

2015 - 2016 ELECTIONS REPORT:

PROTECTING CLIMATE PROGRESS



LEAGUE OF CONSERVATION VOTERS



BY THE NUMBERS

TOTAL INVESTMENTS IN ELECTIONS

OVER \$45 MILLION

INDEPENDENT EXPENDITURES

\$9.25
Million

Invested in the Presidential Race

\$19
Million

Invested in Congressional Races

\$9.5
Million

Invested in State Races
with State LCVs

OTHER PROGRAMS

\$8.4
Million

Invested in Candidates through
GiveGreen and GiveGreen in the States

\$1.5
Million

Invested in LCV Membership
Communications through GreenRoots

ACCOMPLISHMENTS OF INDEPENDENT EXPENDITURE INVESTMENTS

5.5
Million

Target Voters Contacted

3,600

Staff in the Field

2.5
Million

Doors Knocked

11
Million

Pieces of Mail Sent

20+

TV and Digital Ads Aired



MESSAGE FROM THE PRESIDENT

Dear Supporter,

The outcome of this year's elections were unexpected and very disappointing, especially at the federal level. Despite the difficult electoral outcomes, we are proud of our efforts this election cycle.

This year we spent more than ever before—over \$45 million—and we came away with an array of important successes, particularly at the state level. In North Carolina, Washington and Montana—all of LCV's priority governor's races—pro-environment candidates were elected. Furthermore, we helped our state partners win pro-clean energy majorities in several state legislatures, including Nevada, New Mexico and Maine. And, in Florida, we supported our state ally's effort to decisively defeat an industry-led anti-solar ballot measure, despite being outspent by tens of millions of dollars.

These are not small wins. With momentum in the states, strong public preference for government involvement in combatting climate change, and the transition towards clean energy underway, we are still poised to make progress on our climate goals. And for those who stand in our way, there will be political consequences for bowing to polluter interests.

It is important to remember how much we have accomplished working with the Obama administration in the last two years: the Keystone XL pipeline was rejected, the Clean Power Plan was finalized, the historic Paris Agreement is now in full force, and more land and water has gained permanent protection than under any other administration.

With Donald Trump taking up residence in the White House, our relationship with the executive branch is bound to change—we are now tasked with standing up to a new president who has called climate change a “hoax,” promised to dismantle the EPA and rip up the Paris Agreement, and has proposed a cabinet made up of Big Polluters and their closest allies.

Make no mistake—we will be on the front lines, ready to fight for our nation and our communities, defending our achievements on climate and other environmental issues. Of course, elections have consequences, but with Hillary Clinton's win of the popular vote and many pro-environment candidates winning races across the country, there is clearly no mandate for rolling back our historic achievements on clean air, clean water, climate change and public lands.

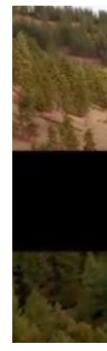
We have known from the very start that solving the climate crisis is a long-term fight, one that requires resolve and perseverance. We are ready to keep up the fight, encourage elected officials to do the right thing, and protect the progress we hold so dear. Among many initiatives, we will be fighting for more state policies that reduce carbon pollution, engaging in more corporate accountability, protecting the green firewall in the U.S. Senate, reaching and informing a wider portion of the public about the stakes of climate change, and getting more people engaged in our on-the-ground efforts.

Fighting climate change is more important than ever, and we will help lead the way. One terrible disappointment cannot stop us—it never has and it never will. Thank you for being our partner in this effort. We look forward to working together in the battles ahead.

Gene Karpinski
President, League of Conservation Voters



THE GOOD NEWS: SECURING PRO-CLIMATE POWER IN THE STATES



In an election year that brought very tough losses at the federal level, a number of key state level races bucked the disappointing trend of election night, revealing hope for climate action. To start, working with our state LCV partners who took the lead on our state-level races, **all of our priority gubernatorial races ended in success**: Roy Cooper ousted an extreme climate change denier in **North Carolina**, our nation's greenest governor—Jay Inslee—was re-elected in **Washington**, and conservation and clean energy ally Steve Bullock was re-elected governor of **Montana**.

In state legislative elections, again partnering with our state LCVs, we focused resources on legislatures where we could pick up just a few new seats and thereby elect a climate majority. **In three state legislatures—Nevada, New Mexico and Maine—we achieved climate majorities.**

Lastly, state LCVs also defeated nine of 12 candidates named to the Dirty Dozen in the States list.

These state-level victories have been and continue to be central to furthering our fight against climate change. Across the country, our states are leading on clean energy. As state after state (yes, even some red states) commits to increased renewable energy standards, as they transition off coal completely, and as they take bold steps to cut carbon pollution, they are laying the groundwork for national success on climate; states are strategically moving the national climate needle by expanding the political and policy possibilities of climate action.

Over the last two years, we have seen this state level strategy succeed. In 2014, strategically picking up a few seats in the Oregon Senate allowed forward movement on climate. The Oregon Senate passed clean fuels legislation in 2015, which was followed by increases in the Renewable Portfolio Standard and an end of coal energy use during the 2016 legislative session. This cycle, **LCV and state LCVs invested \$9.5 million in state level races** around the country in an effort to continue this strategic and targeted trend and empower states to lead in the climate fight.



MONTANA—GOVERNOR

In a state that produces coal, oil and gas, Governor Steve Bullock supports climate action and advocates for public lands—positions that are not always popular in the Mountain West. This made him an important governor to protect, especially as he faced Greg Gianforte, who wanted to auction off Montana's public lands to the highest bidder. Over the course of the race, stream access and public lands became defining issues in this contest—both candidates talked about these issues on television and it was discussed during the debates.

For his anti-public lands positions, Gianforte landed on the Dirty Dozen in the States list, and in the end, Montanans stuck by their governor, who understands the immense value of their outdoor heritage. In a state that Trump won with 57 percent of the vote, Bullock's re-election shows important promise for the environment.

MONTANA CONSERVATION VOTERS ACTION FUND PROGRAM: OVER \$1.3 MILLION

Vote-by-Mail Canvass

Montana Conservation Voters Action Fund targeted nearly 28,000 households in a vote-by-mail canvass that encouraged voters to vote by mail and cast their ballot for Bullock, who pledged to defend our public lands, wild country, and clean air and water.

Television Advertisement

In this ad, lifelong Montanan, angler, wife, and mom Caitlin Thompson told voters about Gianforte's lawsuit against the state, which sought to eliminate a popular fishing access site near his own property. With Thompson fishing in the background, the ad promoted the outdoor lifestyle Montanans care deeply about while revealing distrust in Gianforte's intent to protect their values. With our many allies in the state attacking Gianforte for his lack of Montana values, our conservation message fit into a strong overarching framework.

Mail Campaign

Montana Conservation Voters Action Fund sent 669,226 pieces of mail to Montana voters in an effort to re-elect Bullock as governor. This mail program aimed to persuade Montanans to vote for Bullock, to vote by mail and, later, to turn out on Election Day.

THE GOOD NEWS: SECURING PRO-CLIMATE POWER IN THE STATES



NORTH CAROLINA—GOVERNOR

Unseating North Carolina Governor Pat McCrory was an exceptional win for the climate movement. In 2014, McCrory bungled a response to an extensive coal ash spill on the Dan River, letting Duke Energy off with a small fine, and he also approved a weak cleanup plan that left residents with no assurance of safe drinking water. That same year, an uproar over the lack of accountability for the spill motivated voters to elect new state representatives who promised to take action to hold Duke Energy accountable.

This year, Conservation Votes PAC, the super PAC established by the North Carolina League of Conservation Voters, built on previous midterm momentum and made public health and the environment strong political messages that aided in McCrory's defeat. In fact, McCrory's previous mishandling of the coal ash spill became a key issue in the race with both candidates running advertisements about the spill.

Former North Carolina Attorney General Roy Cooper, who has supported the environment throughout his entire career, including making implementation of the Clean Power Plan part of his campaign, is replacing McCrory, who was named to the Dirty Dozen in the States list and sought to dismantle the Clean Power Plan. By the narrowest of margins—10,000

votes of 4.7 million cast—North Carolina is back to having a governor with a strong environmental stewardship ethic. Furthermore, considering the anti-environmental majority in charge of the North Carolina legislature, Cooper will be an essential firewall for climate and the environment.

CONSERVATION VOTES PAC PROGRAM: \$1.75 MILLION

Persuasion Canvass

Conservation Votes PAC ran a **\$750,000 persuasion canvass** campaign in the Charlotte area, where they listened and engaged in thoughtful conversations with likely voters who could be persuaded to vote for Roy Cooper. In a city where McCrory once served as Mayor, this proved particularly helpful in increasing Cooper's name identification by Charlotte area voters.

Television advertisements

Conservation Votes PAC launched an **\$840,000 television advertising campaign** detailing McCrory's attempts to let Duke Energy off the hook for poisoning North Carolina's drinking water.

Direct Mail

Conservation Votes PAC ran a **\$130,000 direct mail program** that sent **259,500 pieces of mail** to swing voters in an effort to defeat McCrory.



PERSUADING VOTERS IN MECKLENBURG COUNTY A STRATEGIC LOCATION

In 2012, roughly 40,000 voters in Mecklenburg County, where Charlotte is located, split their ticket, voting for President Obama and climate denier Pat McCrory, who won the governor's race that year.

This year, Conservation Votes PAC targeted Mecklenburg County with a persuasion canvass to convince those 40,000 split-ticket voters to back Roy Cooper at the polls.



WASHINGTON—GOVERNOR

For the last three years, our nation's "greenest governor," Jay Inslee, has lived up to his moniker. In fact, during the fall of 2015, Inslee used his executive authority to take action to limit carbon pollution from the state's largest sources. With a divided state legislature, it was critical to keep Inslee at the helm of Washington's executive branch. Fortunately, voters picked Inslee, who ran on climate, over Seattle Port Commissioner Bill Bryant, giving our "greenest governor" four more years in office.

WASHINGTON CONSERVATION VOTERS ACTION FUND PROGRAM: \$450,000

Television and Digital Advertisements

Washington Conservation Voters Action Fund ran a television advertisement detailing Bryant's loyalty to

the oil industry, ensuring voters knew that "He'd be their governor. Not yours."

Mail, Phone and Canvass Campaign

Washington Conservation Voters Action Fund **reached 262,651 voters** through the **mail**, **21,419 voters** over the **phone**, and **98,585 voters** at their **doors**.

Our Vote Counts Coalition

Washington Conservation Voters helped lead the Our Votes Count coalition. Our Votes Count worked in legislative districts across Washington to engage infrequent voters who support environmental candidates. These voters are often younger voters, people of color and single women, and this multi-year strategy aims to boost voter turnout in swing legislative districts by widening the base of environmental voters.

WASHINGTON STATE COMMISSIONER OF PUBLIC LANDS A WIN ON OUR ISSUES

In Washington, the state commissioner of public lands holds great influence over the state's land and water resources. The commissioner manages millions of acres of state forests, farm and grazing lands, and can deny state leases on aquatic lands. In fact, this position is the final backstop to building a coal terminal that groups have been working to prevent for years.

Hilary Franz, who has committed over two decades of her career to public policy and the environment, ran against Steve McLaughlin, who accepted hundreds of thousands of dollars in contributions from the timber industry, an industry he would be responsible for regulating in office. If that were not enough, McLaughlin is also a Bundy-type extremist, once belonging to an anti-government extremist group that opposed federal lands and supported the takeover of a wildlife refuge in Oregon. This landed him on the Dirty Dozen in the States list.

With Hilary Franz winning the state's only elected office that deals solely with natural resources issues, Washington voters have spoken up against the extremists' anti-parks and public lands initiatives in favor of balancing sustainable land management with rural economic development.



THE GOOD NEWS: SECURING PRO-CLIMATE POWER IN THE STATES

NEVADA-STATE LEGISLATURE

Nevada is ground zero in the fight for clean energy in the states. With the loss of the clean energy majorities in both chambers in 2014, the utility NV Energy pushed a bill that put the brakes on the growing solar industry by increasing costs for consumers. In 2017, the Nevada legislature will take on important clean energy issues, including net metering for solar energy and increasing renewable energy standards, which made winning clean energy majorities in both the Assembly and state Senate critical. Interestingly, flipping the Assembly—by winning five seats—was more likely than flipping the Senate, which required winning one seat.

Nevada Conservation League PAC focused on three pick-ups in the Assembly and two state Senate seats, making clean energy and protecting public lands key issues in these campaigns. In the end, it was all great news when every one of our candidates in the Senate and Assembly won their races. The icing on top: we unseated Assemblyman Brent Jones, who ran an extreme, anti-public lands bill in the legislature and was named to the Dirty Dozen in the States list.

Overall, clean energy proved a winning issue for candidates. We now have pro-climate majorities in both the Assembly and Senate, making Nevada a state where clean energy legislation can pass and be signed by the Republican governor.

NEVADA CONSERVATION LEAGUE PAC PROGRAM: NEARLY \$540,000

Mail Campaign

Nevada Conservation League PAC sent **540,885 pieces of mail to swing voters** in targeted districts.

Digital Advertisements

Through Facebook and Google, Nevada Conservation League PAC ran ads in targeted legislative districts, which resulted in over **14 million impressions**.

Canvass

In targeted legislative districts, Nevada Conservation League PAC knocked on **2,500 persuadable voters' doors**.

NEW MEXICO-STATE LEGISLATURE

With a pro-conservation state Senate but an anti-conservation governor in Susana Martinez, winning three seats in the New Mexico House promised to strengthen the position of environmental champions, ensuring both chambers would push back against the governor's agenda while moving forward proactive legislation.

Conservation Voters New Mexico Verde Voters Fund won all four of their targeted house races, three pick-ups and protected one champion incumbent. They also beat Dirty Dozen in the States member Senator Lee Cotter, replacing him with Jeff Steinborn who will be a champion on the environment. Furthermore, two of New Mexico's biggest conservation champions—Senator Peter Wirth and Representative Brian Egolf—secured leadership positions in their chambers.

Overall, New Mexico proved a great success as we regained a conservation majority in the House and held the Senate. This will put pressure on the governor to sign legislation to increase the Renewable Energy Standard.

CONSERVATION VOTERS NEW MEXICO VERDE VOTERS FUND PROGRAM: NEARLY \$153,000

Mail Campaign

CVNM Verde Voters Fund sent mail to voters in four targeted state House districts and two targeted state Senate districts.

Digital and Television Advertisements

For a number of state House and Senate candidates, CVNM Verde Voters Fund ran digital and cable television advertisements, including an advertisement that revealed a state legislator's connections to the oil and gas industry.

Clean
SAN



energy means good jobs!
SANDRA JAUREGUI
 for Assembly District 41

Stover voted to table the Property Assessed Clean Energy Plan
 Los Alamos County Council Meeting; February 2nd, 2010

"[Stover] believed the timing was not right"

MAINE-STATE LEGISLATURE

When the current governor of Maine, Paul LePage, vetoed a solar bill that would have expanded solar ten-fold in the state, the Maine Senate was only two votes short of overriding his veto. This year, we took back the Maine Senate by protecting three seats and winning three more, creating the strongest pro-clean energy majority in this chamber since 2010. This majority ensures that LePage's anti-environmental agenda will not become a reality.

MAINE CONSERVATION VOTERS ACTION FUND PROGRAM: NEARLY \$95,000

Persuasion Mail

Maine Conservation Voters Action Fund ran a persuasion mail program that helped achieve a pro-conservation majority in the Maine Senate. Mail was also sent during the primary elections to ensure that the strongest possible champions were elected.

OTHER STATE AND LOCAL WINS

- In Alaska, our state league, **the Alaska Center**, helped pass automatic voter registration and built a bipartisan majority coalition.
- **Conservation Alabama** helped pass Amendment 2, which ensures the state legislature cannot spend money earned by state parks on unrelated programs.

- **Conservation Colorado Victory Fund** helped Rachel Zenzinger regain her seat in the Colorado Senate, ousting anti-conservation lawmaker Laura Woods, who was named to the Dirty Dozen in the States.
- **Florida Conservation Voters Solar Fund** defeated a utility-driven, anti-solar ballot initiative that the utilities spent over \$26 million trying to pass.
- Former **Michigan League of Conservation Voters Education Fund** board member, Abdullah Hammoud, became the first Arab American Muslim member of the Michigan House.
- **Nebraskans for Common Ground PAC** won five targeted races for the public power districts, electing two Republicans, two Democrats and one independent.
- **CVNM Verde Voters Fund** helped a former LCV staff member, Maggie Toulouse Oliver, become New Mexico's secretary of state.
- **Conservation Votes PAC** helped elect Josh Stein as North Carolina's new attorney general.
- **Conservation Voters of Pennsylvania Action Fund** helped elect Josh Shapiro as the state's new attorney general and protected a conservation champion in the Pennsylvania House.
- **Conservation Voters of South Carolina PAC** helped Scott Talley to his victory in the Republican primary for the state Senate, defeating the most anti-environment senator in South Carolina, Lee Bright, by 299 votes.



THE DISAPPOINTING NEWS: A CLIMATE DENIER IN THE WHITE HOUSE



There is no denying the disappointment we felt as the election results accumulated behind Donald Trump. He was certainly not the leader we envisioned for our future, but we stand ready to defend our progress on climate change from a president who called it a "hoax," promised to gut the Environmental Protection Agency, rip up the Paris Agreement and more.

We were with Hillary Clinton before voters cast any ballots in the primary election. LCV Action Fund made our earliest ever presidential endorsement—**on November 9, 2015, we stood with Hillary Clinton on a stage in New Hampshire and announced our endorsement**. We spent an entire year working to make her bid for the White House successful, while also injecting climate change into our nation's political discourse.

Given the high stakes and stark contrast between candidates in this race, **LCV and related entities invested more than ever before in a presidential election: \$9.25 million in independent expenditures**. While elections have consequences, with Clinton's decisive win of the popular vote, there is clearly no mandate for rolling back the Clean Power Plan, stomping on the Paris Agreement or starving the agencies that protect our clean air and water. Our candidate may have just barely lost the presidency, but we will keep moving the climate fight forward.



IN HER OWN WORDS **HILLARY CLINTON ON OUR ENDORSEMENT**

"I am so proud and grateful to have earned your endorsement and I thank you every day for the important work the League of Conservation Voters does. You are absolutely tireless in your efforts to protect our kids, our planet and our future."



• HAS CALLED CLIMATE CHANGE BULLSH*T AND A HOAX
• WANTS TO CUT THE ENVIRONMENT PROTECTION AGENCY
• WANTS TO IMMEDIATELY APPROVE THE KEYSTONE PIPELINE
• WOULD HAVE SKIPPED THE PARIS CLIMATE SUMMIT

Flickr/Gage Skidmore (Image)

PERSUASION CANVASS REACHING VOTERS WITH A LASTING MESSAGE

In a presidential election, it is difficult to cut through the political noise and reach voters with a lasting message; our investments needed to be strategic.

Our cutting-edge persuasion canvasses were informed by a study, conducted by researchers at Stanford and Berkeley, that found people who were engaged in longer canvassing conversations—ones that genuinely involved and responded to their hopes and concerns—changed their mind on an issue more frequently than traditional canvassing pitches typically do.



LCV EFFORTS FOR HILLARY

Primary Election

Not long after LCV Action Fund endorsed Clinton and before the Republican nominee was chosen, LCV made our first independent expenditure of 2016: a **\$160,000 Facebook video advertising campaign** contrasting Clinton's leadership on climate change with Donald Trump's denial of climate science.

As the primaries continued and Clinton gained wins on Super Tuesday, LCV Victory Fund put **\$135,000 into a direct mail campaign** with Priorities USA Action that promoted Clinton.

LCV Victory Fund also contributed **\$100,000** to Priorities USA Action to support a **digital advertising campaign**. The campaign targeted millennials and melded Trump's own words, "Global warming is a hoax," with comic book imagery, emphasizing voting as the superpower that could put an end to his ignorance, divisiveness and bigotry. As the ad said about Trump's take on climate change, "not in our America."

General Election

This year, we started canvassing in a new way. We spent time—as much as 10-15 minutes on a single doorstep—listening and engaging in thoughtful conversations with likely voters who had yet to commit their vote to Clinton. Our goal was, through this more deeply forged connection, to change minds in a lasting way.



THE DISAPPOINTING NEWS: A CLIMATE DENIER IN THE WHITE HOUSE

Through LCV Victory Fund, we built a **\$4.7 million canvass program** that persuaded voters in three swing states—Nevada, Pennsylvania and North Carolina—to vote for Clinton.

In the last month of the election, LCV Victory Fund launched a **\$2.8 million mail campaign reaching out to millennials** and persuadable voters in critical battleground states. The mail used frank language to explain that a vote for a third-party candidate would increase the chance of Trump winning the presidency.

Finally, just days before the election, LCV Victory Fund ran a **\$1.5 million television and digital advertising campaign** in partnership with Priorities USA Action detailing Trump's most outrageous and incendiary statements of the election, and concluded by reminding voters, "We can end this. Go Vote."

THE ROLE OF CLIMATE CHANGE IN THE PRESIDENTIAL ELECTION

With over two-thirds of voters encouraging the government to play a role in reducing greenhouse gas emissions, climate change has become a part of our nation's political conscience—though Trump won the election, public opinion makes it clear that he has no mandate to stop climate action. While climate change remained absent from debate moderators' questioning of the candidates, LCV helped elevate climate change at the Democratic National Convention and in the Democratic platform.

Of particular note, **LCV President Gene Karpinski addressed the nation from the Democratic National Convention stage**, just hours before Hillary Clinton's historic acceptance of the Democratic Party's nomination. From the stage, he named Donald Trump to LCV's Dirty Dozen list, reinforcing the stark difference between the presidential candidates' positions on climate change and, in turn, the extreme stakes for climate in this election.



“

GENE'S CONVENTION REMARKS **DIRTY DANGEROUS DONALD TRUMP**

With an audience of millions, LCV President Gene Karpinski told an LCV volunteer's story, highlighting Trump's disregard for our environment and his penchant for belittling women:

"The question was simple. Meghan Andrade—a student at the University of New Hampshire—asked Donald Trump about his plan to fight climate change.

Trump mocked her, like he's mocked so many others.

But climate change is no joke. From floods in Miami, to droughts in California, to forest fires in Colorado, and rising sea levels in Virginia, it's clear. Climate change is here, and it's having a devastating impact."

”



FIGHTING FOR CLIMATE CHAMPIONS IN THE SENATE

From the very start, it was clear that a pro-climate takeover of the Senate would remain a tight battle to the end, though a distinct path existed. We needed to defend two pro-climate seats and unseat four to five anti-climate senators. So, LCV identified priority races in a handful of swing states where climate champions could defeat climate deniers, and along with our related entities, we invested an unprecedented \$17 million in these and other key Senate battlegrounds.

While we did not reach our goal, we did make progress. Between our innovative field tactics that engaged and listened to persuadable voters through longer, thoughtful conversations, to our television and digital advertising, to our work with a broad array of progressive allies, including a new partnership with the United Steelworkers' super PAC, USW Works, **we made an impact in the Senate** with key wins from Catherine Cortez Masto, Michael Bennet and Tammy Duckworth.

NEVADA

When long-time environmental champion and Senate Minority Leader Harry Reid announced his retirement, this became a must-win open seat, mired with purple uncertainty. Former Nevada Attorney General Catherine Cortez Masto, who represented the state in important cases to prevent Yucca Mountain from becoming a nuclear waste dump and to clean up Lake Mead, faced off against climate change denying Representative Joe Heck, an early member of LCV's Dirty Dozen. This was a prime opportunity to elect a climate champion over a climate science denier.

Polling had these two candidates neck-and-neck for months, but fortunately our hard work paid off, and Cortez Masto pulled ahead and won by nearly 27,000 votes, making her the new senator from Nevada and the first Latina to serve in the Senate.



WORKING TOGETHER FOR A CLEANER FUTURE **THE NEW AMERICAN JOBS FUND**

To achieve the greatest impact from our efforts, LCV Victory Fund joined forces with an influential progressive partner—the United Steelworkers' super PAC, USW Works—to elect a pro-conservation and pro-jobs Senate majority. Together, we formed a new super PAC, the New American Jobs Fund, to communicate with voters in Senate races in Missouri, Nevada, North Carolina and Pennsylvania.

Overall, the New American Jobs Fund invested \$4 million in canvasses in critical Senate races, \$1.5 million in persuasion mail that reached key battleground states, and \$1.5 million in television and digital advertising.

FIGHTING FOR CLIMATE CHAMPIONS IN THE SENATE

LCV PROGRAM: OVER \$5 MILLION

Partners: Environmental Defense Action Fund
The Sierra Club and USW Works

Persuasion Canvass

In April, LCV launched our first field effort to elect a Senate candidate—we invested over a quarter million dollars in a persuasion canvass that convinced voters to support Cortez Masto. Three months later, LCV Victory Fund and USW Works' New American Jobs Fund expanded the persuasion canvass and turnout field effort, for a **total investment of \$1.5 million dollars** by Election Day.

Television and Digital Advertisements

Over the course of the election, LCV Victory Fund and partners ran **three separate advertising campaigns in Nevada, totaling \$3.4 million**. In July, LCV Victory Fund launched a television advertising campaign detailing Heck's climate denial and unsavory alliance with Big Oil and the Koch Brothers. Two months later, LCV Victory Fund ran another advertisement, this time pointing out that Heck put 25,000 of Nevada's clean energy jobs at risk with his votes to protect tax breaks for Big Oil. Lastly, in partnership with EDF Action and the Sierra Club, LCV Victory Fund **ran television and digital advertisements in both Spanish and English** highlighting Heck's opposition to solar energy.

Mail Campaign

LCV Victory Fund and USW Works' New American Jobs Fund sent two flights of persuasion mail to convince voters to support Catherine Cortez Masto.

PENNSYLVANIA

Early on, it was clear that Senator Pat Toomey was vulnerable and that this would be a challenging but important opportunity to replace a climate science denier with a lifelong environmentalist. Over a single term in the Senate, Toomey accumulated a laundry list of anti-environment positions: he opposed the EPA's Clean Power Plan, he consistently voted to prop up dirty fossil fuels, and his 7 percent lifetime score on LCV's *National Environmental Scorecard* sank to a 0 percent in 2015. Backing Katie McGinty—who served as chair of the White House's Council on Environmental Quality and led the Pennsylvania Department of Environmental Protection—was a no-brainer. Unfortunately, Toomey prevailed, just barely keeping his Senate seat for a second term.

LCV PROGRAM: OVER \$5 MILLION

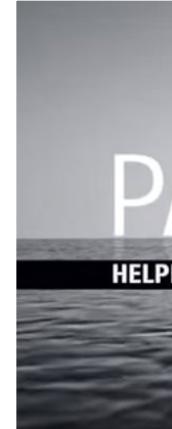
Partners: Environmental Defense Action Fund and USW Works

Persuasion Canvass

In July, LCV launched a **persuasion field campaign** (later continued by LCV Victory Fund and USW Works' New American Jobs Fund) that aimed to have thoughtful conversations with voters in Allegheny County, convincing them to vote for McGinty in November.

Television Advertisements

In July, **LCV and EDF Action ran two television advertisements** detailing Toomey's prioritization of wealthy polluters over the needs of struggling Pennsylvania communities. A month later, **LCV Victory Fund broadcast an additional television advertisement, which included digital advertisements** and brought our total television investment to approximately \$2 million in this race. This advertisement revealed Toomey's history of voting to protect tax breaks for Big Oil polluters while taking significant campaign contributions from them.





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Radio Advertisements

In the last weeks of the election, LCV and EDF Action ran **\$500,000 of radio advertisements** linking the Koch Brothers to misleading attack advertisements against McGinty, highlighting it as an effort to protect their friend Toomey.

Mail Campaign

LCV Victory Fund and USW Works' New American Jobs Fund **sent two flights of persuasion** mail to convince voters to support Katie McGinty.

WISCONSIN

While former Senator Russ Feingold was favored for most of the year, this race tightened, unexpectedly, in the end. Senator Ron Johnson, who compared environmentalists to dictators such as Stalin and was a debut member of our Dirty Dozen, faced Feingold, who said, *"Wisconsin cannot afford more denial or inaction on climate change"* and made protecting clean water and the Great Lakes a central issue in his campaign. By July, Feingold had polled ahead of Johnson again and again, but as the election neared, Republicans poured massive amounts of money into the race. Johnson beat Feingold, narrowly winning a second term in the Senate.

LCV AND PARTNERS' PROGRAM: OVER \$1.1 MILLION

Partners: Environmental Defense Action Fund and Senate Majority PAC

Television and Digital Advertisements

In July, LCV Victory Fund and EDF Action launched **television and digital advertising programs** tying together Johnson's outright denial of climate science and the immense support he has received from oil companies. According to a poll conducted by Global Strategies Group, our advertisements made a significant impact. **Shortly after the advertisements ran, Feingold's lead increased** and support for Johnson among independents dropped 11 points in the markets targeted by the advertisements.

A week before the election, LCV Victory Fund and Senate Majority PAC made a final push in this Senate race by partnering on a television advertising campaign. Additionally, over the same week, LCV Victory Fund ran digital advertisements that returned to our July message about Johnson's climate denial.

FIGHTING FOR CLIMATE CHAMPIONS IN THE SENATE



NORTH CAROLINA

In presidential election years, North Carolina runs purple, which put Senator Richard Burr in a vulnerable seat. With Burr's extensive history of environmental wrongdoings, topped by his attempt to abolish the EPA, it was a welcome development to see Deborah Ross, who has a 94 percent lifetime score on North Carolina LCV's Legislative Scorecard, enter the race and make it close. In the end, Burr secured his Senate seat for another six years.

LCV AND PARTNER'S PROGRAMS: \$3.8 MILLION

Partner: USW Works

Television and Digital Advertisements

In the month leading up to Election Day, LCV and LCV Victory Fund ran **\$3.1 million of statewide television and digital advertisements** questioning Burr's financial ties to Big Polluters and his record supporting their interests in Congress.

Mail Campaign

LCV Victory Fund and USW Works' New American Jobs Fund sent two flights of persuasion mail to convince voters to support Deborah Ross.

MISSOURI

While this race seemed like a long shot in the beginning, army veteran and Missouri Secretary of State Jason Kander made this a competitive race. Kander, who is devoted to highlighting the national security imperatives of climate action, faced Senator Roy Blunt, who earned a 4 percent LCV lifetime score. Kander tightened the race but was not able to overcome Blunt in the end.

LCV AND PARTNER'S PROGRAM: \$1.5 MILLION

Partners: USW Works, AFSCME PEOPLE and Majority Forward

Television, Digital and Radio Advertisements

LCV Victory Fund and USW Works' New American Jobs Fund partnered with AFSCME PEOPLE and Majority Forward to show Missouri voters the stark differences between Kander and Blunt, who voted against the interests of Missouri families.



BRINGING MORE CLIMATE CHAMPIONS TO THE HOUSE

Given House Republican leadership's endless environmental attacks and chronic underfunding of agencies responsible for our environment, we are determined to build power by supporting pro-climate candidates and defeating climate deniers. For that reason, **we invested nearly \$2 million in targeted House races.** Here are our largest successful investments of this cycle:

NEVADA-04

When Representative Cresent Hardy—who has a rock-bottom 0 percent LCV lifetime score—won Nevada's 4th Congressional District in 2014, it was a stunning upset. This year, he was considered one of the most vulnerable anti-environmental candidates in the country and faced a strong challenger in Ruben Kihuen, a state senator who strengthened Nevada's clean energy economy and protected the state's parks and public lands.

Given Hardy's troubling vote record, he was named to our Dirty Dozen and was soundly defeated by pro-climate candidate Kihuen.

LCV AND PARTNER'S PROGRAMS: \$250,000

Partner: Latino Victory Fund

Digital Advertisements

In October, **LCV ran digital advertisements** raising troubling connections between Hardy and ExxonMobil, the oil giant that allegedly ignored its own scientists and instead fueled climate science denial for decades.



LCV ACTION FUND FOR KIHUEN A PRIMARY VICTORY

LCV Action Fund invested staff time and resources in Ruben Kihuen's primary election in Nevada, where he faced off against eight other candidates. Of our early endorsement he said:

"LCV came onboard early. It was one of my most important endorsements in the primary. It wasn't just a verbal endorsement—it was financial support, it was people support—it lent a lot of credibility and a lot more respect to our campaign."

BRINGING MORE CLIMATE CHAMPIONS TO THE HOUSE

Mail Campaign

LCV and the Latino Victory Fund sent out a four piece mailing to 32,535 Latino, African-American and Asian American and Pacific Islander voters in Kihuen's district. The mailer drew a stark contrast between Kihuen, an environmental champion, and Hardy, who was taking our country in the wrong direction.

FLORIDA-13

Florida's 13th Congressional District is evenly split, which made this a promising chance to unseat Representative David Jolly, whose LCV score sat at just 8 percent, landing him on LCV's trademark Dirty Dozen. With his challenger, former Governor Charlie Crist, pledging to build on his record as a climate champion by investing in clean energy and safeguarding coastal resources, this race was a no-brainer, and proved a great win for climate.

LCV'S PROGRAM: \$318,000

Mail Campaign

This six-piece mail campaign targeted 60,000 households in Jolly's district, detailing his terrible record of attacking critical clean air and water protections, and supporting off-shore drilling.

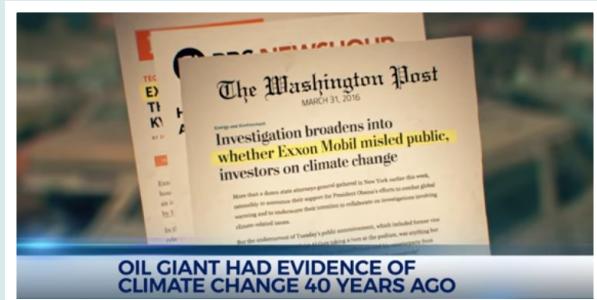
Digital Advertisements

LCV ran digital advertisements in Jolly's district, tying ExxonMobil's attempts to deny climate science to Jolly through his support for the oil industry.

OTHER HOUSE INVESTMENTS

- In Minnesota's 2nd Congressional District, LCV sent a five-piece mail campaign to 86,000 households opposing Jason Lewis, who was dubbed "mini-Trump."
- In Colorado's 3rd Congressional District, LCV ran a television advertisement about the threat Representative Scott Tipton posed to Colorado's public lands.

- In Colorado's 6th Congressional District, LCV sent a seven-piece mail campaign to 52,000 households, linking Representative Mike Coffman to Trump through his dangerous climate denial.
- In Maine's 2nd Congressional District, LCV ran a television advertisement detailing Representative Bruce Poliquin's ties to Big Oil.
- In Texas' 23rd Congressional District, LCV and Latino Victory Fund sent mail to Latino households opposing Representative Will Hurd, pointing out that he is bad for Texas families.



TYING LAWMAKERS TO EXXONMOBIL

A WINNING MESSAGE

In 2015, reports unveiled that 40 years ago, ExxonMobil conducted research on climate change, finding it to be fueled by carbon pollution. The reports further revealed that in an effort to keep their product profitable, they defunded the research and built a campaign smearing climate science—tactics reminiscent of the tobacco industry.

This election, we found that Exxon's alleged climate cover-up resonated with voters, so we exposed that lawmakers like Joe Heck and David Jolly received significant support from Exxon.



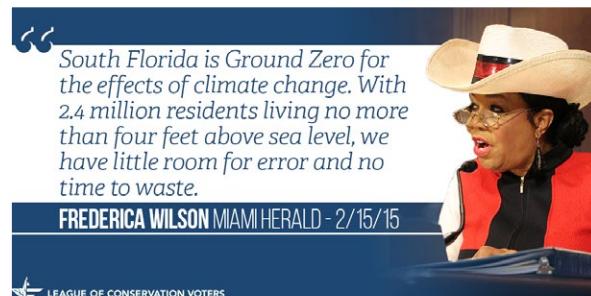
ENDORSEMENTS: SUPPORTING ENVIRONMENTAL CHAMPIONS

This election cycle, LCV Action Fund supported over **100 pro-environment candidates**, including 17 Senate candidates. Our early financial support helped champions like Colorado Senator Michael Bennet and Washington Senator Patty Murray stave off serious challengers.

Of our 87 endorsements in House races, we backed challengers in many tight races, and we helped several of our incumbent allies win tough primaries, like Representative Alma Adams in North Carolina's 12th District.

This election, LCV Action Fund made an unprecedented attempt to reach out to candidates of color and women to ensure our political endorsements better reflected the racial and gender diversity of our country. We supported a group of candidates that more closely resembled America than ever before: 40 percent of our endorsed candidates were women and 30 percent were 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 only 20 percent of major party candidates for Congress this year were women, and even fewer were people of color.

LCV Action Fund also partnered with organizations like NRDC Action Fund PAC, the Sierra Club, the Latino Victory Project and the Gay and Lesbian Victory Fund to make joint-endorsements, bringing together strong progressive alliances in support of candidates.



ELEVATING ENVIRONMENTAL CONCERNS OF ALL PEOPLE **CROSSING GENDER, RACIAL AND SOCIOECONOMIC LINES**

A number of congressional lawmakers have done just this. For instance, Representative Frederica Wilson has drawn attention to the real-life impacts of sea level rise in her Miami district where 87 percent of the residents are people of color and nearly 26 percent live below the poverty line.

Representative Raúl Ruiz has fought to stop the looming public health crisis of the climate-driven drying of the Salton Sea in his Inland Empire district where 56 percent of his constituents are people of color.

Through our endorsements, we aimed to elect candidates who can build on the powerful groundwork these members of Congress have laid.



DIRTY DOZEN

For decades, LCV's signature electoral program, the Dirty Dozen, has targeted candidates—regardless of party affiliation—who consistently side against the environment and are running in races in which LCV has a serious chance to affect the outcome. After naming Donald Trump to the Dirty Dozen in front of millions at the Democratic National Convention, LCV went on to defeat four members of the Dirty Dozen.



Donald Trump
President



Ron Johnson
WI Senate



Joe Heck
NV Senate



Pat Toomey
PA Senate



Richard Burr
NC Senate



Rob Portman
OH Senate



Darryl Glenn
CO Senate



Jason Lewis
MN 2nd House
District



Cresent Hardy
NV 4th House
District



David Jolly
FL 13th House
District



Mike Coffman
CO 6th House
District



Will Hurd
TX 23rd House
District

DIRTY DOZEN IN THE STATES

A state-level companion to LCV's trademark Dirty Dozen, Dirty Dozen in the States highlights 12 of the most anti-environmental state-level candidates from around the country whom state LCVs are working to defeat. This year, state LCVs defeated nine members of the Dirty Dozen in the States.



Cheryl Brown
California State
Assembly



Laura Woods
Colorado State
Senate



Craig Minor
Connecticut State
House



Keith Perry
Florida State Senate



David DeCoste
Massachusetts State
House



Greg Gianforte
Montana Governor



Brent Jones
Nevada State
Assembly



Sandra Jeff
New Mexico State
House



Lee Cotter
New Mexico State
Senate



Pat McCrory
North Carolina
Governor



Lee Bright
South Carolina State
Senate



Steve McLaughlin
Washington
Commissioner of
Public Lands



GIVEGREEN AND GIVEGREEN IN THE STATES: STRONGER TOGETHER

By harnessing the collective power and political engagement of the environmental movement, LCV Action Fund, LCV Political Engagement Fund, NRDC Action Fund PAC and NextGen Climate raised more money for pro-environment candidates than ever before. This cycle, **GiveGreen and GiveGreen in the States together raised or contributed more than \$8.4 million to federal and state candidates**, an amount that exceeded our 2014 record by \$2.2 million.

Through GiveGreen, a project of LCV Action Fund that is supported by NRDC Action Fund PAC, individuals make direct donations to our strategically chosen pro-environment candidates. These individual donations are grouped together, showing lawmakers the collective strength and support of the environmental movement.

The easiest and most powerful way to support environmental champions.

\$8,377,763.72

Total Raised or Contributed to Federal & State Candidates This Election Cycle.

Go Ahead, Give Green →

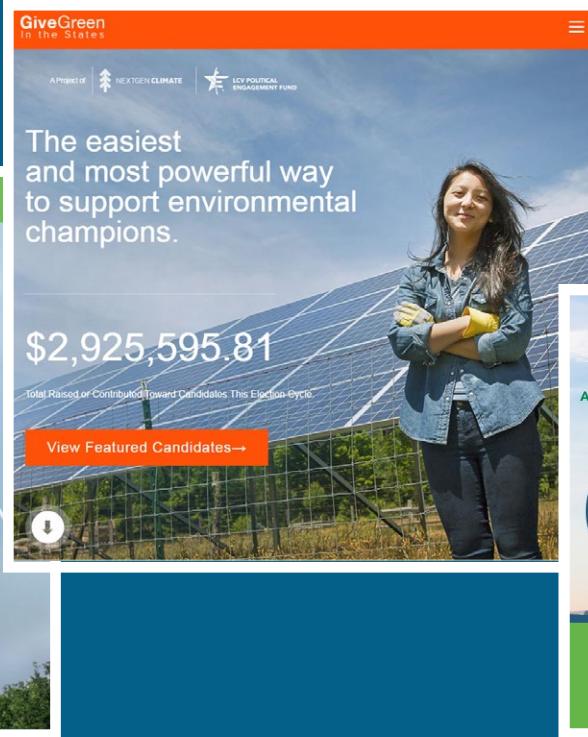


GREENSWARM 24 HOURS OF FUNDRAISING FOR STATE CANDIDATES

In October, GiveGreen in the States **raised \$431,181 in our first-ever 24-hour online fundraising campaign, GreenSwarm**.

These efforts helped make inroads in states across the country where pro-climate candidates will have a chance to shape policies that will build our momentum on climate change.

Following GreenSwarm, Governor-elect Roy Cooper had this to say: "The GreenSwarm is working, and we're going to have a BlueSwarm in North Carolina because of you. Thank you for everything—clean air and clean water is so important."



For the first time, **GiveGreen raised over \$500,000 for not one but two Senate candidates** in critical toss-up races: Catherine Cortez Masto in Nevada and Katie McGinty in Pennsylvania. Additionally, GiveGreen and GiveGreen in the States raised over \$100,000 each for 12 state and federal candidates.

The states are also imperative to advancing climate action, making GiveGreen in the States—a project of LCV Political Engagement Fund and NextGen Climate—a critical tool that helped elect environmental champions to state governments across the country. Overall, **GiveGreen in the States raised nearly \$3 million for 40 candidates, 73 percent of which went to winning candidates.**

#GREENSTORM 48 HOURS OF FUNDRAISING FOR FIVE FEDERAL CANDIDATES

In September, LCV Action Fund and NRDC Action Fund PAC along with our allies **raised a record breaking \$537,226 through a 48-hour online fundraising campaign called #GreenStorm**, which supported five key federal candidates across the country: Hillary Clinton, Catherine Cortez Masto for Senate in Nevada, Katie McGinty for Senate in Pennsylvania, Deborah Ross for Senate in North Carolina and Ted Strickland for Senate in Ohio.

Senator Harry Reid praised the #GreenStorm effort saying: "If we don't stick together, we'll get crushed by massive campaign spending from big polluters."



GREENROOTS: PUTTING ENVIRONMENTAL VALUES INTO ACTION



GreenRoots, LCV's on-the-ground member mobilization program, recruits LCV members to volunteer for LCV Action Fund-endorsed candidates. This is one of the few membership mobilization programs run by a national progressive organization.

In previous years, the GreenRoots program ran for two months prior to the election, but this year we expanded the program, getting started in December of 2015—11 months before the general election. In the primary elections, prior to the Iowa, New Hampshire, Nevada, Colorado, and Pennsylvania contests, GreenRoots engaged more than 270 LCV members to volunteer directly for Hillary Clinton. And, during this time, staff and volunteers were able to ask every presidential candidate about their plans to fight climate change.

FROM FISCAL CONSERVATIVE TO ENVIRONMENTAL ACTIVIST: **ONE GREENROOTS VOLUNTEER'S JOURNEY**

Dave Razzaboni is a pragmatist who describes himself as Republican leaning and fiscally conservative, but he also cares deeply about protecting our environment and combatting climate change. With the stakes of this election so high for the planet and with a daughter on the way, Dave found himself volunteering with LCV's GreenRoots program in New Hampshire, working to elect Hillary Clinton as president.



On the campaign trail, Dave saw first-hand how Hillary embraced the environment and knew that she would be the stronger voice for these concerns. Between Hillary's environmental stance and devotion to women's rights, equal pay and equal opportunity for all, this soon-to-be father aligned himself with Hillary. Every volunteer shift, Dave drove over the border from Maine to New Hampshire where he phone-banked, attended events and went door-to-door to help identify potential Hillary supporters, answer questions and get out the vote.

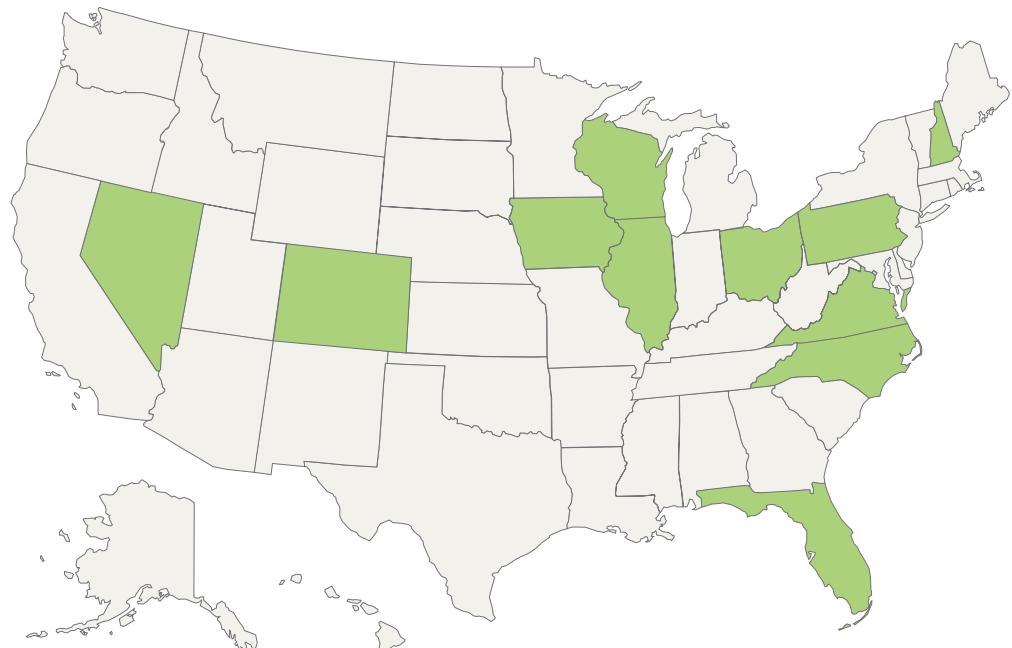
In the end, as Dave sees it, "all politics aside, climate change is the most important issue."



LCV invested \$1.5 million in GreenRoots, which activated our members in 11 battleground states on behalf of Hillary Clinton and LCV Action Fund's endorsed Senate candidates. **More than 80 GreenRoots staff** were embedded in coordinated campaign offices, contacting LCV members to volunteer for various campaigns in Colorado, Florida, Illinois, Iowa, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Virginia, and Wisconsin.

In addition to recruiting LCV members as volunteers in battleground states, LCV Action Fund's Eagles program embedded key staff from LCV in coordinated campaign offices in six states.

BATTLEGROUND STATES WITH LCV GREENROOTS PROGRAMS



LCV IN THE NEWS

The Washington Post

Top green group to spend at least \$40 million this election, shattering past records



Could climate change help Clinton win millennials?

THE WALL STREET JOURNAL WSJ

Pro-Clinton Group Bets Its Canvassers Can Win Votes With a Good Long Talk

Paid Canvassers trained to ask about voters' interests and backgrounds

THE WALL STREET JOURNAL WSJ

Campaigns Use Precise Data to Sift Voters

The political parties are sharpening their door-to-door canvassing with sophisticated analytics

TIME

Top Environmental Group Thinks the Exxon Climate Controversy Will Persuade Voters—And They're Putting Money Behind It

LAS VEGAS REVIEW-JOURNAL®

League of Conservation Voters boosts election spending in Nevada

The Atlantic

The City of Brotherly Love Has Little for Trump

To Black voters in Philadelphia, the Republican nominee seems detached from reality, and voting for him is an idea they won't even entertain

The Charlotte Observer

McCrory's Duke Energy ties and coal ash response become a campaign issue

2016 ENVIRONMENTAL FACEBOOK **NEWLY ELECTED CONGRESSIONAL CHAMPIONS AND ALLIES**

The Environmental Facebook summarizes the backgrounds and environmental positions of newly elected federal candidates who were endorsed and/or financially supported by LCV Action Fund and/or state LCV partners.

The 2016 Environmental Facebook includes four new members of the Senate and 20 new members of the House. LCV is committed to continue working with both new and returning members of Congress to protect our environment and our health, to tackle climate change, and to build a clean energy future.

2016
environmental
facebook

LEAGUE OF CONSERVATION VOTERS WWW.LCV.ORG





LEAGUE OF CONSERVATION VOTERS

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ADD UNION

