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FORTY



DCCC

DCCC 2018 Cycle Overview

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Fast Facts on the 2018 Midterms

The 2018 Final Results:

- Total New Freshman: **63** (*including Congressman Lamb*)
- Total Districts Flipped Red to Blue: **43**
- Total Incumbents Lost to GOP: **0**
- Net Seat Gain: **40**
- Total Clinton Districts Flipped: **22**
- Total Trump Districts Flipped: **21**
- Total New Women: **33**
- Total New Members under 40 years old: **20**
- Total New Non-White, Diverse Members: **23**
- Total New Veterans & Former CIA officers: **10**
- Total New LGBTQ Members: **4**

Battlefield:

- Total Districts Needed to Win Majority: **Net 23**
- Total Districts on Final DCCC Battlefield: **111** (**25** Clinton Districts & **86** Trump Districts)
- Number of Republicans Incumbents without Challenger Nationwide: **3**

Recruitment:

- Total Number of Red to Blue Candidates: **92 Candidates**
 - **48** women
 - **27** under 40 years old
 - **21** diverse
 - **6** LGBTQ
 - **19** veterans

Topline Investment Numbers:

- Total Number of Districts Invested: **More than 80 districts**
- Total Spent on Women: **\$63M**
- Total Spent on Non-White Candidates: **\$39M**
- Total Spent on Veterans: **\$25.6M**
- Total Spent on LGBTQ Candidates: **\$9.2M**

Fundraising:

- Total Dollars raised by the DCCC: **\$272M**
- Online Fundraising: **\$106.3M**
 - Double the 2016 total
- Grassroots Fundraising (Online + Mail + Phones): **\$160.8M**

Field:

- Total DCCC Partnerships with Grassroots Groups: **3,000**
- Total Field Staff: **1,350**
- Number of Local Constituency Organizers: **23**

Get Out the Vote (only!):

- Total GOTV Doors Knocked: **5.7 Million**
- Total Door Conversations: **2 Million**
- Total Shifts: **140,000**

- Local Paid Organizers: **Over 250 (100%** targeted districts with local field hires)

DCCC “Toolbox” Website (A one-stop online shop for volunteers nationwide):

- DCCC “Toolbox” Website Visitors: **50,000**
- Calls Made to Swing Districts Using “Toolbox” Call Tool: **Over 10,000**
- Total Number of Precinct Captains Recruited on “Toolbox”: **836**
- Total Volunteers Who Signed Up Via DCCC “Toolbox”: **2,243**

Independent Expenditure Spend:

- DCCC: **\$81M**
 - Total Spent on Coordinated Paid Ads with Candidates: **\$11.7M**
- NRCC: **\$62.5M**
- Congressional Leadership Fund: **\$123M**

Training Department:

- Total People Trained: **15,631**
- Total Training Sessions: **387**
- Total Training through DCCC-U: **3,871**
- Total Operatives Trained Online: **9,707**
- Total Webinar Trainings: **283**
- Total Candidates + MOC Trained: **247**
 - % Female trained: **44%**
- Total Campaign Managers Trained: **227**
 - % female trained: **42%**
- Total Finance Directors Training: **212**
 - % female trained: **50%**
- Total Field Directors Trained: **61**
 - % female trained: **34%**
- Total Cities: **25**

DCCC Investment in Research and Polling:

- **245** General Election Internal DCCC Analytics Polls
- **39** Primary Election Internal DCCC Analytics Polls
- **2** AHCA/Healthcare Polls
- **3** Economy & Tax Reform Polls
- **2** Battlefield Message-Test Polls
- **25** National Monthly Online Tracking Polls, Conducted with Partners
- **4** Immigration Polls

New & Different DCCC Strategies in 2018

A New Climate

BUILDING A NEW PLAYBOOK IN THE AGE OF TRUMP

Just as candidate Donald Trump did not follow any historic norms in 2016, the DCCC knew there was no reason to expect his presidency or first midterms to be predictable. Assuming this, the DCCC developed new strategies for a new political climate in early 2017. This plan centered around a massive battlefield, incredible and independent candidates with records of service, a historic investment in the grassroots and a powerful and personal message focused on healthcare and growing the economy for hardworking families. The DCCC built a new playbook for 2018.



[Mother Jones](#): It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

Inside the Democratic Congressional Campaign Committee's do-or-die battle for the House.

Upon forming a leadership team, Luján and Sena understood that in addition to Trump's low approval ratings, historical trends would favor Democrats in 2018; the party that doesn't control the White House usually outperforms the opposition in the midterms.

But after a top-to-bottom review of the DCCC's efforts in 2016, the two men came to a conclusion similar to that of their outside detractors: the Washington-based national party machine hadn't adapted to the times. "We have had to develop this entire new playbook," says Sena.

FOCUS GROUPS AND POLLING

Over the two-year cycle, the DCCC invested in a historic number of focus groups and national battlefield polls so that we were constantly communicating with voters of all political stripes in order to take back the House. The sheer size and depth of this research was distinct from previous cycles, but the DCCC knew it was a necessary investment to build the new 2018 playbook.

This research had a variety of focuses, including message testing on the economy, tax bill, healthcare, and other national agenda items; critical gut-checks on voters' views of President Trump and Republicans in Congress; and a series of special election polls and focus groups to test GOTV and persuasion messages and understand how voters ultimately made their decisions to vote.

National Research Project Timeline:

- March 13-19, 2017: First health care poll
- April 17-19, 2017: Focus groups in PA-06, MI-08, CA-45
- April 1-5, 2017: Second Health care poll
- June 27-July 7, 2017: Economic agenda poll
- September 25, 26, 27, 2017: Focus groups in NY-22, IL-12, CA-25
- October 28-Nov 2, 2017: Economy/Tax reform poll
- February 12-13, 2018: Economy/Tax reform online focus groups

- Feb 21-28, 2018: Anti-incumbent poll
- Feb 24-March 1, 2018: Immigration poll
- March 2-8, 2018: Economic messaging poll
- March 27-28, 2018: PA-18 Post-special election focus groups
- June 16-21, 2018: Congressional battleground message survey
- July 28-August 2, 2018: Second Immigration poll
- October 8-10, 2018: Focus groups: CA-48, KS-02, IA-03, NJ-07

**Note: This does not include research included in our \$30M “Year of Engagement” Democratic Base Turnout Program

LESSONS LEARNED FROM THE SPECIALS AND OFF-YEAR ELECTIONS

In addition to historic amounts of qualitative and quantitative research for House races, the DCCC built its new 2018 playbook by investing in testing during the off-year 2017 elections. This included investment in research, message testing, and experiments related to digital and mobilization tactics during the special elections in GA-06 and SC-05, the gubernatorial races in VA and NJ and the Alabama Senate race. We were constantly learning from these elections and honing our strategies and tactics, recognizing that voters would view the President, Congress and voting differently after 2016.

For example, the DCCC did foundational work during 2017 when it comes to registering, engaging and mobilizing African American voters. The DCCC conducted focus groups with African-American voters during the GA-06 special election, conducted by all minority-owned vendors. Also during the GA-06 and SC-05 special elections, the DCCC digital team spent over \$100K on digital mobilization programs, aimed at turning out African American voters, running ads on Facebook, Google, and YouTube. We then did after-action studies to see what worked, and carried those lessons forward to the general election.

DCCC Building Changes

OVERVIEW

List of New Staff Roles:

- Battlestations and Battlestation Organizers
- Creative Department
- Constituency Organizers
- Cybersecurity
- Data & Analytics Department
- Digital Press Secretary
- Digital Strategists in Every Regional Pod
- Director of Campaigns
- Expansion Pod
- In-House Digital Advertising Agency
- Media Booker and Director of Media Affairs
- Member Engagement Director
- Red Box Director
- Software Development Department
- Surrogates Team
- Training Department

DIGITAL DEPARTMENT

New Roles

- Regional Digital Strategists
- Software Development Team
- Digital Press Secretary
- In-House Bot Detection Department

CANDIDATE ONLINE FUNDRAISING INFRASTRUCTURE:

CNN: Republicans are fretting over the Democratic money advantage in midterms

The surge of Democratic fundraising has also been the result of aggressive investment by the DCCC in the early months of the 2018 midterms.

"This was an intentional strategy from day 1 to focus on candidate-side resources," DCCC national press secretary Tyler Law told CNN. "We knew the only way to compete with that amount of dark, secret Republican money is by having candidates who have the resources."

"It's why in [the PA-18 special election], people would see that [Conor] Lamb was outspent heavily by Republican outside groups, but if you actually look at amount of TV ads run, they were largely at parity," Law noted. "That was an intentional strategy -- something that the DCCC invested in."

With that strategic advantage in mind, the DCCC placed digital strategists and finance staff in regional "pods" for the first time, working with campaigns on messaging and fundraising. This created more campaigns with sophisticated fundraising operations that were able to capitalize on viral moments or breaking news that energized Democratic voters.

The committee said they also dispatched additional fundraising staff to "expansion districts," and campaigns in tougher races, in an attempt to expand the map and boost longer-shot challenger still capable of robust fundraising with the right moment.

Politico: Democrats find their answer to the Koch brothers

But the gush of online money to Democratic candidates has allowed them to hit the airwaves themselves earlier than ever, blunting the GOP's game plan. Democrats in nearly 20 districts aired TV ads first to define themselves before facing GOP attacks, according to a review of TV spending totals shared with POLITICO. In another seven districts, CLF went on offense first.

[...] The money sprouted after months of groundwork by campaigns and the Democratic Congressional Campaign Committee. The DCCC placed digital staffers in each of its regional political teams for the first time this election, according to a DCCC aide, helping campaigns grow online and be prepared to capitalize on viral moments and other opportunities.



Washington Post: Republicans warn ‘green wave’ of Democratic cash could overwhelm House GOP candidates

Officials with the Democratic Congressional Campaign Committee beefed up their digital teams last year to connect them with campaigns like Lamb’s, building the online infrastructure necessary to raise huge sums from liberal donors looking for ways to support anti-Trump candidates.

[...] Democrats have also benefited from liberal activists pouring donations into the DCCC. Donors are limited to checks of \$33,900 to such a party committee, but online fundraising has led to an outpouring of small-dollar donors who have provided the DCCC a significant advantage over the NRCC.

The Democratic committee has, so far, reserved \$63.5 million in ads, compared with \$46.8 million for the Republican committee.

This energy among liberal donors has forced Republicans into making hard choices about where to spend their dollars. At the moment, the NRCC has no money reserved to defend Roskam, a former member of Republican leadership.

New Tools

- Bot Detection
- Battle Stations

BOT DETECTION:

Washington Post: Democrats seek stronger social media presence to guard against potential Russian interference in midterms

The Democratic Congressional Campaign Committee, the party organization in charge of strategy for House races, introduced internal software this spring to identify suspected automated Twitter accounts, or bots, that frequently post about key races and seem similar to the fake accounts that U.S. intelligence officials and technology firms say were part of Russia’s interference in the 2016 presidential election, party officials said.

The system also is designed to provide a more aggressive strategy to drive discussions on Facebook, Twitter and other platforms, an area in which Democrats think they were outmaneuvered in 2016 — with the committee hiring dozens of social media specialists to fight daily messaging battles online.

The previously unreported effort has dispatched 43 staff members — called “battle station organizers” — to the most competitive districts in the nation, where they are building grass-roots networks to spread pro-Democratic

messages as well as attacks on Republicans in local Facebook and Twitter communities. The DCCC has flagged nearly 10 accounts as malicious bots to Twitter, which shut them down, committee staff members said.

"This is completely different from what we have done in past cycles," said Dan Sena, the executive director of the DCCC.

Under the new model, Democratic organizers paid for by the national party committee recruit volunteer social media activists like they would people to knock on doors or work at phone banks. The new staff members work to place potentially viral content in local Facebook groups like they once tried to influence the letter to the editor pages of local newspapers.

Investment in Digital:

- The DCCC began efforts to build its email list by a digital ad campaign immediately after the 2016 election – ultimately spending nearly \$2.6 million on the effort by the end of March 2017.
 - The people who joined the DCCC list in that acquisition spree have donated nearly \$9.5 million to the committee so far.
- [Politico](#): DCCC surpasses online fundraising total from 2016
 - The DCCC has bested its total digital fundraising mark from the 2016 election cycle, passing \$75.27 million raised with months still to go in the 2018 midterms.

EMAIL LIST ACQUISITION:

[Mother Jones](#): It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

Sena tripled the committee's digital budget to improve its grassroots fundraising reach. The committee launched an online ad campaign to expand its email database, plowing nearly \$3 million into the effort.

[...] Although the panicked tone of these "URGENT" emails has annoyed recipients—BuzzFeedNews called them "spammy, fear-based communications"—the strategy has proved effective. Supporters who joined the DCCC's email list during this acquisition spree had donated nearly \$9.5 million to the committee as of September 1. And today, almost two-thirds of the DCCC's contributions are \$20 or less.

[NBC News](#): Democrats made a bet on Trump that just paid off — bigly

Campaign committees often go deep into debt during an election and typically look to cut costs and layoff staff afterward. The DCCC was no exception, facing roughly \$14 million in outstanding obligations.

But armed with the data from the early tests, Ager asked the committee's new executive director, Dan Sena, and its chairman, Rep. Ben Ray Lujan, D-N.M., to take the peculiar step of spending millions of dollars upfront to build their email fundraising list in the hopes it would pay dividends later.

They approved the gamble, and the first ads went online a week after the election. By the end of March, the group had spent \$2.5 million on email acquisition.

[...] But a year later, the owners of those new email addresses have contributed \$6.7 million and counting. Overall, the group has seen 256,585 new donors this year.

"It paid off massively," Ager said. "We took a bold strategy right after the election, and we feel this early investment is why we've been so successful."

[Politico](#): DCCC surpasses online fundraising total from 2016

The DCCC has bested its total digital fundraising mark from the 2016 election cycle, passing \$75.27 million raised with months still to go in the 2018 midterms.

The committee passed the milestone early Tuesday morning, 10 weeks before the polls open on Election Day, a DCCC aide said. It is possible the DCCC could pass \$100 million raised online by Nov. 6, since online giving rates grow so rapidly in the final weeks of an election.

[...] Starting the week after the disappointing result, the DCCC began a digital ad campaign to build its email list, ultimately spending nearly \$2.6 million on the effort by the end of March 2017, according to the DCCC aide. The drive came as grassroots Democrats mobilized in force against the Trump administration, flooding existing and new organizations with donations. The people who joined the DCCC list in that acquisition spree have donated nearly \$9.5 million to the committee so far.

EXPANDING THE MAP

Key Dates for DCCC Battlefield Expansion

- January 30, 2017 – 59 Districts [House Democrats Playing Offense Memo]
- May 22, 2017 – 71 districts [Charging Forward, DCCC Announces Battlefield Expansion Memo]
- November 9, 2017 – 91 districts [One Year Out: Offensive Battlefield Brimming With Opportunity Memo]
- February 6 2018 – 101 districts [One Year Out Memo – Six Additional Districts]
- May 31, 2018 – 104 districts
- June 10, 2018 – 111 districts

New Roles

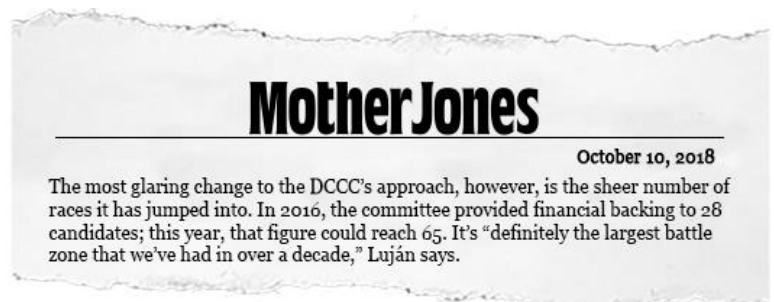
- For the first time, the DCCC created an “expansion pod,” including a political director, deputy political director, regional press secretary, regional digital strategist, and candidate fundraising director, to handle districts deep into the battlefield.
 - We planned to force the NRCC and CLF to spend in tough districts that they did not budget for. The plan worked – in the last weeks of the campaign, Republicans were forced to make investments in deep red districts including FL-15, AK-AL and SC-01 while they were cutting off vulnerable incumbents in purple districts.
 - The expansion pod helped provide candidates with the resources and infrastructure to turn them into viable and competitive campaigns.

CNN: Republicans are fretting over the Democratic money advantage in midterms

The committee said they also dispatched additional fundraising staff to “expansion districts,” and campaigns in tougher races, in an attempt to expand the map and boost longer-shot challenger still capable of robust fundraising with the right moment.

Mother Jones: It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

The most glaring change to the DCCC's approach, however, is the sheer number of races it has jumped into. In 2016, the committee provided financial backing to 28 candidates; this year, that figure could reach 65. It's “definitely the largest battle zone that we've had in over a decade,” Luján says.



[National Journal](#): Massive House Map Continues to Grow

Democrats worked hard early in the cycle to land strong recruits even in districts with tough demographics, and dozens of them have been able to build credible campaigns.

[LA Times](#): Democrats in these House races are 'extreme long shots.' Here's why they're still trying

The overwhelming lesson from 2016, when national Democrats got involved late in races like the one against Rep. Darrell Issa and barely missed unseating him, is that “Democrapots need to be competing everywhere,” said Amanda Sherman, a spokeswoman for the Democratic Congressional Campaign Committee.

They seem to be taking that almost literally, identifying 104 districts as part of their national battleground. That's the largest field in at least a decade and certainly far more than the 23 GOP-held seats won by Hillary Clinton two years ago, the same number that Democrats need to flip to take back the House.

[The Hill](#): House battlefield expands as ad wars hit new peak

“We knew all along that we wanted to build a massive battlefield, toward the goal of stretching the Republicans financially,” said Meredith Kelly, a DCCC spokeswoman. She said Democrats expected Republicans to have a spending edge, but “we wanted that advantage to be diluted in as many districts as possible.”

WEST COAST OFFICE

New Investments

- The DCCC opened a new West Coast headquarters in Irvine, California.
- Our early investment in California races prevented Democrats from getting boxed out of the general election in CA-10, CA-39, CA-48, CA-49

IRVINE OFFICE IN EARLY 2017:

[NYT](#): Democrats' Bid to Regain Hold on House Begins in California

The Democratic Congressional Campaign Committee, in an early show of force, is opening an office in Irvine. The committee's western director, Kyle Layman, is already on the scene, working at a cafe table outside a Whole Foods Market in Tustin until a lease is signed.

[LA Times](#): Democrats moving senior staffers to Orange County in an effort to flip Republican House seats

The committee will send staffers in charge of overseeing House races in California, Nevada, Oregon and Washington to work out of an Irvine office in an effort to make inroads in Republican strongholds that have traditionally been sure bets for the GOP.

[...] Rep. Ben Ray Luján of New Mexico, the chairman of the committee, said the move was made to “be as close to the voters and the campaigns as possible.”

[OC Register](#): National Democrats to open campaign office in Irvine

Plans call for at least eight staffers to work out of the office, including a political director, a fundraiser, a regional press secretary, a digital strategist and a data analyst, Law said. The staff will work directly with congressional candidates' campaigns in eight western states.

PROMOTING THE CANDIDATE DOLLARS

New Roles:

- Digital strategists in the pod
- Battle station organizers

New Investments:

- Early coordinated spending of at least \$100K with over 80 candidates
- Opened 52 Battle station headquarters in districts across the country
- Invested in coordinated English and Spanish television spending, and African-American and Hispanic radio and digital spending, effectively doubling the candidates' money

Ensuring Candidates have the resources to tell their stories:

- The DCCC acknowledged early on that Republican outside groups had a massive cash advantage on Democrats' outside spenders. To combat this, the DCCC focused our strategy on harnessing grassroots energy and translating it into candidate dollars, to ensure they had the resources to tell their own story to voters
- To ensure candidates had the fundraising strategies and resources to run effective campaigns, the DCCC created digital strategist positions in each pod, made early coordinated and hybrids investments with campaigns, and opened more than 50 DCCC headquarter battle stations.
- Because the DCCC knew that candidate dollars go farther, Democratic candidates were able to beat CLF and NRCC to the airwaves in some cases, introducing their records of service early and defending themselves against false attacks.

DIGITAL STRATEGISTS:

October 2018: "Republicans should be under no illusion that for the first time in recent memory and despite record fundraising and spending by CLF, House Republicans are going to be massively outspent in October," [said a Republican strategist involved in House races](#). "We are facing a spending tsunami."

[CNN:](#) Republicans are fretting over the Democratic money advantage in midterms

The surge of Democratic fundraising has also been the result of aggressive investment by the DCCC in the early months of the 2018 midterms.

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[Politico](#): Democrats find their answer to the Koch brothers

But the gush of online money to Democratic candidates has allowed them to hit the airwaves themselves earlier than ever, blunting the GOP's game plan. Democrats in nearly 20 districts aired TV ads first to define themselves before facing GOP attacks, according to a review of TV spending totals shared with POLITICO. In another seven districts, CLF went on offense first.

[...] That sustained cash flow has extended Democrats' already formidable edge in the fight for control of the House. Democratic House candidates raised more than \$35.8 million online in August, according to a POLITICO analysis of Federal Election Commission data from ActBlue, the Democratic online fundraising platform. That's up nearly six-fold from House Democrats' online total of \$6.2 million in August 2016, during the last election.

[...] The money sprouted after months of groundwork by campaigns and the Democratic Congressional Campaign Committee. The DCCC placed digital staffers in each of its regional political teams for the first time this election, according to a DCCC aide, helping campaigns grow online and be prepared to capitalize on viral moments and other opportunities.



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The Democratic committee has, so far, reserved \$63.5 million in ads, compared with \$46.8 million for the Republican committee.

This energy among liberal donors has forced Republicans into making hard choices about where to spend their dollars. At the moment, the NRCC has no money reserved to defend Roskam, a former member of Republican leadership.

DCCC BATTLESTATION HEADQUARTERS:

[Politico](#): House Dem candidates snag free rent

A number of House Democratic candidates haven't paid a dime to rent the buildings where they based their campaign operations, according to a POLITICO review of Federal Election Commission records. Others rented space earlier this year but suddenly stopped some or all of the payments after winning their primaries. In their place, the Democratic Congressional Campaign Committee picked up the tab — paying over \$1 million in office rent to property managers and LLCs in 22 states over the past two years, the committee's FEC reports show.

[...] The arrangement is a case study in House Democrats' years-long efforts to conceive new legal avenues for party money to flow to often-cash-strapped candidates, according to interviews with Democratic strategists, regulatory filings and campaign spending reports. While the DCCC can only use "headquarters fund" money for limited purposes, Democratic candidates can use the money saved on office space for advertising or other efforts to win votes.

"They are looking for every way possible to take costs off the candidates' books," said one Democratic operative, who requested anonymity to discuss internal party strategy.

[Washington Post](#): Democrats seek stronger social media presence to guard against potential Russian interference in midterms

The previously unreported effort has dispatched 43 staff members — called "battle station organizers" — to the most competitive districts in the nation, where they are building grass-roots networks to spread pro-Democratic messages as well as attacks on Republicans in local Facebook and Twitter communities. The DCCC has flagged nearly 10 accounts as malicious bots to Twitter, which shut them down, committee staff members said.

Coordinated Investments in Campaigns:

- The DCCC gave candidates "441a(d)" money (a limited amount of funds that party committees can spend in coordination with campaigns) earlier than in previous cycles.
 - The DCCC treated coordinated funds as a down payment on campaigns.
 - Coordinated investments allowed candidates to defend against initial Republicans TV attacks that came as early as August 2018.

[National Journal](#): House Democrats' Fundraising Juggernaut Stuns GOP

Operatives from both parties said Democrats' ability to air TV ads early and secure millions in contributions has allowed them to define themselves to voters and erase some of the advantages of incumbency. Many of the Democratic candidates posting monster hauls are in races that require advertising in costly markets.

Proof Point: TX-31

- MJ Hegar's viral video, paid for in part using DCCC "441a(d)" coordinated funds, raised nearly \$1M in 10 days and put her race on the map.

[Texas Tribune](#): MJ Hegar raised \$750,000 off her viral ad, one of a few Texas Democrats boasting big numbers

In the 10 days after long shot Democratic candidate and veteran MJ Hegar published her widely praised viral video, her campaign to unseat U.S. Rep. John Carter, R-Round Rock, raised \$750,000. It's only the latest large

fundraising figure reported by a Democratic U.S. House candidate from Texas, but it shows a stunning surge of interest in Hegar's candidacy.

[...] For instance, Hegar's rival, Carter, is a high-ranking member of the House Appropriations Committee, a powerful position that should help him kick up his fundraising. But if he cannot keep pace with her, the race may draw in GOP outside groups and the House GOP campaign arm to spend resources to hold on to a traditionally safe seat. That is money that could potentially be pulled away from Republican incumbents elsewhere in the country.

[Texas Monthly](#): Viral Video Gives Democrat MJ Hegar a Big Financial Boost Against Republican Congressman John Carter

Democrat Mary Jennings Hegar is running an uphill battle to unseat Republican incumbent congressman John Carter of Round Rock, but her race just became more than a million times easier. A campaign internet video that went viral, which tells her story as a rescue helicopter pilot in Afghanistan and describes her fight to remove the ground combat exclusion for women in the military, helped her raise \$1.1 million in the quarter that ended in June, with \$750,000 of that arriving in the ten days after the ad aired, her campaign reported.

[...] The Hegar commercial was paid for jointly by her campaign and the national Democratic Congressional Campaign Committee.

CHANGES TO THE IE [INDEPENDENT EXPENDITURE]

- This cycle, the DCCC's Independent Expenditure was led by Jessica Mackler, the first woman to run the DCCC IE.
- For the first time, media buyers had to bid for contracts. The DCCC prioritized brand new vendors and firms that are minority and/or women-owned.
 - 60% of the firms involved in creative development and media buying were new to the DCCC IE.
 - Of the twenty-two firms working with the IE, sixteen are women-owned or have female partners (72%).

New Roles

- In house digital ad agency

New Investments

- New, diverse consultant firms

IN HOUSE DIGITAL AT IE FOR FIRST TIME:

[Huffington Post](#): House Democrats Have A New Online Strike Force

The Democratic Congressional Campaign Committee, which is charged with winning control of the lower chamber in 2018's elections, has built a first-of-its-kind digital unit as part of its independent expenditure arm, which focuses on attacking Republican incumbents and candidates, and getting out the vote for Democrats.

The 12-person team, split between media buyers and a creative group, is designed to allow the DCCC to quickly deploy new digital ads and attacks, and is part of the organization's effort to rebuild the Democratic digital infrastructure after the party was badly outspent online during the 2016 election.

[...] The DCCC has also hired digital staffers for each region of the political map, and has deployed staff members to crucial districts to shape social media conversation there.



Tara McGowan
@taraemcg

Follow

Of every Dem committee I talked to after the '16 elections, the @dccc was the only one committed to building lasting digital infrastructure. I'm so proud to have helped them build this muscle that will pay dividends long beyond November - after they flip the House, of course 🙌

Kevin Robillard @Robillard

New: The @dccc has built an in-house digital advertising agency, the first of its kind for a political committee.

huffingtonpost.com/entry/house-de...

11:03 AM - 6 Sep 2018

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DIVERSITY

New Roles

- Diversity Department
- Diversity Director
- Training Department

New Investments:

- More than 25 Minority-owned and partnered vendors, many of whom worked with the DCCC for the first time

Diversity Department:

- In early 2017, the DCCC created its first Department of Diversity, led by Director Jalisa Washington-Price.
- Since the beginning of the year, the DCCC's Office of Diversity held 15 diversity trainings both in person and online and trained over 850 people.

Historic DCCC Diversity:

- The DCCC is led by its first ever Hispanic Chairman and Executive Director
- **Buzzfeed: A Top Democratic Group Has Increased Staff Diversity For Key Midterms**

Working with brand new diverse, minority owned vendors:

- The DCCC opened up the application process to 60 vendors and consultants – many of whom have never worked with the DCCC before.
- The DCCC is working with 25+ minority-owned vendors, through whom the DCCC spent tens of millions of dollars by the end of the cycle.
 - The Department of Diversity recruited new minority-owned political firms and vendors, and many will work with the DCCC for the first time – leading efforts in Mail, Media and Strategy.
 - For example, the AA firm SRB Communications is a new partnership and the firm has won awards for their work with the DCCC for the GA-06 Special
 - Most recently, during the National Association of Black Journalist (NABJ) 2018 convention in Detroit, MI - one of the DCCC AA vendors who happens to be an all AA woman firm won the 2018 NABJ Salute to Excellence (STE) Awards in Media Advertising & Marketing.
 - The DCCC also spent more than one million dollars with diverse vendors in the GA-06 special election and at other key points in 2017.

EXAMPLES OF SUPPORTERS:

“The DCCC’s continued prioritization of staff diversity both in DC and on the ground in districts is incredibly important work, and I applaud these impressive new statistics,” **said CBC PAC Chairman Gregory Meeks**. “Ben Ray Lujan knows that this work is never finished and I look forward to continuing our work to build a diverse pipeline of talent in our campaigns, so that we can continue to turn out key voters and win in 2018 and beyond.”

“After 28 years of doing business in Washington, D.C., it’s great to see large organizations like the Democratic Congressional Campaign Committee recognize the value of working with small, women and minority-owned businesses, particularly during these critical campaign cycles where outreach is key is to turning-out voters,” **said Dr. Sheila Brooks, founder and CEO of SRB Communications who won an award for her DCCC work in GA-06**. “SRB Communications has had a great experience working with the DCCC in the past year. And we’re excited to continue that work in the 2018 midterms through the 2020 elections and beyond.”

“These numbers show not only improvement, but the real commitment the DCCC is placing on building a diverse, reflective team to win in 2018,” **said Quentin James, Executive Director of The Collective PAC**. “Jalisa Washington, Dan Sena and Chairman Luján should be applauded for this progress.

TRAINING DEPARTMENT

New Roles

- New DCCC Training department

New Investments

- DCCC-University national training program

DCCC-UNIVERSITY:

[NBC NEWS](#): Inside Democrats' 'American Idol'-Style Campaign School

If an anti-Donald Trump wave is coming, House Democrats want to be ready to catch it. So they're sending hundreds of operatives to school in a massive training operation that they say is bigger and starting earlier than anything the party has attempted before.

Over 1,300 aspiring campaign managers, field directors, and finance chiefs have so far enrolled in what the Democratic Congressional Campaign Committee is calling "DCCC-University."

Like "American Idol" for political junkies, students who show the most promise in each of the cities will be invited to a more advanced course in Washington, D.C.

[Rolling Stone](#): Meet the Women Inspired to Run for Office After the 2016 Election

The Democratic Congressional Campaign Committee, which works to elect Democrats to the House, has been partnering with groups like Women Lead and EMILY's List to zero in on female candidates (as well as veterans, small business owners and first-time politicians) for the upcoming cycle. At a DCCC boot camp training held in Washington this past April, a full half of the attendees were women.

[Street Sense Media](#): Michael Warner is training to organize Democrats in 2018

Michael recently began his second session of DCCC-U, a program at the Democratic Congressional Campaign Committee (DCCC) for aspiring campaign professionals.

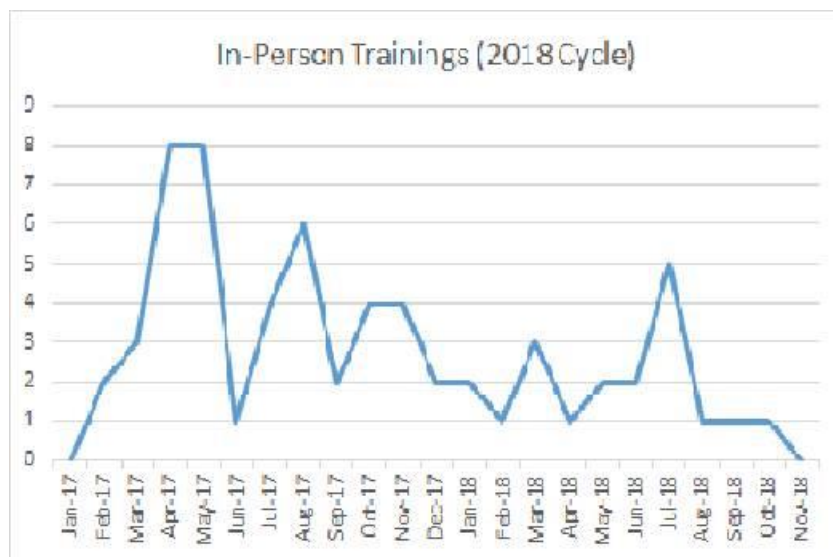
In May, Michael participated in the general course for all campaign positions and on Sept.18, he began participating in a more focused course aimed at future field directors.

The DCCC makes clear in advertising materials that acceptance to the training program does not guarantee future employment, but the pathway there is clear. “The Fall Fellowship is designed to prepare potential Field Directors to run a Congressional field program in the 2018 cycle,” according to a recruiting email sent in early September.

Michael was ecstatic about his selection for the second program at DCCC-U. One of just 150 selected, he said, he will be among those in the field attempting to win the midterms for the Democratic party. “I can’t believe I made this cut,” he said, shaking his head in disbelief and smiling.

Training Dept. Stats:

- Total Trained: **15,631**
- Total training sessions: **387**
- Total Training through DCCC-U: **3,871**
 - % of hired DCCC-U students working on a targeted Congressional race: **57%**
- Total operatives training online: **9,707**
- Total webinar trainings: **283**
- Total Candidates + MOC Trained: **247**
 - % female trained: **44%**
- Total Candidates trained in person in 2017: **56, 14 of them became Red to Blue (25%)**
- Total Campaign Managers Trained: **227**
 - % female trained: **42%**
- Total Finance Directors Training: **212**
 - % female trained: **50%**
- Total Field Directors Trained: **61**
 - % female trained: **34%**
- Total Cities: **25**



CYBERSECURITY

New Roles

- DCCC Chief of Staff

New Tools

- Wickr
- Bot Detection Program

New Investments

Unprecedented cyber security investments:

The DCCC has continued to modernize our cyber security practices in innovative and smart ways, in consultation with the nation's top cybersecurity and legal experts.

- In partnership with CrowdStrike and Wickr, the DCCC has deployed advanced technology to protect internal data and communications.
- This applies to both to the Committee itself, the congressional campaigns that we work with, and their consultant teams.
- For the Committee, this includes 24-hour monitoring of our systems as well as a number of required cybersecurity trainings for staff, including an intensive program about detecting threats and responding to them.
- For campaigns, the DCCC has established a program that helps campaigns bolster their cybersecurity to ensure that strategic information is as secure as possible. This program includes extending them access to key technology to protect communications and data, and ongoing training for managers, decision makers and consultants

CA-25: [Rolling Stone](#): New Documents Reveal Yet Another California Democratic Cyberattack

Caforio's campaign manager also alerted the Democratic Congressional Campaign Committee to the attacks. DCCC Chief of Staff Aaron Trujillo communicated with the Caforio campaign by phone and email, sent a "basic cybersecurity recommendations" guide, and offered to bring in outside help if needed. A DCCC aide tells Rolling Stone that the committee takes cybersecurity "extremely seriously" and has taken "extensive measures" to protect itself and Democratic campaigns.

"While we don't have control over the operations of individual campaigns, we continue to work with and encourage candidates and their staffs to utilize the resources we have offered and adopt best security practices," the aide said.

The attacks on Caforio are the third reported instance of attacks happening in a competitive congressional race in Southern California. Eight of DCCC's 73 "Red to Blue" races are located in California, more than any other state in the country. Democrats need a strong showing in Southern California if they have any hope of winning back the House in November.

CA-48: [Rolling Stone](#): Documents Reveal Successful Cyberattack in California Congressional Race

Quinn-Quesada, Keirstead's campaign manager, informed the Democratic Congressional Campaign Committee and the FBI about the August spear-phishing message. He also told the DCCC about the attacks on its website and server several months later. According to campaign emails, news of the various cyberattacks — beginning with the initial spear-phishing incident — quickly reached the DCCC's top IT executive and the organization's chief of staff, who reports directly to DCCC Chairman Rep. Ben Ray Luján of New Mexico. The DCCC relayed the information to the FBI, according to campaign officials. (The DCCC declined to comment.) After the brute-force attacks last winter, the FBI contacted the Keirstead campaign.



Washington Post: Democrats seek stronger social media presence to guard against potential Russian interference in midterms

The Democratic Congressional Campaign Committee, the party organization in charge of strategy for House races, introduced internal software this spring to identify suspected automated Twitter accounts, or bots, that frequently post about key races and seem similar to the fake accounts that U.S. intelligence officials and technology firms say were part of Russia's interference in the 2016 presidential election, party officials said.

The system also is designed to provide a more aggressive strategy to drive discussions on Facebook, Twitter and other platforms, an area in which Democrats think they were outmaneuvered in 2016 — with the committee hiring dozens of social media specialists to fight daily messaging battles online.

The previously unreported effort has dispatched 43 staff members — called “battle station organizers” — to the most competitive districts in the nation, where they are building grass-roots networks to spread pro-Democratic messages as well as attacks on Republicans in local Facebook and Twitter communities. The DCCC has flagged nearly 10 accounts as malicious bots to Twitter, which shut them down, committee staff members said.

“This is completely different from what we have done in past cycles,” said Dan Sena, the executive director of the DCCC.

Under the new model, Democratic organizers paid for by the national party committee recruit volunteer social media activists like they would people to knock on doors or work at phone banks. The new staff members work to place potentially viral content in local Facebook groups like they once tried to influence the letter to the editor pages of local newspapers.

Mother Jones: It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

Since that time [2016], the DCCC has hired leading cybersecurity experts; its computer systems are now monitored 24 hours a day, and its staff has received intensive training on detecting cyber threats.

Cyber Pledge:

DCCC Chairman Ben Ray Luján [released](#) a historic written pledge related to cybersecurity and campaigns, including a vow to not use stolen hacked materials for political gain in the November elections. The DCCC spent three months negotiating in good faith with the NRCC, yet they have [pulled out of any potential deal](#) and refused to sign this same written pledge. You can find the signed pledge [here](#).

- [The Atlantic:](#) Republicans Balk at Democrats' Pledge to Snub Hackers
- [WSJ:](#) House GOP Ends Talks on Banning Hacked Information in Campaign Ads

Historic Democratic Base Investment and Grassroots Engagement

New Roles:

- Director of Campaigns and Voter Contact
 - Recognizing that grassroots was going to be so important, this new role functioned as a liaison between DCCC and grassroots groups
- Constituency organizers

New Tools:

- Toolbox
- Claim your precinct program

New Investments:

- March into 18
- Year of Engagement

TIMELINE ON THE GROUND

January 20, 2017: Inauguration of Donald Trump



January 21, 2017: Women's March



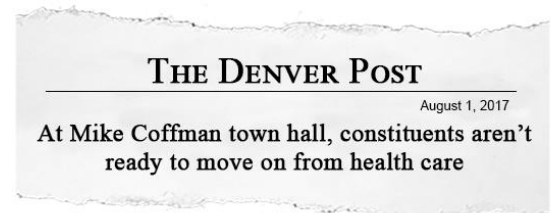
February 2, 2017: DCCC Announces March into '18 Accountability Project

- In order to harness grassroots energy across the country and hold House Republicans accountable, the DCCC invested in state parties to hire full-time, local organizing staff in 20-targeted districts.
- 20 Original Districts: CA-10, CA-39, CA-49, CO-06, FL-26, IA-01, IL-06, KS-03, MN-02, MN-03, NE-02, NY-22, NY-24, PA-06, PA-07, PA-08, TX-07, TX-23, TX-32, and VA-02.



GOP accountability that worked (especially on healthcare)

- CO-06: Rep. Mike Coffman
 - January 14, 2017: Coffman is caught on camera fleeing from constituents with questions on his plans to repeal and replace the ACA
 - [DCCC release](#): ICYMI: Rep. Coffman Caught on Video Fleeing Constituents & ACA Questions at Public Event
 - [9News](#): Congressman Coffman leaves frustrated crowd
 - [NBC Denver](#): Congressman Flees Town Hall When Constituents Show Up to Discuss ACA Repeal
- IA-01: Rep. Rod Blum
 - January 15, 2017: People protest potential repeal of Affordable Care Act [[KCRG](#)]
 - March 9, 2017: Advocates press Blum for town hall, rally in support of ACA [[Waterloo Cedar Falls Courier](#)]
 - May 8, 2017: Blum storms out of interview when asked about town hall accessibility while Iowan school children looked on [[KCRG](#)]
 - May 9, 2017: Father of child with disabilities confronts Blum at town hall over ACA [[CNN](#)]
 - [Huffington Post](#): Iowa Republican Congressman Feels Heat Over Health Care Vote



- [Washington Post](#): Iowa congressman walks out of a TV interview and into an angry town hall meeting
- NY-19: Rep. John Faso
 - January 28, 2017: 1000 people protest outside Faso's Kinderhook office, and he [promises](#) a constituent with a brain tumor that he will not vote for the healthcare repeal bill – a promise he would come to regret breaking
 - February 25, 2017: Faso constituents have plenty to say at Kingston gathering, but congressman isn't there to hear it [[Daily Freeman](#)]
 - May 9, 2017: Constituents hold an 'empty chair' healthcare town hall, 450 people attend [[Daily Freeman](#)]
 - July 7, 2017: Faso gets earful about health care vote [[Daily Star](#)]
- CA-04: Rep. Tom McClintock
 - February 4, 2017: McClintock exits with police escort after raucous town hall meeting in Roseville [[Sacramento Bee](#)]
 - April 8, 2017: Rep. McClintock's town hall gets personal [[CNN](#)]
 - September 20, 2017: Protesters walk out of Tom McClintock's town hall, vowing to replace him [[Sacramento Bee](#)]
- IL-06: Rep. Pete Roskam
 - February 4, 2017: Roskam sneaks out through back door rather than face protesters
 - [Think Progress](#): Republican congressman sneaks out of meeting swarmed by hundreds of protesters
 - [NBC Chicago](#): Hundreds Protest Rep. Peter Roskam in Suburban Palatine
- CA-49: Rep. Darrell Issa
 - March 11, 2017 – Rep. Darrell Issa's town halls draw more than 1,000 people, including crowds of protesters [[OC Register](#)]
 - June 3, 2017 - Rep. Darrell Issa grilled about Russia and healthcare at raucous town hall in Orange County [[San Diego Union Tribune](#)]
 - May 30, 2017 – Weekly protests outside of Darrell Issa's office drive him to the roof and to complain to the city
 - It is later reported that, on the same day he appeared on the rooftop, Issa left a voicemail with Vista officials, complaining, "Whether it's George Soros or the ACLU or the various groups that help them organize, they haven't trained them how to do compliant protest... Would you please come and enforce?" [[San Diego Union Tribune](#)]
- TX-32: Rep. Pete Sessions
 - March 18, 2017 – Sessions tells town hall audience '[you don't know how to listen](#)', when they boo him over his healthcare position
 - [Texas Tribune](#): U.S. Rep. Pete Sessions faces rowdy town hall



- PA-06: Rep. Ryan Costello
 - March 24, 2017: Rally calls for Costello to vote no health care repeal [[Delco Times](#)]
 - April 8, 2017: Moderate Republican Costello feels health care pressure in town hall [[CNN](#)]
 - September 24, 2017: Protesters urge Costello to protect ACA, Medicaid [[Daily Local News](#)]
- NJ-11: Rodney Frelinghuysen
 - May 2017: Reports that Frelinghuysen wrote letter to a board member of a local bank, warning him a member of the grassroots group NJ 11TH For Change, a group that had been putting pressure on Frelinghuysen, worked at his bank
 - [DCCC Release](#): ICYMI: Frelinghuysen Caught Intimidating & Harassing his Own Constituent for Her Political Activity
 - [WNYC](#): GOP Congressman Frelinghuysen Targets Activist in Letter to Her Employer
 - [Star Ledger \(Editorial\)](#): Criticize Frelinghuysen, compromise your job



April 1, 2017: Additions to the March into '18 Program



July 29, 2017: DCCC announces partnership with Swing Left with Day of Action



October 10, 2017: DCCC announces 'Claim Your Precinct' and 'Toolbox' programs, and expands March into 18 program into 38 districts.



- Claim Your Precinct is a neighbor-to-neighbor, volunteer based organizing and voter contact program. The mission is to locate and empower precinct captains in the majority of our battleground districts across the country.
 - Claim Your Precinct allows the DCCC to build a large database of volunteers ready and willing to hit the ground running as soon as there are Democratic nominees across the DCCC battlefield. Because this is being run on the coordinated side, this program can be blended with campaigns and all information can be shared, unlike Super PACs
- Toolbox is an online, grassroots hub for activists across the country to get involved and organize their communities to help Democrats take back the House.



January 8, 2018: Rep. Ed Royce announces his retirement



January 10, 2018: Rep. Darrell Issa announces his retirement



January 29, 2018: Rep. Rodney Frelinghuysen announces his retirement



March 25, 2018: Rep. Ryan Costello announces his retirement



April 11, 2018: Speaker Paul Ryan announces his retirement



Traditional Field Program Begins



April 1, 2018: Voter Reg Canvasses begin in 30 districts



June 1, 2018: Voter Contact Canvass begins in 30 districts, field staff in 50 districts



August 1, 2018: Field Staff in 60 Districts



September 24, 2018:

- Voter Reg Radio in NM-02
- Voter Reg text messages
- Voter Reg digital ads



October 1, 2018:

- Field staff in 70 districts
- VBM applications start landing
- Hispanic and African American texts start weekly
- Hispanic and African American mail starts landing
- Women texts start weekly



October 9, 2018:

- Early Vote mail drops in select districts
- Ballot chase mail drops in select districts
- VBM Applications continue to drop
- Ballot chase digital ads begin



October 16, 2018:

- Women mail drops
- African American and Hispanic GOTV Radio program begins
- Early Vote push program begins on phones, texts, and doors
- VBM applications continue to drop
- African American and Hispanic GOTV Print ads begin



October 23, 2018:

- Final VBM applications deliver
- First GOTV mail piece drops
- Early Vote mail continues to drop



October 30, 2018:

- Final Early Vote Mail piece drops
- Final Ballot chase mail piece drops
- Texts begin
- Final GOTV mail piece drops
- GOTV Calls Begin

March into '18:

- This cycle, the DCCC put boots on the ground earlier than ever before, launching the March Into '18 Accountability Project February 2, 2017.
- In order to harness grassroots energy across the country and hold House Republicans accountable, the DCCC invested in state parties to hire full-time, local organizers in 20-target districts.
- The program expanded throughout the cycle and involved:
 - 51 DCCC 'Battlestations'
 - 30 Voter Registration Programs
 - 2,500 field staffers
 - 75 districts total
- Our field team had local hires in 100% of our targeted districts totaling more than 250 organizers and 100% of Constituency Organizers were local hires.

[Washington Post](#): Eyeing the House, Democrats move to hire operatives in 20 GOP-held districts

Democrats are moving urgently to harness the wave of grass-roots protests that have greeted President Trump in his first weeks in office to reclaim the House majority in next year's midterm elections.

As of this week, the Democratic Congressional Campaign Committee is hiring full-time operatives to do political organizing work in 20 key Republican-held districts — an unusually early investment in House races that do not even have declared candidates yet.

[...] The "March Into '18" effort comes after consecutive weekends of large-scale protests nationwide targeting Trump and his policies.

[Roll Call](#): GOP Super PAC Plans Day of Voter Outreach

Democrats have also touted their own field program, and Democratic Congressional Campaign Committee Chairman Ben Ray Lujan said recently that their field effort can help counter outside GOP money. The DCCC sent field organizers into a number of competitive districts in early 2017 to establish early connections with grass-roots organizations.

[The Hill](#): Path to Dem majority lies in well-educated districts

[...] Sena, the DCCC executive director, said his organization had placed 50 organizers on the ground in districts across the country. Those organizers have conducted experiments in mobilizing voters and have worked to coordinate outside groups of fired-up volunteers.

"By motivating base voters, that creates large volumes of votes," Sena said. "The fight isn't just about persuadable voters in the suburbs, it's about an argument that's applicable to all voters."

TX-32: [Associated Press](#): Dems' chances may rest on flipping GOP strongholds in cities

National Democrats are investing in the race. The Democratic Congressional Campaign Committee has been buying anti-Sessions digital and radio ads for the last year. It also has full-time organizers in Dallas, Houston and 18 other GOP districts.

CO-06: [Denver Post](#): National eyes — and money — on Mike Coffman vs. Jason Crow race for 6th Congressional District

It's a seat that the DCCC has closely watched for the better part of two years. It was one of 20 districts nationwide that they targeted with early investments of full-time organizing staffers starting in February 2017. Coming weeks after Trump's inauguration, it was an early move toward developing an aggressive ground game in competitive districts.

[ABC News](#): Democrats return to the middle class roots in 2018 campaign message

The DCCC argues some of its success is due to the ground game being played out in the states. According to the group, they currently have organizers deployed in 45-targeted districts and 2,421 precinct captains already recruited.

"By [Election Day](#) 2018, we aim to deploy 33 percent more field staff than were deployed by Election Day 2016," a press release from the organization said on Wednesday.

[Mother Jones](#): It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

At the same time, the committee looked for new ways to get out of Washington and into the field. Starting in early 2017, the DCCC launched a national program that has trained more than 14,000 would-be campaign staffers around the country, created a website that linked aspiring activists with more experienced party operatives, and deployed DCCC organizers to 38 of the most vulnerable Republican--held House districts—including Orange County, California, home to "Putin's favorite congressman," Dana Rohrabacher; Omaha, Nebraska; and Norfolk, Virginia—to coordinate with grassroots groups there. "It was literally," Sena says, "to arm the rebels."

TOOLBOX/CLAIM YOUR PRECINCT PROGRAM

[Washington Post](#): To take back the House, Democrats 'arm the rebels' with new tools and manpower

Since February, the DCCC has hired full-time paid organizers in 38 districts focused on building relationships with the grass roots. And on Tuesday, the organization is rolling out its latest effort to connect motivated activists with the national party's resources, [takeitback.com](#), an online "toolbox" that aims to put potential activists in direct touch with the party operatives on the ground in battlefield districts.

Democrats need a net gain of 24 seats to win the House majority, and DCCC Executive Director Dan Sena said his group's aim is to "arm the rebels" — a conscious nod to conflicts abroad where, rather than fight every battle itself, the U.S. military has instead advised and supplied native forces most invested in winning.

"We understand what is happening on the grass roots," Sena said in an interview. "Our allies are successful at doing this, if they're engaging people and getting them involved, we want them to be part of this. We want them to connect. We care about holding Republicans accountable. . . . How that happens, there's no reason to fight over that. This is about putting technology behind it and people behind it, too."

[NYT](#) (Bruni) - Disgusted With Donald Trump? Do This

For instance, the Democratic Congressional Campaign Committee's [website](#) allows a visitor to plug in his or her address, locate the nearest House districts that are up for grabs and learn how to help the Democratic candidates there. It doesn't just solicit donations. It also lists phone-bank shifts that aren't fully staffed.

"We're basically arming people," Dan Sena, the D.C.C.C.'s executive director, told me. He stressed that living outside a swing district "doesn't mean you don't have a role in taking back the House." Making phone calls or sending mail may be more tedious than fashioning cheeky social-media posts that circulate among friends and preach to the choir. It may also be more impactful.

STRATEGIC PARTNERSHIPS WITH GRASSROOTS GROUPS

[Mother Jones](#): It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

The cooperation has impressed grassroots activists like Adrienne Lever, the political director of Swing Left, a progressive group designed to help Democrats take back the House. Lever says her organization worked closely with the DCCC in the run-up to California's so-called jungle primaries (where the top two vote-getters advance, no matter their party) to avoid a nightmare scenario in which no Democrats appeared on the general election ballot. In the weeks before the June primaries, the DCCC created a phone bank tool that out-of-state activists used to call California voters, provided lists of addresses for local activists to canvass, and deployed additional operatives to support the volunteers on the ground.

"I've been working in progressive politics for over a decade," Lever says, "and this is the first time that I've seen this level of deep collaboration, which I think is incredibly heartening."

[USA Today](#): Trump at One Year: Women's March returns, but the real focus now is the midterm elections

Rep. Ben Ray Lujan, chairman of the DCCC, said it was critical for the DCCC to move aggressively in launching its 2018 field program, especially in the days after the March.

"Local organizers have been working from day one with incredible grassroots organizations like Indivisible and Swing Left," said Lujan, D-N.M.

[Politico](#): Justice Democrats raised almost \$1M. What's next?

Many progressive groups launched in the wake of the 2016 elections have worked with, or at least not against, the Democratic establishment. Swing Left, a political group that sprang up after the election to help flip House districts and one of the few new groups which (like Justice Democrats) has raised six-figure sums from supporters, recently announced a partnership with the DCCC.

[Washington Post](#): To take back the House, Democrats 'arm the rebels' with new tools and manpower

But so far, grass-roots organizers are giving positive early reviews of the DCCC's effort to encourage and coordinate with the liberal activists flocking toward the midterms through new online channels.

"I've been organizing for 20 years, and I've never seen this much grass-roots energy," said Matt Ewing, chief community officer for Swing Left, which has attracted more than 300,000 volunteers. **"And I think it's very smart of the Democratic Party to recognize that the best way to leverage that energy is to support it versus trying to narrowly funnel it. That, to me, is great news."**

Ewing said that the impact of the party operatives has been evident in his conversations with activists in various battleground districts across the country.

"They tell me about all the great Indivisible groups they are working with, the Sister March huddles, the local Democratic county clubs, and then they tell me about this great organizer that's been placed there by the DCCC who's helping them with their training and infrastructure," he said. "They're not coming in hard-charging, but our experience is they are setting up trainings, they're building relationships, they're supporting our volunteers on the ground. And that's the type of posture that we need the Democrats to be doing more of."

[...] But the training, tools and data provided by the DCCC organizer, Meudell said, have become an integral part of her efforts. "I had never set foot canvassing or doing voter registration before April of this year, and now I'm training and leading," she said. "And I doubt that we would have made this progress without him very gently guiding and leading us."

[Roll Call](#): DCCC Organizers Launch New Partnership With Swing Left

Organizers associated with the Democratic Congressional Campaign Committee are launching a new partnership with Swing Left, an organization focused on flipping House seats, to expand the committee's voter outreach in key districts, according to emails obtained by Roll Call.

[...] The partnership is the latest example of how "March into '18" organizers have been helping coordinate the grassroots organizations that were started after Trump was elected.

"They've given us training and how to effectively lead and organize," said Debra Brunner, a speech therapist who is part of the Indivisible group in California's 39th District, where one of the "Summer Canvass" events is happening on Saturday.

[CNN](#): Crisis averted: How the Democrats avoided disaster in California

Aaron McCall, chairman of Indivisible OC 48, sang the committee's praises on Wednesday morning, cheering its decision to jump in only "after following the lead of the grassroots."

"We felt like the DCCC worked as a brilliant collaborative partner to equalize a race where a decision was made too early by the CA Dems," he said, referencing the California state party's controversial endorsement of Keirstead back in February.

YEAR OF ENGAGEMENT

- This cycle alone, the DCCC is investing \$30 million to target Democratic base voters who we need to turn out in the midterms. This includes a comprehensive approach towards communicating with and turning out African Americans, Latinos, AAPI voters, millennials and women in more than 50 congressional districts.
- We have substantial voter registration programs in 32 districts that have significant AfAm and/ or Hispanic populations.
- Early vote and absentee data showed how our turnout operation was increasing participation across our targeted battlefield:
 - Hispanic: 174% increase over 2014
 - African American: 157% increase over 2014
 - AAPI: 218% increase over 2014
 - Millennials (18-40): 306% increase over 2014
- In week one, the DCCC launched its first ever Spanish-language GOTV television ad campaign to get out the Hispanic vote.
- The DCCC spent \$412,500 on African-American hybrid ads with candidates on radio, digital, and newspaper

Lessons from the Specials and Gubernatorials:

- The DCCC's work and testing began in 2017 elections, using the special elections in GA-06 and SC-05, the gubernatorial races in VA & NJ, and the Alabama Senate race to conduct research, message testing, focus groups, and other key foundational work for the on-year.
- The DCCC used digital and mail to test messages for turning out Hispanic and African-American voters during the New Jersey and Virginia gubernatorial elections. This was conducted by an African-American and Hispanic owned firm. Also during Virginia and New Jersey GOTV, the DCCC digital team tested three different mobilization tracks tailored to African American and Hispanic populations. Ads were run on Facebook, Google, YouTube, and Snapchat.
 - Total Spend on Message Tests: \$75,983.46

GA-06 example



Democrats
Sponsored · 

MUST-WATCH: Your neighbor Karin is urging you to vote early. Check out her story about her kids and why voting early before June 16 is so crucial.

Then look up your polling locations and GO VOTE >> <http://georgiavoteseearly.com>



Find your polling location!
Check out the site: [Learn More](#)

SC-05 example



SC Votes Tuesday
Sponsored · 

Donald Trump attributed his win to African Americans NOT turning out to vote like they did for President Obama.

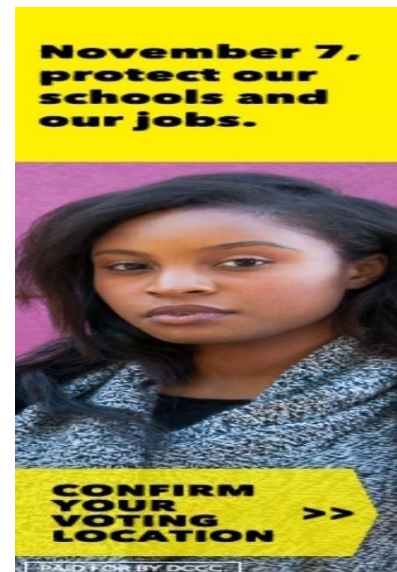
Not again. Today, say NO to Donald Trump. Look up your polling place and go vote: iwillvote.com




GO VOTE >>

Look up your voting location
iwillvote.com [Learn More](#)

NJ/VA example



November 7, protect our schools and our jobs.



CONFIRM YOUR VOTING LOCATION >>

YEAR OF ENGAGEMENT:

[AP:](#) Dems: Latino turnout up 174 percent over '14 in early voting

“The Democratic Party says a \$30 million investment in engaging Latino and other minority voters helped the Democrats achieve a net gain of 34 House seats and improve on 2014 turnout numbers. Rep. Ben Ray Lujan, chairman of the Democratic Congressional Campaign Committee, said that in early voting, compared to the previous midterm election, Latinos increased their participation by 174 percent in 2018 while Pacific Islanders increased their numbers by 218 percent and African-Americans by 157 percent.”

[Mic:](#) In New Move, Democrats Launch Multimillion Dollar Campaign To Turn Out Minority And Young Voters

The Democratic Congressional Campaign Committee is launching a new campaign to turn out minorities and millennials in the midterm elections, spending multiple millions of dollars to help push these groups who often don't turn out in midterm elections to the polls.

The ads are specifically targeted in more than 40 House districts across the country to two key voting groups that often don't turn out in midterm elections: 18 to 39 year olds and black and Latino voters 18 and older.

[...] A DCCC aide said the ads “come from tried and true voter research methods, including extensive focus groups across the country,” but “are produced by people outside of traditional politics.” They feature young Americans and people of color discussing their life stories.

[AP:](#) Democrats' not-so-secret plan to fight midterm malaise

The party is spending big to ward against such threats.

The Democratic Congressional Campaign Committee, the party's arm focused on House races, is spending more than \$25 million in 45 battleground districts to mobilize female voters, millennials, African-Americans and Hispanics, officials said. That's a far more significant investment than past cycles.

The committee is putting an emphasis on turning out African-American women, including running advertising focused on black women ages 18-39 in more than 40 districts. The DCCC has also run Spanish-language TV and radio ads across the country.

Between field efforts and paid media, voters of color in targeted swing districts will have heard from the DCCC more than 100 times in the closing 60 days of the election. And in a twist, some of the outreach this year will be facilitated by local community leaders instead of anonymous politicians.

[NBC:](#) Latino voters can 'really have an influence' for Democrats in over two dozen House districts

The district is one of the 111 congressional districts where Democrats are waging their battle to win control of the U.S. House and one of 29 where Latinos make up 10 percent or more of the eligible voter population.

They are the districts where Latinos “can really have an influence” on which party controls the House, said Dan Sena, executive director of the Democratic Congressional Campaign Committee, (DCCC), whose committee raises money and works to get Democrats elected and re-elected to the House.

[...] But Sena said there has been a "complete cultural shift" at the DCCC, which has been doing more in this year's election than in previous midterms.

“We are spending an unprecedented amount for communities of color,” Sena said, adding that the spending is about \$25 million.

Five days after Trump was elected, DCCC launched its "March to 18" effort that put locally hired organizers in 21 of the most vulnerable Republican districts, including in the 10-percent plus Latino districts.

“The truth is we made the community a priority. It's why we put people on the ground a year and a half out before Election Day,” he said.

The DCCC put money into several of the campaigns and has emphasized to candidates that the help comes with an expectation that they would be doing connecting with Latino communities and working to turn out Latino voters.

“It's a function of making sure we are putting our candidates in front of the Hispanic community,” Sena said.

[Politico:](#) 'We've got a Latino problem': Dems fret midterm turnout in key House districts

The Democratic Congressional Campaign Committee has poured \$25 million into heading off a Latino turnout problem, investing the money into turnout efforts targeting unlikely voters who would support Democrats if they participated, including Latinos. The committee — which is led by two Latinos, Chairman Ben Ray Lujan and executive director Dan Sena — has aired dozens of Spanish-language TV and radio ads on districts across the country and supported Latino field directors in 29 House districts.

A DCCC aide also pointed to the June primary results out of districts like California's 39th as evidence showing that their investment has paid off already. Latinos there made up about one-fifth of the vote share in the primary for that seat, a top Democratic target, just slightly down from Latino turnout in the 2016 presidential primaries and nearly doubling the group's participation from the last midterm year. The DCCC launched its first Spanish-language ad there to boost Democrat Gil Cisneros in May.

[Washington Post](#): 'It keeps me awake at night': Democrats fear lackluster Latino support could undercut bid for Congress

The effort to turn out Democratic votes in Latino communities is being led by the Democratic Congressional Campaign Committee, which for the first time is helmed by a Latino chairman, Rep. Ben Ray Luján (N.M.), and a Latino executive director, Dan Sena. The group has set aside \$30 million to turn out base voters, who include Latinos alongside African Americans, Asians, women and millennials.

The DCCC has been honing its outreach since the 2016 elections, using a series of special elections to perfect its messages — delivered via broadcast media, mail, text message and social networks — that it hopes will persuade voters who are unaccustomed to showing up in midterms to vote.

A coming digital campaign is targeted at voters under 40, featuring messengers with local cachet — a pastor, for instance, or a sports coach — who can speak with more credibility to potential Latino voters.

[Bloomberg](#): Latino Voters Are Making the Democrats Sweat

"It takes time for new candidates to break through, and we are investing record amounts in outreach," said Dan Sena, executive director of the Democratic Congressional Campaign Committee. "There will be very few Hispanics in the country who won't get multiple messages."

[McClatchy](#) - Apathy anew: Democrats' biggest 2018 fear is low turnout among people of color


The Democratic Congressional Campaign Committee, for instance, has undertaken a \$25 million plan to reach out to the party's core constituencies, including black, Latino, and Asian-American voters, according to an aide with the group. The effort includes on-the-ground voter contact and paid media, such as digital ads.

A DCCC aide said the group started researching how to reach these voters in 2017, during special elections in Georgia's 6th Congressional District and South Carolina's 5th Congressional District, along with gubernatorial races in Virginia and New Jersey. The group has also conducted focus groups with Latino and African-American voters in a half-dozen states.

Validators:

[CNN](#): Cristobal Alex Op-ed: The secret to getting out the Latino vote

Investing early, placing Latinos in key staffing roles and hiring Latino consultants is a step in the right direction. That's exactly what the Democratic Congressional Campaign Committee, under the leadership of US Rep. Ben Ray Lujan, D-New Mexico, did last year in preparation for the 2018 midterm election.

 **Lucia Nunez** @LuciaNunez6 Follow

After Trump took office, I decided to step up and organize nuestra comunidad w/ @dcc in #CA10. We knew that in order to change Washington & elect champions like @joshua_harder to Congress, we had to be present from day one. That's what we're doing and that's how we #TakeltBack

Washington Post @washingtonpost
"It keeps me awake at night": Democrats fear lackluster Latino support could undercut bid for Congress wapo.st/2PwsKiy

9:29 PM - 13 Oct 2018

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The @dcc has become the industry standard in hiring people of color owned firms and they started this cycles work over a year ago! If other would follow suit, we would be in much better place. #brownconsultantsmatter I give credit where credit is do & they deserve the credit

Latino Victory @latinovictoryus
Latino outreach requires early investment, and while many are just realizing how critical our votes are, we applaud the @dcc who committed early to invest in Latino voter engagement in districts across the country. washingtonpost.com/powerpost/it-k...


9:51 AM - 13 Oct 2018

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The @dcc has become the industry standard in hiring people of color owned firms and they started this cycles work over a year ago! If other would follow suit, we would be in much better place. #brownconsultantsmatter I give credit where credit is do & they deserve the credit

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9:51 AM - 13 Oct 2018

 **Jason Rodriguez** @JasonRodrgz Follow

I'm here all day for making more investments in our Latino community, but the @dcc under Chairman Lujan and @dansen have made Latino outreach a priority in ways that we've not ever seen before. So shoutout to them on this noisy morning.

Latino Victory @latinovictoryus
Latino outreach requires early investment, and while many are just realizing how critical our votes are, we applaud the @dcc who committed early to invest in Latino voter engagement in districts across the country. washingtonpost.com/powerpost/it-k...

10:18 AM - 13 Oct 2018

- <https://twitter.com/ChuckRocha/status/1051153362819923968>
- <https://twitter.com/LuciaNunez6/status/1051329168028266496>
- <https://twitter.com/JasonRodrgz/status/1051160213372452865>
- <https://twitter.com/ChuckRocha/status/1051153362819923968>

How the DCCC Excelled at Core Responsibilities

High-Caliber Recruitment

INDEPENDENT CANDIDATES WHO FIT THEIR DISTRICTS

- In competitive swing districts, Democrats recruited and nominated independent-minded candidates who fit their districts and have deep records of service. These candidates were young and many had not previously run for elected office. This made for strong general election candidates in Republican-leaning districts.
- After the painful loss of the presidential race in 2016, Democrats just wanted to win in 2018. Beyond nominating strong general election candidates, this sentiment manifested itself clearly as base voters came together and unified around the Democratic nominee – regardless of their primary vote.
 - *“In interviews with dozens of candidates and voters in six districts — urban, suburban, predominantly rural, college town — there was one unifying factor: an intense desire to win in November.”* [[Washington Post](#)]

[Washington Post](#): Democrats strengthen hand in seeking control of House, even if odds of a blue wave are diminishing

After votes in 21 states, including California and seven others that held primaries Tuesday, Democrats have avoided potential pitfalls and secured general-election candidates in many Republican-held districts who have compelling biographical stories and political profiles that party leaders hope will have broad appeal in a nation that tends to vote for change in off-year contests.

Many of the Democratic nominees are younger, more diverse and less tied to Washington than their GOP rivals.

[...] “They have enough seats in play and enough quality candidates in those seats to win the majority,” said Nathan Gonzales, who handicaps House races for Inside Elections. “Democrats have done a good job of turning enthusiasm into a large number of candidates, of turning enthusiasm into fundraising.” Gonzalez said. “But now they have to turn that enthusiasm into votes because that is what is going to matter in November.”

[NYT](#): There Is a Revolution on the Left. Democrats Are Bracing

Across most of the approximately 60 Republican-held districts that Democrats are contesting, primary voters have chosen candidates who seem to embody change — many of them women and minorities — but who have not necessarily endorsed positions like single-payer health care and abolishing the Immigration and Customs Enforcement Agency.

[Politico](#): ‘Please Stop Saying Red Wave’: Inside Democrats’ Takeover of the House

Galvanized by Trump’s presidency, Democrats nominated a historically diverse slate of candidates. At least 133 people of color, and 158 first-time candidates, won primaries in 2018. Many won again Tuesday, promising to radically alter the composition of the 116th Congress.

[McClatchy](#): This moderate Democrat’s model is being copied where it matters -- in Trump territory

And most significantly, it has meant an emboldened new class of Democratic candidates—many of whom, like Lamb, have law enforcement or military backgrounds or both—who are increasingly comfortable proactively

breaking with their national party leadership as they contest GOP-leaning districts that will help decide control of the House, openly channeling Lamb in the process.

[...] After Lamb's race, the DCCC quietly conducted focus groups in Pennsylvania's Washington and Allegheny counties, focusing on Trump-Lamb voters, and found that Lamb's background in the military—and his status as a former federal prosecutor—helped him cut a more independent profile that opened doors with voters, according to a DCCC source.

CNBC: Despite Ocasio-Cortez upset, Democratic primaries have not gone as far left as some argue

With more than half of state primary elections over, the Democratic Party's left flank has established no trend of knocking out candidates on their right. National Democrats' preferred House candidates — who in battleground districts can take centrist positions on some issues — have emerged from primaries the vast majority of the time. ... and the Democratic Congressional Campaign Committee's chosen "red to blue" candidates have won 27 of their 29 primaries.

NPR: For Democrats, Pragmatists Are Still Trumping Progressives Where It Counts

Democrats need to win at least 23 seats to regain a majority in the House and moderate Democrats beat progressives in primaries in all but two of the most competitive GOP-held districts in the country. Progressives are primarily winning in districts that are already controlled by Democrats — or GOP districts where national Democrats don't expect to compete.

UNPRECEDENTED NUMBER OF FEMALE CANDIDATES

- Over half the candidates on the DCCC's Red to Blue program are women
- Of the 72 House Races listed as competitive in the final ratings by [Cook Political](#), the Democratic candidate was a woman in 37 races (51%)
- Democrats set or essentially matched records for the number of female, black and LGBT nominees, a Washington Post [analysis](#) shows
- [Brookings Institute](#): In 2014, only 21 percent of House Democratic challengers nationwide were women, but by 2018, 33 percent were.

Politico: 'Please Stop Saying Red Wave': Inside Democrats' Takeover of the House

Galvanized by Trump's presidency, Democrats nominated a historically diverse slate of candidates. At least 133 people of color, and 158 first-time candidates, won primaries in 2018. Many won again Tuesday, promising to radically alter the composition of the 116th Congress.

Politico: 'Something has actually changed': Women, minorities, first-time candidates drive Democratic House hopes

White men are in the minority in the House Democratic candidate pool, a POLITICO analysis shows. Democrats have nominated a whopping 180 female candidates in House primaries — shattering the party's previous record of 120, according to Rutgers' Center for American Women and Politics. Heading into the final primaries of 2018 this week, Democrats have also nominated at least 133 people of color and 158 first-time candidates to run for the House.

The numbers are even starker in the districts without Democratic incumbents. In the 125 districts where a Democratic incumbent is leaving office or a Republican seat is at risk of flipping, according to POLITICO's race

ratings, more than half the nominees (65) are women. An overlapping group of 30 Democratic primary winners are people of color, and 73 of them have never run for elected office before, tapping into voter disdain for politics as usual.

[Washington Post](#): Raw tensions over race and gender shape midterms, reflecting schism in Trump era

With just one primary day left, on Thursday, Democrats have set or essentially matched records for the number of female, black and LGBT nominees, a Washington Post analysis shows.

[...] The sharpest change in candidate diversity has been among Democratic women. Democrats have nominated 182 women for the House this year, according to the Rutgers Center for American Women and Politics, already cresting 40 percent of all House districts and setting a record that shatters the previous mark of 120 nominees in 2016 by more than half.

[The Hill](#): Women wield sizable power in 'Me Too' midterms

And Democratic women have had far more success in their primaries, with 180 women winning House primaries, compared with 52 for the GOP, according to the Center for American Women and Politics.

[LA Times](#): Men have done it since the founding fathers. Now female vets are hoping to parlay military service into politics

“The incredible female veterans running for Congress have built some of the strongest campaigns in the country and have helped us to expand the House battlefield, including in districts that President Trump carried by a wide margin,” said Meredith Kelly, communications director for the Democratic Congressional Campaign Committee. “There’s no question that this is both the year of the woman and the veteran, and that’s a huge asset for Democrats.”

VETERANS WITH DEEP RECORDS OF SERVICE

- 19 of the 92 candidates on the DCCC’s Red to Blue program were veterans.
- The DCCC worked to develop partnerships with veterans’ organizations early, and have prioritized recruiting veterans and national security experts.
- Republicans were unprepared and ill-equipped to run against such strong Democratic candidates that don’t fit neatly in ideological boxes, and inept and unpatriotic GOP brutally backfired.

Veterans who won!

1. **CA-39**: Gil Cisneros – Naval Officer
2. **CO-06**: Jason Crow – Army Ranger, Bronze Star
3. **ME-02**: Jared Golden – Marine Corps Veteran
4. **NJ-11**: Mikie Sherrill – Navy Helicopter Pilot
5. **NY-11**: Max Rose – Army Ranger, Bronze Star & Purple Heart
6. **PA-06**: Chrissy Houlahan – Air Force Officer
7. **PA-17**: Conor Lamb – Marine Corps Veteran
8. **VA-02**: Elaine Luria – Career Naval officer

Note: A number of other national security experts won, including two CIA officers: Elissa Slotkin (MI-08) & Abigail Spanberger (VA-07).

[WSJ](#): Democrats Recruit Veterans as Candidates in Bid to Retake the House

Democrats' vet-centric strategy is endorsed at the top, with the Democratic Congressional Campaign Committee, the House Democrats' campaign arm, focusing resources on 19 vets who are among the nearly 100 candidates in its "Red to Blue" program that aims to flip the House. They are positioning veterans in some Republican strongholds, modeling on the success of Democratic Rep. Conor Lamb, who in March won an upset special election in a Pittsburgh-area district that Mr. Trump had carried by 20 percentage points.

[Fox News](#): Democrats hope military veteran candidates can help party capture the House

Crow is one of 17 military veterans on congressional ballots across the country, after being recruited by the Democratic Congressional Campaign Committee, or DCCC. Democrats are hoping that candidates who have served in the armed forces will energize districts that are GOP strongholds, believing that military heroes will have a strong shot at courting conservative voters.

"Veterans have incredible records of service to our country and communities, and Jason Crow is an incredible example of these men and women who are stepping up to serve yet again. Across the country these candidates excite the grassroots base and prevent Republicans from successfully putting them into ideological boxes," said Molly Mitchell, a DCCC spokeswoman.

Mitchell said the party worked hard to recruit veteran candidates.

"The DCCC knew that voters would flock to the stabilizing influences of veteran candidates and worked tirelessly to recruit a historic number of these patriots," she said.

[CNN](#): Democratic candidates trace careers of service to memories of 9/11

Candidates like Slotkin represent a generation of political leaders shaped by the September 11 attacks. These candidates, propelled to service by a sense of duty, anger and resolve, are now putting their military service at the forefront of their campaigns and rewriting the way Democrats talk about the War on Terror.

National Democrats, sensing a prime opportunity to retake the House in 2018, have intentionally turned to veterans and service-focused candidates in November. A slew of super PACs aimed at nurturing these candidates, some who have no political experience at all, have formed and the Democratic Congressional Campaign Committee has financially backed a number, too.

[National Journal](#): Hoping to Change Party's Image, Dems Marshal Veteran Candidates

If there is a blue wave approaching Capitol Hill, it will have a camouflage crest; veterans are running as Democrats in numbers not seen in decades, and many of them are looking to steal victories in Republican strongholds, the districts that Democrats need most to put themselves over the top and retake the House.

[WSJ](#): Democrats Enlist Veterans Ahead of 2018 House Elections

For the first time this year, the DCCC is working with VoteVets, a liberal political-action committee with which the party's House campaign arm has often been at odds. VoteVets, which in the past has backed Democratic veterans in primary challenges, is now targeting competitive general election races.

“Veterans have a chance to carry districts that other Democrats won’t be competitive in,” said Jon Soltz, the VoteVets founder and chairman. “They’re less political and they’re not career politicians and they’re not Washington.”

DCCC PRIMARY SUCCESSES

Red to Blue Program:

- Red to Blue is a highly competitive and battle-tested DCCC program that arms top-tier candidates with organizational and fundraising support to help them continue to run strong campaigns. Additionally, the DCCC provides strategic guidance, staff resources, candidate trainings, and more.
- The DCCC added candidates to its Red to Blue program earlier than in previous cycles (Nov 2017 vs. Feb 2016 and March 2014), additional rounds were rolled out more frequently and in more targeted batches ([Roll Call](#)).

DCCC's Red to Blue Program has had tremendous success:

- The DCCC put **41** candidates on its Red to Blue Program *before* their primaries, and **39** got through to the general election. **This is a 95% success rate.**
- The *NYT's FiveThirtyEight* [analyzed hundreds of 2018 endorsements](#), and the DCCC's Red to Blue program has **one of the best records in the country for 2018.**
- The DCCC's Red to Blue Program is reflective of the incredible class of Democratic candidates running to take back Congress this November

Democratic primaries produced battle-tested candidates ready to win in November :

- Democrats have been incredibly successful at getting the strongest possible candidate through primaries.
- Democrats have continued their fundraising success after primaries. According to [Roll Call](#):

On average, Democrats in competitive races who faced expensive primaries have more than doubled their cash on hand from shortly before their primary elections to the end of the most recent fundraising quarter.

- Over 110 Democratic challengers out-raised their Republican opponents in the third quarter of 2018.

[Brookings Institution](#) – Primaries Project: What the Primaries Say About the Future of Democrats

Second, the most successful endorsement group in the 2018 primaries was not Our Revolution or any of the other new progressive political action groups — it was that most staid of all organizations, the Democratic Congressional Campaign Committee, which won 39 of the 41 races in which it endorsed a candidate. By focusing on candidates who “fit” the district and had deep roots there, such as Jason Crow in Colorado and Linda Coleman in North Carolina, the congressional committee was looking at more than ideology. It was looking for candidates who could win.

[...] As we go into the November elections, the notion that the Democratic Party has been captured by the extreme left simply doesn’t hold water.

[Houston Chronicle](#): For the 7th Congressional District: Lizzie Pannill Fletcher

Houstonians can take it as a point of pride that the 7th Congressional District once was represented by none other than former Congressman George H.W. Bush. This year, voters have the opportunity cast their ballots for a candidate who reflects the values once embodied by that long-ago politician — someone who understands the district, is pro-business and represents the moderate wing of their party. That someone is Lizzie Pannill Fletcher.

Rarely do we meet a first-time candidate so well prepared, so knowledgeable about the job, so right for the district.

HOW THE WEST WAS WON IN PRIMARY

Pitching a perfect game in California's June 5th Primary:

- The DCCC knew that by nature of California's top-two primary system, where the top two candidates advance into the general, there was a real threat of Democrats' getting 'boxed out' of several winnable Clinton districts.
- Acknowledging this threat, the DCCC put all options on the table and employed a number of tactics ranging from thinning the field of candidates, to defining Republicans, boosting Democrats in English and Spanish, and registering and turning out voters in person and online.

Republican Recruitment Failure: California Case Study

- Broadly, Republicans sat on the sidelines throughout primary season, allowing Democrats to decide their fate in districts across the country, despite CLF's bluster and promise to 'meddle' in primaries.
 - Republicans failed to impact the California primaries – even though they had a real opportunity to invest and box Democrats out of key Clinton districts.
 - Republicans failed to recruit strong candidates in their historic number of open seats
 - The NRCC allowed unelectable people to secure nominations in places like New Jersey and Nevada
- In California, Republicans had a real chance to invest and box Democrats out of key Clinton districts, including CA-10, CA-39, CA-48, and CA-49.
- Acknowledging this threat, the DCCC put all options on the table and employed a number of tactics ranging from thinning the field of candidates, to defining Republicans, and registering and turning out voters in person and online.
- Republicans did nothing to act on their opportunity in California, particularly in Darrell Issa's open seat. Republicans are stuck with the incredibly flawed Diane Harkey after failing to ensure the moderate Republican Assemblyman Rocky Chavez got through. While Chavez would have put up a tough fight with Democrat Mike Levin, the DCCC has not had to invest heavily in CA-49 for the general.
- San Diego Union-Tribune: Unthinkable Dem sweep of House seats now thinkable
 - Republicans had a chance to support Assemblyman Rocky Chavez, a Latino Marine colonel with crossover appeal to independents and Democratic veterans. But party-line primary voters went for Harkey, a partisan figure who can be welded to Trump's hip, while rejecting the centrist Chavez.

[Washington Post](#): The Daily 202: Late gains in California vindicate DCCC's intervention in House primaries

Two contests in California illustrate how the approach paid dividends. Earlier this year, several Democrats were fighting to take on Rep. Jeff Denham (R) in a Sacramento-area district. But there was no credible challenger against Rep. David Valadao (R) in a Central Valley district farther to the south. Hillary Clinton had carried both places in 2016 but, because Valadao had still prevailed by double digits, serious candidates with the ability to raise big money weren't stepping up.

[LA Times](#): Democrats avoid nightmare scenario in California, boosting their hopes to seize the House

The danger of a shutout was real, however, and national Democrats intervened aggressively, endorsing some candidates, coaxing others to step aside and spending copiously to thwart all-Republican general election contests that would have taken those coveted seats off the table.

“It’s easy to look back and say there was too much hype about Democrats getting locked out,” said Nathan Gonzales, who analyzes congressional races nationwide for his nonpartisan tip sheet, Inside Elections. “But Democrats had to spend several million dollars preventing that catastrophe from happening.”

It’s a good bet they woke up Wednesday pleased with their investment.

[Rolling Stone](#): The Battle for California How the Golden State can lead a Democratic takeover of the House — and turn the tide of Trumpism

DCCC West is perched in a hipster-chic WeWork office tower, rising above palm trees, in urban Orange County. A portrait of a raccoon in a sweater vest greets visitors from a gilded frame near the elevator. Kombucha is free on tap at the bar. From these plush digs, the party directs polling, logistics and voter mobilization for favored candidates, making strategic choices for California from California.

Local command paid off in the June primaries, when the greatest risk was too many candidates clamoring to confront Trump. In California, the two leading vote-getters advance, regardless of party, meaning a divided field of Democrats can propel two Republicans to the general election. “It’s a stupid system,” says Democratic Minority Leader Nancy Pelosi.

The DCCC spent nearly \$7 million on a complex strategy that kept every key seat in play — and the party accomplished the most important goal for any wave election: getting quality surfers in the water.

[National Journal](#): Democrats Look to Rack Up Blue-State Wins

The night’s biggest headline was that the Democrats appear to have placed candidates for November in all of the California congressional districts where they feared being locked out. That unexpected outcome—reinforced by the party’s success at nominating its preferred candidate in each competitive seat in New Jersey—means the Democrats still have an opportunity to recapture the House this fall primarily by winning seats in states that voted for Hillary Clinton over Donald Trump in 2016.

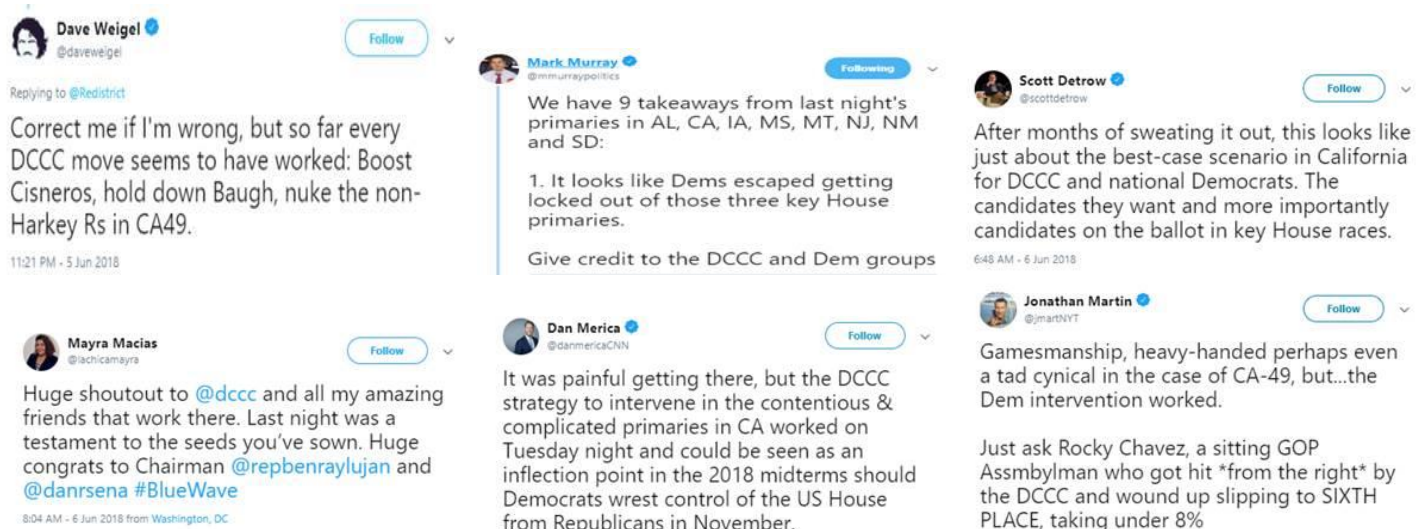
[...] That result is a testament, in part, to the extraordinary targeting efforts by the Democratic Congressional Campaign Committee and state party. But the outcome also reflected the party’s underlying growth in the five Republican-held suburban House districts around Los Angeles where Clinton beat Trump in 2016.

[NYT](#): 5 Takeaways From Tuesday’s Primary Elections

National Democrats spent over \$7 million in an effort to ensure they had a candidate reach the general election in three House districts in California held by Republicans. Their decision to not take their chances in the state’s “top two” system — in which the top finishers in nonpartisan, open primaries face each other in November — appears to have been a wise investment.

[...] It did not come cheap, but if Democrats secure a narrow House majority in November they will have done so in part because they decided to aggressively compete in June.

Validators:



<https://twitter.com/scottdetrow/status/1004359339774283776>
<https://twitter.com/mmurraypolitics/status/1004339205483483137>
<https://twitter.com/daveweigel/status/1004246786763034627>
<https://twitter.com/jmartNYT/status/1004389617301196800>
<https://twitter.com/danmericacnn/status/1004483244480516097>
<https://twitter.com/lachicamayra/status/1004378581349425154>

WORKING WITH KEY GRASSROOTS GROUPS

Whenever possible, the DCCC worked with grassroots groups during the primaries:

- The DCCC put “March into 18” organizers on ground early to build relationships and leverage grassroots support.
- These organizers worked with local volunteers and activists to hold House Republicans accountable for their votes, the House Republican agenda, and for the actions of President Trump.
- These relationships were often essential in primaries, and the DCCC navigated differently on a district-by-district basis. For example:
 - In NJ-11, the DCCC waited until Mikie Sherrill had consolidated grassroots support and local endorsements (especially with NJ-11 For Change) before adding her to our Red to Blue Program.
 - In California, voters were yearning for direction and partnership in the complicated top-two primary. Indivisible leaders [praised our efforts](#) as a ‘brilliant collaborative partner’ – noting that the DCCC jumped into CA-48 only, ‘after following the lead of the grassroots.’

Time: How the Anti-Trump Resistance Is Organizing Its Outrage

In February 2018, long before there was a Democratic nominee in their House district, Eberly and her team began knocking on doors to build rapport with their neighbors and hear about their political priorities, a process called “deep canvassing.” When a Marine veteran and solar-energy entrepreneur named Dan McCready won the Democratic primary in May, Eberly and her friends went back to the same doors they had knocked on months earlier—this time, they were armed with his campaign literature.

[...] Indivisible N.C. 9 is just one platoon in a volunteer army that has stormed the field after Trump’s election in 2016. The forces are vast and decentralized; they have different ideologies and support different kinds of candidates. But they’re united by a common mission: to oppose Trump’s policies, pressure their local Republican representatives and elect Democrats to replace them in the Nov. 6 midterms.

[...] It’s not that the Democrats are being pulled left. It’s more that Democrats are being pulled local. And while ideas like “Medicare for all” and “Abolish ICE” have spread far beyond the party’s left flank, the anti-Trump

resistance movement is ultimately more results-driven than ideological. What works for voters in the Bronx may not work for voters in Iowa, and in the midterms it doesn't have to. The party seems to be relearning the central lesson of American democracy: what 19th century French writer Alexis de Tocqueville called "the knowledge of how to combine."

Largest Battlefield in a Decade

Thanks to strong grassroots support and democratic mobilization, as well as a positive national environment, Democrats have built the largest battlefield in a decade. Democrats have scoured the map for chances to be aggressive and forced Republicans on defense in so many districts that vulnerable House Republicans could not rely on Republican super PACS' money to bail them out.

- The DCCC has built the largest battlefield in over a decade, with over 111 districts and counting.
- The DCCC put field organizers on the ground in February 2017 – earlier than ever – to hold House Republicans accountable and force retirements. This program only grew.
- The DCCC hired a first-ever "expansion pod" to focus solely on supporting campaigns deep into the battlefield and bringing them to viability.

HISTORIC NUMBER OF OPEN SEATS

- Republicans with significant cash-on-hand advantages and well-established brands decided to retire rather than face a tough election in a rough national environment.
- These retirements were not part of the NRCC's plans or budgets, and the amount of open seats further spread Republican thins – forcing them to make tough decisions about who to defend and who to let go.
 - Since 1990, the president's party has not [successfully defended](#) any open House seat that the President lost two years earlier (0/20).
 - Open seats present huge pickup opportunities beyond the districts that Clinton carried. Over the last [three-midterm cycles](#), the president's party dropped 22 points off their congressional margin in open seats.

DCCC Retirement Watch:

- May 2017 - After Congresswoman Ileana Ros-Lehtinen announces her retirement, the DCCC published our [Retirement Watch List](#) with the goal of holding vulnerable House Republicans accountable and forcing their retirement.
- September 2017 – DCCC updated its [Retirement Watch List](#) with four more Republicans, two of whom went on to retire.
- March 2018 – DCCC added 13 more names after PA-18
- **In total, the DCCC successfully predicted nine retirements before they happened** (even when those Republicans firmly denied they would retire this cycle):
 - Frank LoBiondo (NJ-02)
 - Rodney Frelinghuysen (NJ-11)
 - Ryan Costello (PA-06)
 - Patrick Meehan (PA-07)
 - Charlie Dent (PA-15)
 - Dave Reichert (WA-08)
 - Ed Royce (CA-39)
 - Ron DeSantis (FL-06)

- Paul Ryan (WI-01)

CNN: Retirement watch: 3 groups of House Republicans whose exits would shake up the 2018 map

The Democratic Congressional Campaign Committee [released a 16-person "retirement watch list"](#) that nailed five of the key GOP retirements so far. There are several other notable names included on the list -- largely included because of their age and tenure

Mother Jones: It's Time to Put Up or Shut Up for the Democratic Establishment's Political Machine

These organizers, DCCC officials say, helped local resisters arrange protests, attract media attention, and channel their frustration with Trump toward their GOP members of Congress—efforts that, Sena says, pressured some Republican incumbents into retirement. "I think that got Royce out of the race. I think it got Issa out of the race," he says, referring to California Republicans Ed Royce and Darrell Issa.

Forced Retirement: Darrell Issa

[San Diego Union-Tribune](#): Issa appears on rooftop as hundreds protest outside his Vista office

[LA Times](#): Rep. Darrell Issa complained to city officials about protesters outside his office, records show

[ABC 10](#): North County Congressman Darrell Issa climbs on office roof during Vista protest

Congressman Darrell Issa took to the roof of his North County office Tuesday during a protest. The group San Diego Indivisible gathered outside for the "Darrell Issa, You're Toast" resistance rally.

San Diego Union Tribune: Issa's office, others complained about protest noise

Rep. Darrell Issa's office contacted Vista city staff at least three times over the past four months, including twice by phone, to raise concerns about noise emanating from protesters outside the congressman's office on Thibodo Road along state Route 78, public records show.

[...] In a May 30 voicemail left by Issa and another tenant, Issa said protesters were "sitting on sidewalks and they're clearly violating their permit," according to an audio recording.

"Whether it's George Soros or the ACLU or the various groups that help them organize, they haven't trained them how to do compliant protest," Issa says on the recording. "Would you please come and enforce?"

The voicemail was left on the same day that Issa appeared on the building rooftop, where he took photos of the crowd. Within hours, a picture of him on the roof had gone viral.

Forced Retirement: Rodney Frelinghuysen

WNYC: GOP Congressman Frelinghuysen Targets Activist in Letter to Her Employer

The most powerful congressman in New Jersey, Rep. Rodney Frelinghuysen, wrote a fundraising letter in March to a board member of a local bank, warning him that a member of an activist group opposing the Republican worked at his bank.

The employee was questioned and criticized for her involvement in NJ 11th for Change, a group that formed after the election of Donald Trump and has been pressuring Frelinghuysen to meet with constituents in his district and oppose the Trump agenda.

“Needless to say, that did cause some issues at work that were difficult to overcome,” said Saily Avelenda of West Caldwell, New Jersey, who was a senior vice president and assistant general counsel at the bank before she resigned. She says the pressure she received over her political involvement was one of several reasons she decided to leave.

[Roll Call:](#) Rodney Frelinghuysen Won't Seek 13th Term

Two Democrats running in Frelinghuysen's district raised about three times as much as he did during the third quarter that ended Sept. 30, and his Morristown office has been the site of weekly protests from constituents angry that he's refused to hold in-person town halls.

Frelinghuysen also earned negative headlines for alerting a local bank that one of its employees was a “ringleader” for NJ 11th for Change, an activist group that has been working against him. The woman later resigned, citing the political pressure she felt at work after the letter.

NJ 11th for Change, which has held “empty chair” town halls and “Fridays with Frelinghuysen” protests outside his district office, called his retirement “the culmination of a year-long accountability campaign.”

[Star Ledger:](#) Hurt by Trump, powerful Jersey Republican Frelinghuysen has given up. What happens now?

Activists have been protesting for a year, demanding a town hall meeting. Frelinghuysen wounded himself when he identified a member of an opposition group to her employer.

He faced blowback from constituents when he switched positions and supported a House Republican health care bill that would leave 500,000 more uninsured in New Jersey; and then from fellow House Republicans when he bucked the party and voted against the GOP tax bill that gutted the federal deduction for state and local taxes.

As a result, Democrats no longer are facing a 12-term incumbent with \$1.2 million in the bank.

RURAL AND TRUMP DISTRICTS

- DCCC was not afraid to compete in rural America and knew that Trump districts would be critical to our path to win the House
 - First battlefield was released January 30, 2017 – 36 of the 59 were districts where Trump won
- Recruitment – The DCCC recruited candidates that fit their districts and knew how to talk to every day Americans
 - The DCCC invested early in campaigns to allow candidates to build their own resources & tell their stories.
- Robust and ongoing research – we conducted extensive polling and focus groups with rural and Trump voters who lost trust in the Democratic Party.

[AP:](#) In House battle, Democrats see hope in Trump territory

While Democrats' suburban offensive is well-known, an often-overlooked battle is underway across rural and working-class districts in states including Maine, Iowa and Minnesota. Trump's coalition of blue-collar voters here may offer Democrats an alternate route to the House majority.

Specifically, Democrats are targeting 21 House districts carried by former President Barack Obama in 2012 that shifted to Trump in 2016 — districts now testing the strength of a Trump-era political realignment shaped by education, race and gender.

[National Journal](#): Democrats Deliver Populist Pitches to Win Back Trump Country

Finkenauer is one of several Democrats running in demographically similar districts, from northern Maine to Minnesota's Iron Range, that have found a way to tap into Trump's appeal. Their campaigns offer a playbook for a party eager for electoral success in white, working-class areas: unapologetic economic populism paired with an authenticity that the blue-blooded president lacked.

And Finkenauer's campaign is notable for how well it appears to be working. Despite President Obama's two double-digit wins in the district, Democrats have twice failed to defeat Republican Rep. Rod Blum, who scored a shock upset in 2014 and then coasted to another surprising victory two years later.

[...] In several other House battlegrounds, including some of the 20 or so that swung from Obama to Trump, Democratic nominees are also highlighting their humble backgrounds to broadcast a populist message geared toward the working class. Party strategists say their laser focus on economic concerns, such as health care costs and crop prices, could be the key to success.

Polling and outside spending indicate close races in many of these districts. And while the House will likely be won or lost in the suburbs, the size of a Democratic majority could be decided in more rural seats like these.

[...] Democrats have made an effort this cycle to understand their recent decline in white, working-class regions. Focus groups revealed voter concerns over the tariffs and health-care cuts, and polls have found Trump underwater in many districts that he won. Yet, unlike 2016, few top Democratic nominees have made the president a campaign centerpiece.

[New York Times](#): 99 Days to Go, and the 2018 Midterm Battleground Is Not What Was Expected

The battleground in the fight for control of the House is starting to come into focus with 99 days to go until the November election. It's not exactly the battleground that analysts expected.

It's not dominated by well-educated, suburban districts that voted for Hillary Clinton. Instead, the battleground is broad, and it includes a long list of working-class and rural districts that voted for Donald J. Trump in 2016.

The broader battleground is a positive development for Democrats. It's a reflection of how much the Republican structural advantage in the House has eroded over the last year.

[National Journal](#): Hoping to Change Party's Image, Dems Marshal Veteran Candidates

If there is a blue wave approaching Capitol Hill, it will have a camouflage crest; veterans are running as Democrats in numbers not seen in decades, and many of them are looking to steal victories in Republican strongholds, the districts that Democrats need most to put themselves over the top and retake the House.

SUBURBAN DISTRICTS

- We weren't afraid to stand up to Trump and use his record as President in our messaging fight - when it fit the district.

- In districts where association with Trump was a top-testing hit, the DCCC was on TV using Republicans' concrete records of voting for Trump's unpopular agenda – not attacks on Trump's personality – to highlight their loyalty to him over their constituents. Examples:
 - CA-45: [Walters votes with Trump 99% of time](#)
 - IL-06: [Roskam votes with Trump nearly 95% of the time](#)

Politico: Once-safe GOP seats threatened by blue wave

Republicans who represented some of the safest congressional seats in their party for years are suddenly under intense pressure in 2018, with Democratic challengers threatening to overwhelm them in suburban districts where President Donald Trump has struggled.

[...] And Chabot is not alone. A growing Republican fraternity that includes Reps. Dana Rohrabacher (R-Calif.), Leonard Lance (R-N.J.) and John Culberson (R-Texas), who have served a combined 80 years in Congress in traditionally Republican areas, are dusting off their campaigns for the first time in a decade in a treacherous political environment. Chabot has faced tough races before — he lost his seat in 2008 and then won it back in 2010. But he has not been challenged since the Republican-controlled redistricting process redrew the district the next year.

Roll Call: Breaking the Midterm Mode: Both Parties Make it About Trump

The Democratic Congressional Campaign Committee has already run a TV spot mocking Coffman's promise to "stand up to Trump," as well as a spot that labels Comstock "Barbara Trumpstock" because of her support for the president's agenda.

DCCC ads in two Twin Cities districts, held by Republicans Jason Lewis and Erik Paulsen, specifically link those two incumbents to the president. And those are just the tip of the iceberg.

Trump has essentially thrown pragmatic incumbent House members under the bus by making himself the focus of the midterms.

Time: How the Anti-Trump Resistance Is Organizing Its Outrage

To many, the Democratic grassroots are defined by progressives like Alexandria Ocasio-Cortez and Ayanna Pressley, candidates who beat incumbents in Democratic primaries by running to their left in liberal districts. But it's moderate suburban moms like Eberly and Hollingsworth who may drive victory for the Democrats in the midterms. In many of the 23 races Democrats have to win to flip the House, they're counting on candidates like McCready, a moderate Democrat running for an open seat, who campaigns on creating rural jobs and says he won't support Nancy Pelosi for Speaker.

AP: Democrats' fuel for a House majority: Suburban discontent

In the last two weeks, Democrats scored an upset in southwest Pennsylvania and dominated the voting in the Republican suburbs outside Chicago. President Donald Trump, who never won over suburbia, continues to get poor marks from the educated, upper income Americans who often call it home. After Democratic victories in state legislative contests in Virginia and special elections across the country -- even a stunning Senate election in Republican-dominated Alabama -- Republicans have plenty of reason to worry that commuter country may be their undoing in the fight for control of the House in November's midterm elections.

[NYT: Trump Tax Law Is Back to Haunt House Republicans in Key Races](#)

When President Trump's tax law passed last year, Republicans in many high-tax districts faced a revolt over a key provision — a \$10,000 cap on the federal deduction for state and local taxes, known as SALT.

[...] In tight races in affluent suburbs that will help decide control of the House, some Republicans are frustrated that Democrats have been given a stronger hand, especially since the bill passed by the House has little chance of success in the Senate.

EXPANDING THE MAP

- **Theory of the case - Force Republicans to retreat far into the map, invest in ruby-red districts & dilute their outside money advantage.**
- The DCCC built the largest battlefield in over a decade, totaling 111 districts.
- Democrats scoured the map for chances to be aggressive and forced Republicans on defense deep into the battlefield.
- A primary purpose of the DCCC's first ever "Expansion Pod" was to force the NRCC and CLF to spend in tough districts, not originally in their budgets. The Pod did this by providing candidates with the resources, guidance and infrastructure to turn their races into viable – if not highly competitive campaigns – as early as possible.
- The plan worked. In the last weeks of the campaign, Republicans were forced to make investments in deep red districts like FL-15, AK-AL and SC-01, and cut off vulnerable incumbents in purple districts like CO-06, KS-03, PA-17 and MI-08.

[NYT: Why Democrats' Gain Was More Impressive Than It Appears](#)

As a whole, the House Democratic candidates overcame all of these disadvantages. They are on track to win more seats than Democrats did in 2006, with far fewer opportunities. They even managed to win more seats in heavily Republican districts than the Republicans managed to win in heavily Democratic districts in 2010.

Democrats pulled it off with an exceptionally deep and well-funded class of recruits that let the party put a very long list of districts into play. In prior years, the party in power wouldn't have even needed to vigorously contest many of these races.

[McClatchy: This is how Republicans lost the House](#)

But by the end of the campaign, the DCCC's strategy of expanding the number of battlegrounds paid off, with new possibilities opening up in strong Republican territory in South Carolina's 1st and Pennsylvania's 16th districts, keeping Republicans on defense on an ever-expanding map. CLF even had to make a late play in Alaska, in a seat no one had expected to be competitive.

[National Journal: House Democrats' Fundraising Juggernaut Stuns GOP](#)

Republicans analyzing the new filings conceded they confirmed what Democrats have claimed since the beginning of the cycle—the battlefield is growing to massive proportions. In recent weeks, the Democratic Congressional Campaign Committee booked air time in deep red territory in central and western Pennsylvania, as well as Arkansas—three districts where incumbents were outraised.

[POLITICO: GOP floods new House seats with cash in late rescue effort](#)

It's also a troubling sign for the GOP's prospects of keeping the House. Most of Republicans' new defensive fortifications are coming in districts where the GOP has won easily in the past and has been expected to do so again in 2018, and Democrats have not considered them top targets or must-wins on their path to flip 23 seats and retake the House majority. While Republicans in some districts have benefited from Trump's rising approval rating and a boost of energy following Supreme Court Justice Brett Kavanaugh's confirmation, the new ad spending shows that Democrats are still making inroads into a range of Republican-held seats, including some where the GOP candidates are getting massively outspent.

[...] House Democrats portrayed Republicans' new financial infusion as a sign their party was expanding the map, cutting into GOP territory that many leaders viewed as safe and many political analysts long considered "likely" or "lean" Republican seats.

NYT: Republicans Abandon Vulnerable Lawmakers, Striving to Keep House

There are between 60 and 70 Republican-held districts that are being seriously contested, and Democrats, boosted by strong fund-raising, have been expanding their television advertising in conservative-leaning districts in an effort to stretch Republicans thin.

[...] Democrats believe Republicans will not be able to shrink the House battlefield: Democratic groups have taken an aggressive approach to the map, probing Republican vulnerability even in districts that tilt to the right. The Democratic Congressional Campaign Committee recently began advertising in six conservative-leaning seats, from rural Pennsylvania to the suburbs of Little Rock, Ark., where they see Republicans slipping.

Representative Ben Ray Luján of New Mexico, who chairs the Democratic committee, said the landscape of competitive races was already too broad for Republicans to build an electoral firewall around a chosen few.

"Many of these districts are closing our way," Mr. Luján said, adding: "There are many paths for us to get to a majority."

Mr. Luján wryly pointed to Mr. Sessions, 63, as an example of Republican distress, noting that the Republican candidate had suggested last year he would not need help from the national party. Now, Mr. Luján said, Mr. Sessions is "calling the cavalry home to see if they can defend that seat" against Colin Allred, his Democratic challenger.

National Journal: Growing Map Means More Trouble for House GOP

Despite an enthusiasm boost among red-state conservatives, outside GOP groups are still scrambling to protect rank-and-file members who looked in solid shape several months ago.

[...] They cite the record fundraising from individual Democratic candidates—a Democratic "green wave," as Ryan now calls it—forcing late investments to make up the financial disparities. But the flurry of cash in GOP-friendly areas also underscores how big the map of targets has grown, forcing any Republican running in a remotely competitive district to worry about their political future.

Privately, Republican leaders expect to lose around 30 seats—and the House majority—but acknowledge that there could be a number of unexpected outcomes pushing those numbers higher on election night. That's an all-too-realistic scenario, given the supercharged liberal engagement in districts across the country, lackluster reelection efforts from unprepared GOP members of Congress, and impressive fundraising figures from even long-shot Democratic challengers.

[Vox](#): We are beginning to see which House seats Republicans think they'll lose

From the beginning, Democrats' strategy has been to make Republicans feel like they're stretched thin.

"The DCCC has continued to expand what is likely the largest battlefield in history," Democratic Congressional Campaign Committee chair Ben Ray Luján (D-NM) said at the start of the year, noting that "Democrats are firmly on offense."

The DCCC has more than 100 districts on its 2018 "battlefield." The strategy appears to be working.

[Reuters](#): Republicans fear Democratic 'blue wave' spreading to once-safe districts

"Republicans are playing defense in more and more places," said Doug Heye, a former official at the Republican National Committee. "The Democrats' map continues to get bigger. The Republicans' map continues to get smaller. That's a real problem."

Democrats have poured resources not only into Brat's district, but others that have come onto their battleground list, in places such as Pennsylvania, North Carolina, Southern California and other parts of Virginia such as the district currently represented by Republican Scott Taylor.

[McClatchy](#): After money surge, GOP frets Democrats can 'buy rage in bulk'

Now armed with an influx of campaign cash, Democrats have the resources to push even further into longtime Republican territory.

[...] Adding to the Democrats' advantage is the fact that candidates are able to run TV ads for less money than party committees like the National Republican Congressional Committee (the political arm of the House GOP) or Super PACs like Congressional Leadership Fund (a group with close ties to House Speaker Paul Ryan). The disparity could strain the resources of those groups, and allow Democrats to try and target even more battlegrounds.

[...] The massive Democratic hauls in key districts give the national party and outside Democratic groups the space to expand their resources, and their map, further, Stutzman warned.

"National committees often come in and do big get-out-the-vote-type programs. It could be, in this instance, the campaigns handle it themselves," he said. "It allows the playing field to stay extended for the Democrats and squeezes Republicans. Democrats will have a plausible luxury, now, to go elsewhere in the country--wherever there's an opportunity."

[National Journal](#): Massive House Map Continues to Grow

Democrats are finding compelling evidence that a new set of Republican-held seats are becoming increasingly competitive, stretching an already expansive map.

Internal Democratic polling conducted in August and September revealed the party's candidate leading or trailing by small margins in a dozen seats on the outer edges of the battlefield. And outside money is already starting to flow beyond the 50 or so districts that initially drew major TV ad reservations.

[...] Democrats worked hard early in the cycle to land strong recruits even in districts with tough demographics, and dozens of them have been able to build credible campaigns.

[The Hill](#): House battlefield expands as ad wars hit new peak

Voters across the country are being deluged by an onslaught of television advertising as candidates and big-spending outside groups dump millions of dollars on a growing battleground that stretches from the North Maine Woods to the posh suburbs of San Diego.

[...] Democrats have expanded their advertising spending to some districts where the party has rarely competed in recent years, a sign that the party feels ambitious after public and private polling that shows President Trump is deeply unpopular and voters want Congress to act as a check.

“We knew all along that we wanted to build a massive battlefield, toward the goal of stretching the Republicans financially,” said Meredith Kelly, a DCCC spokeswoman. She said Democrats expected Republicans to have a spending edge, but “we wanted that advantage to be diluted in as many districts as possible.”

[The Hill](#): Expanding map creates tough choices for GOP

The House GOP’s campaign arm is facing tough choices about where to shift precious resources in the midterm elections, as Republicans desperately try to stave off a potential blue wave this November.

The National Republican Congressional Committee (NRCC) must decide how much focus should be placed on competitive and Democratic-leaning districts that Hillary Clinton carried — or if the party should put more energy into protecting solid GOP seats that could be in danger if a wave materializes this fall.

[...] Fifty-four Democratic challengers outraced 43 GOP incumbents in the last quarter of 2017, according to the Democratic Congressional Campaign Committee (DCCC), a figure that has further stepped up anxiety among Republicans fighting to keep the House.

[National Journal](#): Moderate Democratic Candidates Help Put Red Seats in Play

In their quest to expand the battlefield, House Democrats have found success in recruiting centrist candidates, particularly in the Midwest, who have a demonstrated ability to attract the kind of bipartisan support necessary to put deep red territory in play.

[Washington Post](#): Once-safe Republican districts suddenly in play as Democrats expand the map

The campaign for control of Congress is suddenly playing out across a far larger swath of the country than either party had previously expected, with Tuesday’s special House election in the Pittsburgh suburbs showing how President Trump’s unpopularity is turning many once-safe Republican districts into battlegrounds in this year’s midterm elections.

REPUBLICANS IN TRIAGE MODE

- The DCCC’s success expanding the map into deep-red districts pushed Republicans into ‘triage’ mode – forcing them to make tough decisions over which incumbents to abandon.

[Washington Post](#): Republicans warn ‘green wave’ of Democratic cash could overwhelm House GOP candidates

This energy among liberal donors has forced Republicans into making hard choices about where to spend their dollars. At the moment, the NRCC has no money reserved to defend Roskam, a former member of Republican leadership.

The NRCC has made similar decisions in a trio of Republican districts in Southern California considered toss-ups: the seats of Reps. Steve Knight and Dana Rohrabacher, as well as the seat of retiring Rep. Edward R. Royce.

Instead, the super PAC is the only one playing defense against a trio of Democratic candidates who are swamping the Republican candidates in fundraising.

“We knew Republicans were going to have a huge resource advantage and candidate money was necessary to combat that discrepancy,” Kelly said.

[NYT](#): Republicans Abandon Vulnerable Lawmakers, Striving to Keep House

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[NPR](#): Democrats Enter Campaign's Final Stretch Flush With Cash

For some House Republicans, the race may be virtually over. Reps. Rod Blum of Iowa, Mike Coffman of Colorado and Mike Bishop of Michigan are among those who have lost support as the NRCC and CLF cancel ad buys and shift dollars to other contests with better prospects.

[Bloomberg](#): GOP Pulls Back in Some Close House Races as Victory Chances Slip

Republican groups have been pulling back in roughly half a dozen tough House races to focus their resources in districts where they see a better chance to defend against a potential midterm surge by Democrats.

[...] Republicans are dealing with a record number of seats left open by retirements and resignations, while Democrats are forcing the GOP to play defense across the map by fielding candidates in more than 430 of the 435 congressional districts, one of the highest totals in history.

“It was our clear goal, coming out of 2016, that we would not have a hole in the battlefield,” said Representative Ben Ray Lujan, chairman of the Democratic Congressional Campaign Committee.

Fundraising

COMMITTEE FUNDRAISING

[Reuters](#): More candidates, more money and a big bet: How Democrats won the House

“By Election Day, the DCCC had raised at least \$270 million - upwards of 20 percent more than its total in the 2015-16 election cycle. That allowed the party to make six-figure investments in 85 districts, including many once seen as safely Republican.

[Bloomberg](#): Democratic House Campaign Outpaces Republicans in Fundraising

The Democrats' House campaign arm raised more than its Republican counterpart for the seventh straight month in August as the two parties and their allied political committees furiously raise and spend money with the fight for control of Congress entering the homestretch.

[Politico](#): DCCC surpasses online fundraising total from 2016

[The Independent](#): Democrats raise record amount as they look to take back the House in 2018

[The Hill](#): House Dem campaign arm has more money in bank than GOP counterpart

[Washington Post](#): Adding to candidates' billion-dollar haul, Democratic leaders maintain intense House fundraising pace

The main national campaign organ for House Democrats continued a stretch of record fundraising in September, wrapping up a quarter that brought more than \$51 million into their midterms war chest.

The \$22.2 million total reported by the Democratic Congressional Campaign Committee for September easily outstrips the \$16.7 million that the DCCC raised in September 2014, the last midterm cycle. It's also bigger than the \$21.1 million raised in September 2016, a presidential cycle when political giving generally tends to increase.

The DCCC has roughly \$30 million in cash to spend in races across the country, supplementing a surge of donations that have benefited individual campaigns in key House battlegrounds. [...] That campaign fundraising has largely been powered by small donors giving via the Internet, and the DCCC — which, as a national committee, is typically more reliant on big checks — is benefiting as well. Nearly \$9 million of the group's September receipts were raised online, at an average amount of \$19. The total number of first-time online donors to the committee this cycle now stands at 465,000.

[...] Rep. Ben Ray Luján (D-N.M.), the DCCC's chairman, said that the committee's haul, as well as the massive direct support to candidates, “has allowed Democrats to share their records of service directly with voters and set the narrative early in key races.”

He added: "Our strategic focus on small-dollar donations has allowed us to confront the unprecedented amount of dark outside Republican money flooding the airwaves and even put Republicans on their heels across an expansive battlefield."

[Washington Post](#): Republicans warn 'green wave' of Democratic cash could overwhelm House GOP candidates

Democrats have also benefited from liberal activists pouring donations into the DCCC. Donors are limited to checks of \$33,900 to such a party committee, but online fundraising has led to an outpouring of small-dollar donors who have provided the DCCC a significant advantage over the NRCC.

The Democratic committee has, so far, reserved \$63.5 million in ads, compared with \$46.8 million for the Republican committee.

This energy among liberal donors has forced Republicans into making hard choices about where to spend their dollars. At the moment, the NRCC has no money reserved to defend Roskam, a former member of Republican leadership.

The NRCC has made similar decisions in a trio of Republican districts in Southern California considered toss-ups: the seats of Reps. Steve Knight and Dana Rohrabacher, as well as the seat of retiring Rep. Edward R. Royce.

Instead, the super PAC is the only one playing defense against a trio of Democratic candidates who are swamping the Republican candidates in fundraising.

"We knew Republicans were going to have a huge resource advantage and candidate money was necessary to combat that discrepancy," Kelly said.

[Washington Examiner](#): Top Republican groups split on how to save the House majority

Democratic candidates and allied organizations have more resources to invest in House races than their Republican counterparts. Among candidates, the Democrats' financial advantage was approximately \$50 million, while just among the parties' two campaign arms, the Democratic Congressional Campaign Committee had around \$20 million more to spend than the NRCC.

CANDIDATE MONEY

- DCCC deployed an intentional strategy that focused on candidates' grassroots fundraising, in order to counteract the unprecedented amount of dark Republican outside money.
- This strategy gave Democrats the ability to beat CLF and NRCC to the airwaves, introducing Dems' records of service early and defending themselves against false attacks.
 - **October 2018:** "*Republicans should be under no illusion that for the first time in recent memory and despite record fundraising and spending by CLF, House Republicans are going to be massively outspent in October,*" [said a Republican strategist involved in House races](#). "*We are facing a spending tsunami.*"

[CNN](#): Republicans are fretting over the Democratic money advantage in midterms

The surge of Democratic fundraising has also been the result of aggressive investment by the DCCC in the early months of the 2018 midterms.

"This was an intentional strategy from day 1 to focus on candidate-side resources," DCCC national press secretary Tyler Law told CNN. "We knew the only way to compete with that amount of dark, secret Republican money is by having candidates who have the resources."

"It's why in [the PA-18 special election], people would see that [Conor] Lamb was outspent heavily by Republican outside groups, but if you actually look at amount of TV ads run, they were largely at parity," Law noted. "That was an intentional strategy -- something that the DCCC invested in."

With that strategic advantage in mind, the DCCC placed digital strategists and finance staff in regional "pods" for the first time, working with campaigns on messaging and fundraising. This created more campaigns with sophisticated fundraising operations that were able to capitalize on viral moments or breaking news that energized Democratic voters.

The committee said they also dispatched additional fundraising staff to "expansion districts," and campaigns in tougher races, in an attempt to expand the map and boost longer-shot challenger still capable of robust fundraising with the right moment.

National Journal: House Democrats' Fundraising Juggernaut Stuns GOP

Republicans expected to be outraised on the candidate-level, but consultants and strategists said in interviews that the size of the imbalance came as a shock. All cycle, top Republicans have expressed frustration with members who had yet to heed warnings to step up their fundraising calls, and the consequences are becoming more severe as outside groups begin political triage, abandoning seats that look unsalvageable.

[...] Operatives from both parties said Democrats' ability to air TV ads early and secure millions in contributions has allowed them to define themselves to voters and erase some of the advantages of incumbency. Many of the Democratic candidates posting monster hauls are in races that require advertising in costly markets.

Politico: Democrats find their answer to the Koch brothers

Hundreds of thousands of online donors are pouring gobs of cash into Democratic House campaigns at an accelerating clip — a bulwark against a late-summer advertising assault that Republicans hope could save their majority.

Republicans have long seen their outside-money advantage as a key factor in the battle for the House, with Congressional Leadership Fund pledging to spend a massive \$100 million in 2018. The super PAC's plan is to attack Democrats early and often, and it unleashed a salvo of TV attack ads in 15 districts before Labor Day, seeking to disqualify Democrats before the fall campaign even heated up.

But the gush of online money to Democratic candidates has allowed them to hit the airwaves themselves earlier than ever, blunting the GOP's game plan. Democrats in nearly 20 districts aired TV ads first to define themselves before facing GOP attacks, according to a review of TV spending totals shared with POLITICO.

CNN: Democratic House candidates raise eye-popping sums ahead of November elections

The money, coming largely from small-dollar donors, has given these Democrats a chance in lean-Republican districts, leveling the playing field for a group of would-be lawmakers. Some of the biggest fundraising numbers are coming from districts with small and inexpensive media markets, meaning the money will go further than in

place like Los Angeles and New York. That the candidates are raising the big money is also beneficial, considering campaigns gets cheaper ad rates compared to outside groups and super PACs.

McClatchy: After money surge, GOP frets Democrats can 'buy rage in bulk'

Now armed with an influx of campaign cash, Democrats have the resources to push even further into longtime Republican territory.

[...] Adding to the Democrats' advantage is the fact that candidates are able to run TV ads for less money than party committees like the National Republican Congressional Committee (the political arm of the House GOP) or Super PACs like Congressional Leadership Fund (a group with close ties to House Speaker Paul Ryan). The disparity could strain the resources of those groups, and allow Democrats to try and target even more battlegrounds.

[...] The massive Democratic hauls in key districts give the national party and outside Democratic groups the space to expand their resources, and their map, further, Stutzman warned.

"National committees often come in and do big get-out-the-vote-type programs. It could be, in this instance, the campaigns handle it themselves," he said. "It allows the playing field to stay extended for the Democrats and squeezes Republicans. Democrats will have a plausible luxury, now, to go elsewhere in the country--wherever there's an opportunity."

Roll Call: Democrats Keep Raking In the Cash After Costly Primaries

The surge in Democratic candidates running for the House raised a critical question at the start of the cycle: Would crowded and costly primaries weaken the eventual nominees by draining their campaign cash? So far the answer appears to be "no."

WSJ: Democrats Outperforming Republicans in Small Donations

In 28 of the 30 most competitive House races and five of eight tossup Senate races, as rated by the nonpartisan Cook Political Report, the Democratic candidates have outraised the Republicans in donations of less than \$200, the Journal's review found. In all, the Democrats in those 38 races have collected about \$35 million in small donations, quadruple the Republicans' small-money haul.

Messaging Successes

HEALTHCARE MESSAGING TIMELINE

January 25, 2017: At the GOP's annual policy retreat, Speaker Paul Ryan [announces](#) that Republicans will repeal and replace parts of ObamaCare by Spring 2017.



February 2017: For the first time since it was passed, more Americans approve of ACA than disapprove

- [CNN/ORC Poll](#) – 49% favor ACA, 47% oppose it
- [NBC/WSJ Poll](#) – 45% say ACA was a good idea, 41% say it was a bad idea



March 6, 2017: The House releases the American Health Care Act (AHCA)

Washington Post: 'They will suffer the consequences,' Democrats say of Republicans on Obamacare

For the first time in eight years, Democrats are finally on offense on a key issue that could help them retake the congressional majority in 2018. As Republicans struggle to craft and pass a replacement for Obamacare, Democrats are sharpening their campaign messaging against Republicans such as Paulsen.

[...] The House Democrats' campaign arm issued a batch of similar releases, targeting Republicans such as Illinois Rep. Peter J. Roskam — a colleague of Paulsen's on the House Ways and Means Committee. Roskam's suburban Chicago district is a new target for the party.



March 13-19, 2017: DCCC conducts extensive House battlefield health care poll



March 24, 2017: DCCC [launches](#) first digital ad campaign of the cycle, targeting Republican members of the House Budget, Ways and Means, and Energy and Commerce Committees who voted to pass AHCA out of committee.



April 1-5, 2017: DCCC conducts second House battlefield health care poll



April 26, 2017: The House Freedom Caucus endorses revised AHCA with the inclusion of an amendment from Rep. Meadows and MacArthur

- DCCC [Launches](#) Digital Ad Campaign on the Morally Bankrupt Congressional Carveout targeting 30 Republican-held districts



May 4, 2017: House Republicans pass the AHCA

- DCCC [Launches](#) Digital Ad Campaign Hitting Vulnerable Republicans on the Repeal & Ripoff bill in 30 Republican-held districts
- [Roll Call:](#) Democrats Pounce on Health Care Vote, Attacking All Republicans
- [Politico:](#) DCCC expands AHCA campaign with 15-second digital ads in 10 districts



July 28, 2017: Senator McCain defeats the Senate version of AHCA



October 5, 2017: DCCC [launches](#) first national TV & radio campaign of cycle, highlighting constant threat of GOP healthcare repeal

- Cable blitz runs on MSNBC and CNN across the country
- Six-figure, 3 Week radio ad campaign in 11 districts
- [USA Today](#): *The Democratic Congressional Campaign Committee will cast Ryan and his attempts to unravel Obamacare as an ongoing threat to the health care coverage of millions of Americans.*

The television ad, [titled "Never Stop."](#) warns voters that Republicans are still "coming after your health care."



October 9, 2017: DCCC launches first national Spanish-language digital ad highlighting constant threat of GOP against Medicare in 19 Republican held districts

- [The Hill](#): House Dems launch Spanish-language Medicare ad



Feb. 26, 2018: Texas v. United States of America Pre-existing Conditions Lawsuit is filed.

- 18 Republican Attorney Generals and 2 GOP Governors file a suit in federal court arguing that since the Supreme Court upheld the ACA in 2012 by saying its requirement to carry insurance was a legitimate use of Congress' taxing power, when Congress eliminated the tax penalty for failure to have health insurance, the entire law became unconstitutional.



May 4, 2018: Virginia becomes one of the first states to announce major premium hikes because of Republicans' actions on healthcare

- [The Hill](#): *"Both Cigna and CareFirst BlueCross BlueShield cited policies advocated by the Trump administration, including the repeal of ObamaCare's individual mandate, as part of its justifications for the increases."*



June 7, 2018: Trump Administration announces the justice department will no longer defend key parts of the ACA in Republican-led Texas v. United States of America lawsuit



June 11, 2018: DCCC [launches](#) digital ads in 20 GOP districts, after Republicans attack people with pre-existing conditions

- Reminds voters that Republicans will never stop attacking access to affordable healthcare



September 2018: Republicans begin lying about healthcare repeal votes and scrub their websites of mentions of ACA repeal

- [Think Progress](#): These vulnerable Republicans really don't want voters to remember they tried to repeal Obamacare
- [Daily Beast](#): Suddenly, Vulnerable House Republicans No Longer Bash Obamacare on Their Websites



September 2018: Analysis from Wesleyan Media Project shows healthcare is the most common subject of television campaign advertisements by Democrats in the House and Senate

- [VOX](#): Half of 2018's Democratic campaign ads are about health care
- [NYT](#): The Upshot - No. 1 Aim of Democratic Campaign Ads: Protect Pre-existing Conditions
- [Politico](#): Democrats run on pre-existing conditions — their own



Democrats
Sponsored · 🌐

BREAKING: Last week, Republicans found a new way to GUT protections for people with pre-existing conditions!
Access to affordable healthcare is at risk as long as Republicans like David Young control Congress. We deserve better.



No longer playing defense on health care, Democrats and allied groups aired nearly 56,000 TV ads focused on health care between January and July.

- [CNN](#): 30 seconds that tell the story of Democrats in 2018

While the national story often focuses on Russia, Trump's latest tweet, abuse of power, the disarray in the White House and the constant question about what the Democratic Party stands for, Democrats have opted to largely skip the national topics, focusing instead on the pocketbook issue of health care.

[...] Overall, according to political advertising tracker CMAG, Democratic spending on health care ads in Senate races is \$40.8 million and \$38.3 million in House races through September 4, outpacing ad spending on other issues by millions of dollars.



Abby Livingston ✓
@TexasTribAbby

Dccc reserves \$2 million in the Houston market and releases two new ads hitting US Rep John Culberson. Even with everything going on in the world the case Dems are making is health care health care health texpatribe.org/theblast/2018/... #tx07

7:02 AM · Sep 12, 2018

<https://twitter.com/TexasTribAbby/status/1039831492036374528?s=20>

- [CNN](#): New wave of attack ads shows Democrats on offense, Republicans on defense

DCCC national press secretary Tyler Law spoke to Democratic messaging priorities in a statement to CNN: "Democratic candidates and the DCCC have been laser focused on exposing Republican votes to increase the cost of healthcare and defining the Republican tax scam as a massive handout to large corporations and the very rich, that will lead to deep cuts to Social Security and Medicare."

Health care and anti-Trump messaging are the top two TV ad messaging themes from Democrats this cycle. According to Kantar Media/CMAG data, Democratic campaigns and outside groups have spent the most on health care ads -- \$62.3 million across all House races -- and the second most on anti-Trump ads, \$28.5 million, in 2018.

TAXES + MEDICARE AND SOCIAL SECURITY MESSAGING TIMELINE

September - October 2017: Trump and Republicans begin to discuss contours of the Republican Tax Scam

- House GOP passes budget that [paves the way](#) for Tax Scam
- [Report](#) from the nonpartisan Tax Policy Center says the Republican tax cuts amount to a massive tax cut for the wealthiest few Americans



October 28-Nov 2, 2017: DCCC conducts House battlefield poll on economy and taxes



November 16, 2017: Republicans pass the Tax Cuts and Jobs Act out of the House

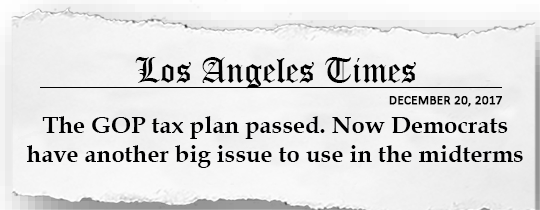


December 15, 2017: The CBO announces that the GOP Tax Scam would add [\\$1.5 billion](#) to the deficit.



December 19, 2017: Republicans pass the final version of the GOP Tax Scam

- DCCC [launches](#) holiday digital ad blitz to make it clear to voters who the Tax Scam really benefits in 50 Republican-held districts



December 20, 2017: 24 hours after passing the GOP Tax Scam, Speaker Ryan [announces](#) the GOP will cut entitlements to reduce the deficit.



December – February 2018: AAN runs pro-Tax Scam issue ads



February 2, 2018: NRCC Chairman Steve Stivers [declares](#) Republicans will focus on selling the GOP Tax Scam nonstop, saying, “If we stay focused on selling the tax reform package, I think we’re going to hold the House and things are going to be OK for us.”



February 5, 2018: DCCC [launches](#) Facebook ad campaign in 50 districts after Speaker Ryan tweets out-of-touch comments about Tax Scam

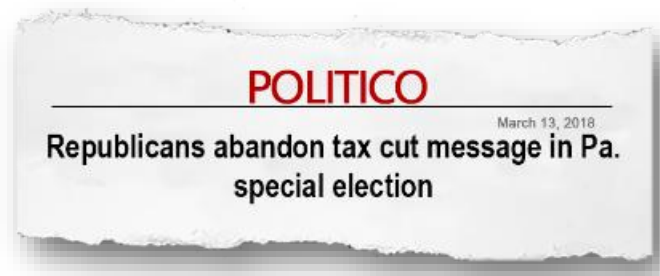
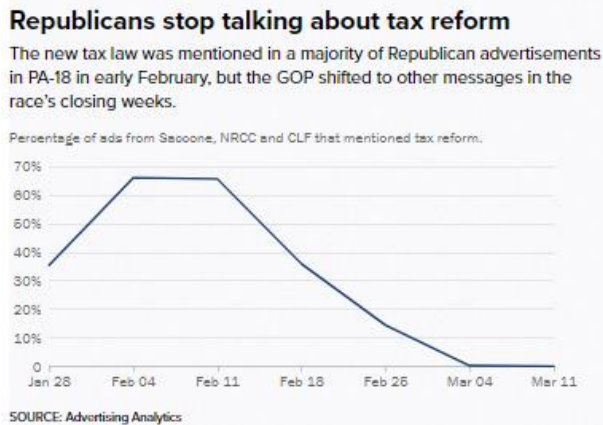


February 12-13, 2018: DCCC conducts online focus groups on the economy and tax policy.



March 14, 2018: Conor Lamb wins the PA-18 Special Election – – the first paid media test of Democrats and Republicans tax messaging.

- In ads, Conor Lamb [attacked](#) Paul Ryan for threatening to cut Medicare and Social Security after the Republican tax plan [increased the deficit](#) by \$1.5 trillion.
- [Politico](#): Republicans abandon tax cut message in Pa. special election



March 28, 2018: In an interview with Bloomberg, Congressional Leadership Fund Executive Director Corry Bliss [says](#), “The central question for November is: Does the middle think we cut their taxes? If the answer to that is yes, Republicans will keep the House... And if the answer is no, “voters will punish Republicans.”



April 16, 2017: [NBC/WSJ](#) poll shows that only 27% of American think GOP Tax Scam is a good idea



April 17, 2018: DCCC partners with 'Funny or Die' to release '[Diamond Teeth](#)' ad

- [The Hill](#): DCCC hits GOP over tax plan in new ad with comedy writer



May 4, 2018: DCCC partners with 'Funny or Die' to release second ad, '[Bonus Checks](#)'



May 21, 2018: DCCC [releases](#) national polling data that shows the tax bill's favorability dropped to (-6) in April and (-9) in May



September 12, 2018: Analysis by Kantar Media/CMAG shows that just 12 percent of all GOP TV ads have mentioned the new tax bill so far this year

- "That's out of 396,607 TV spots that have aired this year — a total of 1,039 individual ads. The supposed centerpiece of the GOP's agenda is merely a footnote." - [Huffington Post](#)



[September 20, 2018](#): Internal RNC memo concludes, 'We've Lost the Messaging Battle' on taxes, attributing it to, a fairly disciplined Democrat attack against the recent tax cuts."

Internal GOP Poll: 'We've Lost the Messaging Battle' on Tax Cuts

- [Bloomberg](#): Internal GOP Poll: 'We've Lost the Messaging Battle' on Tax Cuts
 - Americans believe by a 2-to-1 margin that the GOP tax plan benefits the wealthy and large corporations over the middle class



[October 3, 2018](#): DCCC partners with 'Funny or Die' to release third ad in the series, '[Side Table](#)'

- [Raw Story](#): 'Shut up, side table!': Watch the hilarious and blistering ad House Democrats are using to slam the GOP tax scam
- [Vox](#): The DCCC wants to remind you that you hate rich people
- [Newsweek](#): Rich People Use Average Joes As Literal Tables, Coat Racks In New Democratic Ad Attacking Republican Tax Bill

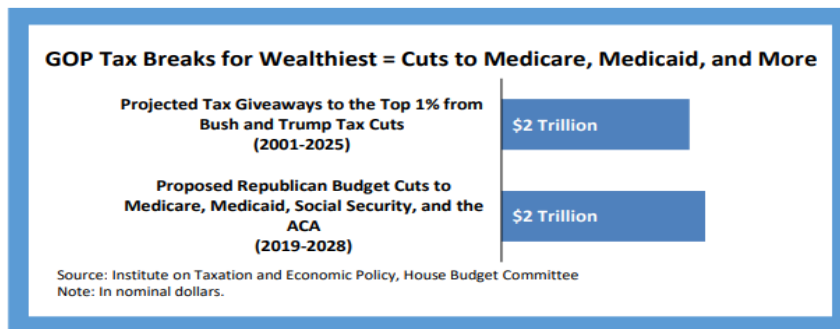


<https://twitter.com/jonfavs/status/1047525008195506176>
<https://twitter.com/mattyglesias/status/1047529715316264960>



October 23, 2018: Calculations by the non-profit Institute on Taxation and Economic Policy show that the estimated \$2 trillion cost of the Bush and Trump-era tax cuts through 2025 is the same amount which Republicans have proposed cutting from Medicare, Medicaid, Social Security and Obamacare.

- **NBC:** Democrats find new ways to talk about entitlement cuts in campaign's closing days



CULTURE OF CORRUPTION

GOP CULTURE OF CORRUPTION LOOMS -- DEMS KEEP FOCUS ON ECONOMY

- Throughout this election cycle, the dark cloud hanging over the Trump administration and the Republican Party has grown.
- **Republicans are influenced by their donors, special interest money & their own self-enrichment, over what's best for their constituents, and the American people rejected their culture of corruption.**
- We ensured that House Republicans had to answer for the Trump Administration's scandals – and their own culture of corruption. Here are some examples:
 - Rep. Rod Blum (IA-01) [being investigated by the House Ethics Committee for his gross misuse of taxpayer resources](#) to promote his anti-consumer internet company, Tin Moon.
 - Pete Stauber (MN-08) new report from the [Star Tribune](#) reveals that the GOP's hand-picked candidate has been caught campaigning on the taxpayer's dime.

- Rep. Mia Love (UT-04) was [caught by the FEC for improperly raising primary election funds to tune of more than 1 million dollars](#). An expert said: “that this is a more definitive attempt by the Love committee to game the contribution limits.”
- Rep. Scott Taylor (VA-02) had his campaign staff [investigated for election fraud over ballot signatures](#)
- Rep. Vern Buchanan (FL-16) and [his tax scam funded yacht](#)
- Rep. Duncan Hunter (CA-50) and his campaign finance funded [six-figure bar tab](#)
- Rep. Chris Collins (NY-27) was [charged with insider trading](#). Indicted Congressman Chris Collins remained on the ballot.
- Rep. John Culberson (TX-07) was caught [using campaign funds](#) as his personal piggy bank
- Rep. Pete Sessions (TX-32) was caught “[living the high life on corporate donors' dime](#)”
- Yvette Herrell (NM-02) while serving in the State house, [Herrell was caught using her elected position for her own financial gain](#) when she pocketed a half-million dollars in taxpayer funded contracts.
- Democrats continue to focus on lowering the cost of healthcare, increasing wages and bringing ethical leadership to Washington.

WSJ: Candidates' Scandals Add Headaches for Republicans Ahead of Midterms

Four House Republicans embroiled in scandals are further complicating their party's struggle to maintain a House majority in the midterm elections.

On Thursday, the nonpartisan Cook Political Report changed its forecasts for the districts of two GOP representatives, Rod Blum of Iowa and Scott Taylor of Virginia, into more competitive territory for Democrats, citing recent “bad headlines.” The move comes days after two other previously solid Republican districts were assessed to have tightened as GOP candidates' faced legal troubles.

AP: Democrats seek to keep focus on corruption, not impeachment

Instead of calling for the president's removal, corruption is the new buzzword in Democratic circles. They're not just pointing to former Trump campaign chairman Paul Manafort's conviction on tax evasion and other charges and longtime fixer Michael Cohen's plea deal implicating the president in an illegal campaign finance scheme. They've also got the indictment Tuesday of a second Republican member of Congress.

CNN: Impeachment talk still a no-go for Democrats hitting GOP's 'culture of corruption'

Meanwhile, Democratic candidates and operatives said that while Tuesday's events sharpened that corruption line of attack, the fundamentals remained that the 2018 fight will likely remain focused on issues like tax policy and health care.

"Every day, the dark cloud hanging over the Republican Party grows more ominous," said Democratic Congressional Campaign Committees spokeswoman Meredith Kelly. "House Republicans must answer for the Trump Administration's scandals -- and often their own ethical issues, while Democrats continue to focus on lowering the cost of healthcare, increasing wages and bringing upstanding, ethical leadership to Washington."

Buzzfeed: Some House Campaigns Are Being Rocked By Corruption. But What Even Is Corruption In 2018?

The Democratic Congressional Campaign Committee went on air this week with an ad attacking Virginia Rep. Scott Taylor for what the narrator describes as “a growing political scandal” surrounding fraudulent signatures in his campaign's effort to get another candidate on the ballot as a spoiler.

DCCC spokesperson Tyler Law cited “the dark cloud of scandal and corruption hanging over [Republicans’] heads,” in a press release Thursday, trumpeting a Cook Political report ratings change in that district, and in Iowa’s 1st District, after the House Ethics Committee extended an investigation into Rep. Rod Blum.

[...] “Clearly, the steady drumbeat of scandal has set the national mood and continues to be a problem for Republicans. But we’ve seen that healthcare and the economy are the most personal issue for voters,” said DCCC communications director Meredith Kelly. “Ultimately, it’s not an either or situation — candidates are talking about cleaning up the culture of corruption so that they can deliver on increasing wages and lowering healthcare costs.”