

TO: Interested Parties
FROM: Maureen Drouin, Executive Director, Maine Conservation Voters Action Fund
DATE: Monday, November 5, 2018
RE: UPDATE — FINAL COUNTDOWN TO 20118 ELECTIONS
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Maine Conservation Voters Action Fund is on track to spend more than \$1.4 million in a multi-layered campaign to help elect pro-environment candidate Janet Mills as the next governor of Maine. This level of investment is the largest in the organization's history, reflecting a commitment to setting Maine on a new path of embracing clean energy technology, climate action, and environmental stewardship.

This election marks a potential turning point. For the last eight years, Gov. Paul LePage has pushed an anti-environment agenda that has thwarted renewable energy development, attacked land conservation, and threatened clean water and public health.

Republican candidate Shawn Moody has suggested that he will continue LePage's harmful policies and even denied the science of climate change during the Republican primary.

Mills would take Maine in a new direction. She has articulated a clear and compelling environmental policy agenda and has a track record of fighting for our natural resources. As a legislator and attorney general, she has fought to clean up mercury pollution in the Penobscot River, supported investment in the Land for Maine's Future Program, and opposed rollbacks to federal climate and clean air laws.

Since our June endorsement, Maine Conservation Voters Action Fund has fully supported Mills as the clear choice for Maine's environment. We have a long history of smart investments in voter engagement, but this year marks our most ambitious program yet.

Using research and data to guide our work, we are employing complementary tactics that included digital, TV, mail, radio, and door-to-door canvassing. Our goal is to help elect Mills by letting Maine people know where she and Moody stand on climate change and our environment.

More than \$1.4 Million Invested. Our program highlighted Moody's own words denying a human connection to climate change, thereby ignoring science and abdicating the responsibility to confront the threat it poses to Maine's fisheries, economy, and public health. We also emphasized that Mills will be a champion for Maine's environment and economy, ensuring that families have clean water to drink, healthy air to breathe, and a natural legacy that is passed on to the next generation.

Here are the components of our campaign and links to our work:

- [Digital program](#) that featured [persuasion](#) and [mobilization](#) ads on Facebook, Instagram, Pandora, etc. (\$346,000)

- [TV ad](#) that ran statewide (\$575,000)
- [Radio ad](#) that ran statewide (\$178,000)
- [Mail program](#) that delivered five pieces of persuasion mail to 100,000 Maine households. (\$250,000)
- Field campaign that [included knocking on more than 1,000 doors](#), talking to voters in key areas of the state about the candidates' records.
- [GiveGreen](#) fundraising to encourage environmentalists to directly support Mills' campaign (\$40,000 raised)

Climate Change Breaks Through

Climate change and threats to Maine's clean air and water were defining issues in the governor's race, with a clear distinction between Mills and Moody. As the Gulf of Maine warms, climate change is an increasingly dangerous threat to our fishing industry.

From the debate stage, Mills time and again challenged Moody's climate science denial, while reiterating her own commitment to lead on clean energy and climate action. At each debate, Moody would shift his position on climate change a little more, eventually acknowledging that human activity played a role. Saying one thing to win the Republican primary and another to win the general election demonstrated that Moody just couldn't be trusted to address this important issue. Maine Conservation Voters Action Fund worked hard to ensure Maine voters wouldn't be fooled.

A few clips:

Portland Press Herald, 10/10/18

[Watch video: Candidates for Governor spar over climate change, abortion](#)

Portland Press Herald, 10/14/18

[Where Maine's governor candidates stand on sustainability](#)

Portland Press Herald, 10/17/18

[Maine's candidates for governor field questions on economy and energy at fast-paced debate](#)

Moving Forward

Making progress is only possible when we elect leaders who will put our communities ahead of polluters. We still have a final sprint before polls close tomorrow night, but one thing is clear: **Maine Conservation Voters Action Fund stepped up in a huge way to ensure that our elected leaders hear the priorities of Mainers who want to protect our natural resources today and for generations to come.** No matter the result on Election Day, our work will continue.

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