieces of mail**, and reach **millions more** through calling, texting and **over 40 TV and digital ads** in more races than ever before.

Over \$80 Million Invested in the 2018 Election Cycle:

- \$30 million** invested in federal elections by LCV Victory Fund and affiliated entities
- \$30 million** invested in state elections by state affiliates
- Over \$20 million** raised directly for pro-environment candidates through [GiveGreen](#)
- \$1 million** invested in GreenRoots member mobilization

Recognizing the opportunity to retake a green majority in the House and make progress in the states, we also expanded the signature Dirty Dozen this year — naming a special [House Dirty Dozen](#), along with a [Senate Dirty Dozen](#) and [Dirty Dozen in the States](#).

The Story Behind the Numbers

For the 2018 election cycle, LCV Victory Fund and 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. While originally projecting a [record \\$60 million investment](#) across various programs and entities, **we are now revising our projection up to a combined, all-time record total of over \$80 million.**



The level of outreach and total investment dwarfs the \$45 million invested in the 2016 election cycle, our previous biggest investment ever. **The \$20 million increase reflects an expansion into more House races, more local races, and an unprecedented level of support and enthusiasm for contributions to pro-environmental candidates through GiveGreen.com** (in partnership with NextGen America and with support from NRDC Action Fund PAC).

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 effort from the environmental community to build opposition, voters are now primed to show up at the polls and reject the Trump agenda designed to benefit corporate polluters at the cost of public health.

And clearly in 2018, candidates understand this trend. Up and down the ballot we are seeing examples of candidates touting their environmental credentials. To name just a few 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.

House candidates have been [campaigning and running ads](#) on environmental issues around the country. Xochitl Torres Small, the Democratic candidate in NM-02, has run two ads — [Water](#) and [Life](#) — talking about conservation and water rights. Sean Casten, the Democratic nominee for IL-06, founded clean energy companies and his ad, [Clean Energy](#), touts his record and willingness to take on Trump's climate denial. Clean energy entrepreneur and environmental attorney Mike Levin, who is running for Congress in CA-49, also put out an ad called [Clean Energy](#) touting his work with environmental organizations and clean energy companies. Lauren Baer, the Democrat running in FL-18, is constantly talking about [clean water, climate and the algae bloom crisis](#) — on the airwaves, on Twitter, and on the campaign trail.

At the local level, candidates for governor and state houses across the country have taken LCV's [Clean Energy for All commitment to reach 100% clean energy by 2050](#). That includes gubernatorial candidates Jared Polis in Colorado, JB Pritzker in Illinois, James Smith in South Carolina, Gretchen Whitmer in Michigan, Kate Brown in Oregon, Tony Evers in Wisconsin, and Christine Hallquist in Vermont.

As environmental issues break through with voters, we're also seeing 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 after voting anti-climate on three key votes just weeks earlier. Virginia Beach’s Rep. Scott Taylor (VA-02) also tried to portray himself as a champion for the Chesapeake Bay in [a recent forum](#) despite repeatedly voting against clean water and climate action.

This “greenwashing” pattern extends beyond the House — Nevada Senator Dean Heller [attempted](#) to deny his own climate science denial during his only debate against his challenger, Jacky Rosen. And Bill Schuette, running for governor in Michigan, also [acknowledged](#) climate change during a debate — yet [just filed a court brief](#) denying climate science. In Maine, even governor candidate Shawn Moody is [hedging](#) his longtime climate denial after our state league [launched an ad](#) about how warming waters are hurting the state’s economy.

After a year that saw historic hurricanes, floods, and wildfires, across the country candidates know that voters are feeling the effects of climate change now and want leaders who are putting public health and safety ahead of the interests of corporate polluters. For pro-environment candidates, it’s easy to point to high LCV scores and examples of leadership on clean air, water and public lands. But the “greenwashers” are hoping their anti-environmental records can be swept under the rug for one day in November before they go back to doing the polluters’ bidding.

The Programs*

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

- Putting pro-environment leaders in charge of the House, where we have expanded our [initial list of 12 top-tier targets](#) to a total of 26 races where we’re making a deep investment.
- Defending Senate champions in Florida, Montana and Ohio, and focusing on potential pickup opportunities in Nevada, Arizona and Tennessee.
- 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, with a focus not just on big governors races, but also state legislative and local public utility commission races where smaller elections can have big impacts on climate and other environmental issues.

**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.*



U.S. House: An Expanded Map

Our House investment of **\$17.5 million** is at least four times bigger than our previous largest House investment in 2012, and it's going towards more than 26 targeted congressional districts to ensure we retake a green majority. We are focusing on defeating anti-environment incumbents facing strong pro-environment challengers — the next generation of leaders on our issues.

Our [polling](#) this summer 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. Subsequently, [we are running](#) TV, digital and mail programs in many of these districts focusing on that intersection of environment and public health, along with a strong climate message in a number of races.

The initial announcement [earlier this year](#) 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).

Since that initial list was released, we have finalized our list and expanded to also do work in: CA-10, IL-06, IL-14, KS-03, ME-02, MI-08, MI-11, NC-13, NM-02, NY-22, TX-23, TX-32, UT-04, VA-02, and VA-07. Program varies from district-to-district with a combination of TV and digital advertising and mail programs. Each House race represents at least a \$100,000 investment and in many cases, significantly more. Our largest House program is a \$1 million TV ad campaign [reminding](#) WA-08 voters of Dino Rossi's toxic record.

U.S. Senate

Defending pro-environment champions in the U.S. Senate has always been a top priority. That's why LCV Victory Fund ran an early, nearly \$1 million [ad campaign](#) in Montana focusing on Senate candidate Matt Rosendale's opposition to public lands protection, and a [\\$2.25 million ad campaign](#) with EDF Action on Governor Rick Scott's failing record on red tide in Florida. Environmental issues were central themes in both races, with Rosendale and Scott both taking hits in the polls for their bad records on public lands and clean water.

LCV Victory Fund, United Steelworkers (USW) Works and United We Dream Action have made an over \$7 million investment through the [New American Jobs Fund](#) to mobilize voters in six states key to holding a green firewall in the U.S. Senate: Arizona, Florida, Montana,



Nevada, Ohio and Tennessee. The partnership is focused on large-scale voter persuasion and turnout field programs with supplemental outreach through digital, television and mail.

Our total investment in U.S. Senate races this year will be **over \$12 million**.

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, [committed](#) to investing at least \$20 million in state-level races, **which is now expected to be a \$30 million investment** — almost triple our previous record cycle investment in local elections during our nearly 50 year history.

After building real momentum in 2017 with significant governor wins in New Jersey, Virginia, and key state legislature victories, our state affiliates are now working to build on that trend by prioritizing big governors races in states like [Maine](#), [Colorado](#), [Michigan](#), [New Mexico](#), [Nevada](#), [Ohio](#), [Oregon](#) and [Wisconsin](#), as well as investing in legislative races in places like Colorado — where 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.

A successful election night in the states could result in a number of states quickly pivoting to strong clean energy commitments, along with other critical pro-climate actions like joining the U.S. Climate Alliance, expanding commitments to electric vehicles, and increasing commitments to offshore wind.

The Little Races that Can

With their ability to influence where our energy comes from, utility and commission races have also picked up steam this year. Building off successful 2017 and early 2018 campaigns in Vancouver, Washington's port commission race and Arizona's Salt River Project, LCV affiliates in [Arizona](#), [Georgia](#), and [New Mexico](#) are all investing in utility commission races to build more pro-clean energy power. New Mexico is also [heavily engaged](#) in the race for Lands Commissioner, a position that has the potential to have a huge impact on climate change because it oversees methane — a potent source of climate pollution.



GiveGreen Candidate Fundraising

[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 raised and contributed over \$20 million** to federal and state level candidates across the country. This easily breaks the 2016 record of \$8.4 million and represents a giant increase in support for pro-environment candidates up and down the ballot.

Mobilizing Members

Since 2012, LCV has mobilized its members to volunteer with pro-environment candidates through GreenRoots, a coordinated membership communication program. For 2018, GreenRoots has [more than 40 organizers](#) on the ground engaging LCV members in 14 states: Arizona, California, Florida, Michigan, Minnesota, Montana, New Hampshire, Nevada, Ohio, Pennsylvania, Tennessee, Virginia, Washington, and Wisconsin.

For the first time ever, LCV has also partnered with four other environmental groups to jointly mobilize members across multiple organizations. The [GreenWave](#) is a collaboration between LCV, EDF Action, National Wildlife Federation Action Fund, NRDC Action and the Sierra Club to activate the groups' collective membership to volunteer for pro-environment candidates.

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