



## DCCC MEMORANDUM

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To: Interested Parties  
From: Cheri Bustos, DCCC Chairwoman  
Lucinda Guinn, DCCC Executive Director  
Date: Monday, July 27, 2020  
Subject: **99 Days Out: Aggressive Early Investment Key to Expanding the Majority**

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99 days out from an historic election, Democrats are in position to not only protect, but expand our majority further into Republican-held territory. House Democrats' strength with the election less than 100 days away is a testament to the work the DCCC has done throughout this cycle. Knowing we would need to build a massive battlefield encompassing hard won Frontline districts and new offensive opportunities, the DCCC invested early in connecting and mobilizing with our party's core supporters that were the backbone of our 2018 success.

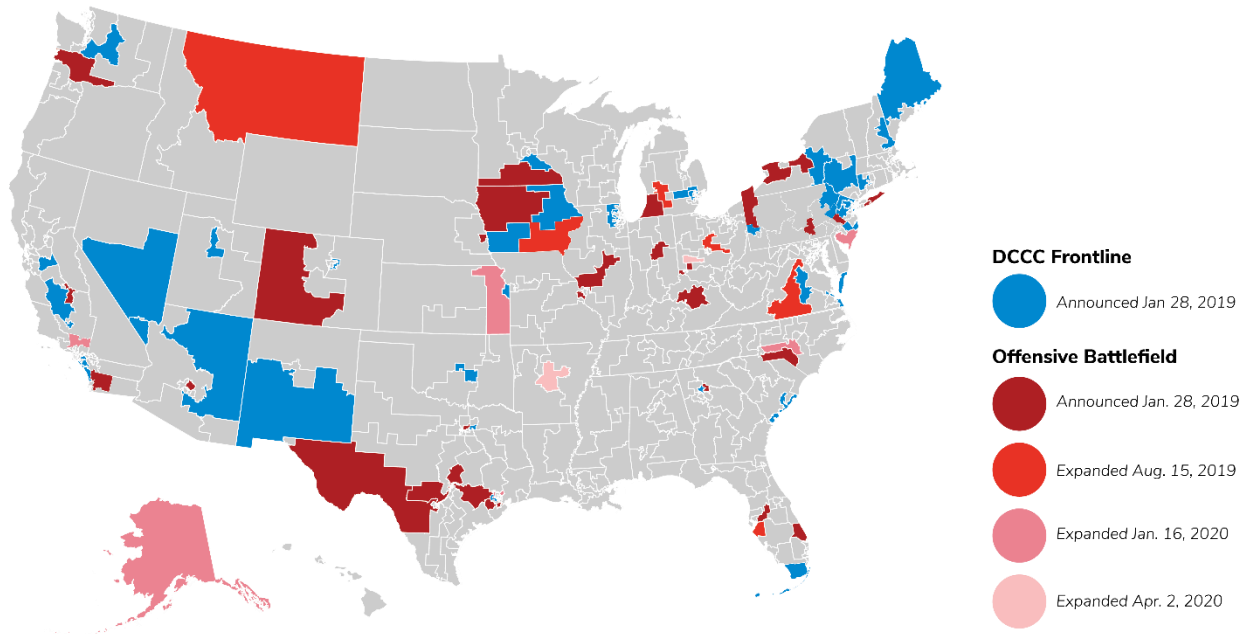
Those early investments have grown throughout the cycle, including:

- Grassroots organizing and mobilization across 73 districts, as well as launching a 'Virtual Action Center' in the middle of a pandemic to create a hub for virtual volunteers.
- The DCCC's Cycle of Engagement, an investment in field and constituency organizing and research that will inform extensive paid communication with young people and communities of color.
- The DCCC's Texas headquarters that opened in April 2019 that put early pressure on vulnerable Republicans and contributed to three of our six initial Texas targets retiring.
- A commitment of more than \$10 million, in partnership with the DSCC and the DNC, to aggressively pursue voting rights litigation across the competitive battlefield.
- A staff of over 325 political professionals working across 20 states and the District of Columbia. Reflecting the diversity of our Democratic coalition, the DCCC's senior staff is more than 59% diverse and the DCCC's HQ, IE, and Texas staff is more than 49% diverse.

Meanwhile, Republicans must grapple with the full gravity of their radioactive President, the deep unpopularity of their reckless attacks on Americans' health care and their ownership of the Trump Administration's continued failure to respond to COVID-19. Democrats are in the driver's seat and Republicans are struggling to play catchup as we conduct the final stretch of the 2020 campaign over a massive battlefield.

### DEMOCRATS BUILD MASSIVE BATTLEFIELD, STRETCHING GOP THIN

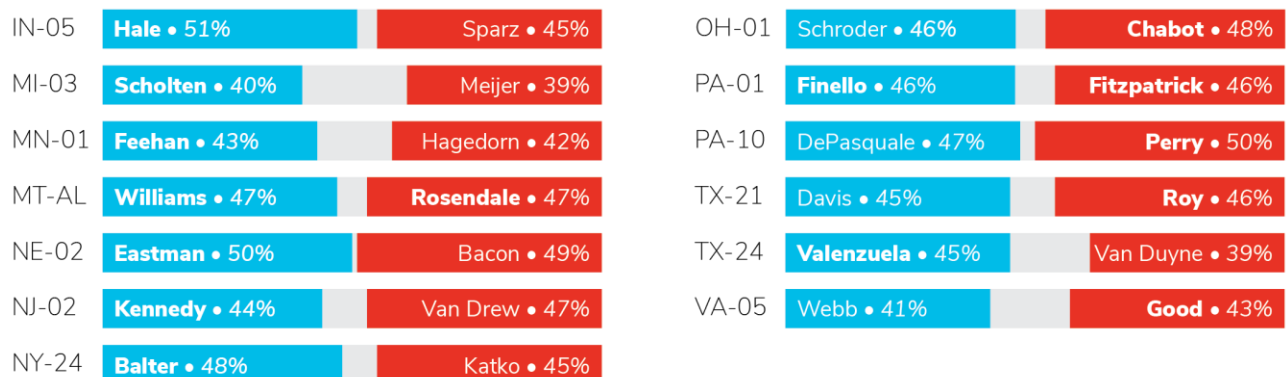
House Democrats have worked from the beginning of 2019 to build a massive battlefield that will stretch Republicans thin and force them to make difficult choices about the races they contest. This strategy carries 2018's work into the 2020 campaign and is only possible because of record-setting fundraising from Democratic candidates, Speaker Pelosi and the DCCC.



Across our 47-district offensive battlefield, the DCCC has named 30 candidates to Red to Blue, a group that reflects the diversity of our caucus and the Democratic coalition. 26 of the DCCC's 30 Red to Blue candidates are women, 12 identify as people of color, and Black women candidates outnumber white males on the list. In Q2 of 2020, 24 of those 30 challenger candidates outraised their Republican opponent. Our Red to Blue candidates are following the path of success we saw in 2018, running well financed, locally focused campaigns and putting themselves in a position to win.

But the Democratic battlefield is shaped by more than eye-popping fundraising statistics. It is defined by the strength of our candidates: farmers, doctors, veterans, educators, non-profit leaders, mental health advocates, national security experts, union members, mayors, state lawmakers, and judges.

With strong candidates across the battlefield, Democrats are well positioned to run their own races regardless of the political climate. Polling in offensive districts across the battlefield underlines those opportunities.



WINNING MESSAGE PUTS DEMOCRATS IN POSITION TO GROW MAJORITY



House Democrats have been consistent and clear that this election would be about health care. That is a continuation of our winning message in 2018 and was the core of our first national ad campaign in January 2020. It is also reflected in a May 2020 memo the DCCC released with the DNC, DSCC, DGA, DAGA, and the DLCC outlining our “plan to make health care [the] top election issue.”

That consistent message has kept Republicans on defense. We have forced Republicans to defend their plan to make health care more expensive, their lawsuit that would rip health care away from 23.3 million Americans and the Trump Administration’s failure to appropriately respond to the Coronavirus pandemic that has claimed well over 140,000 American lives.

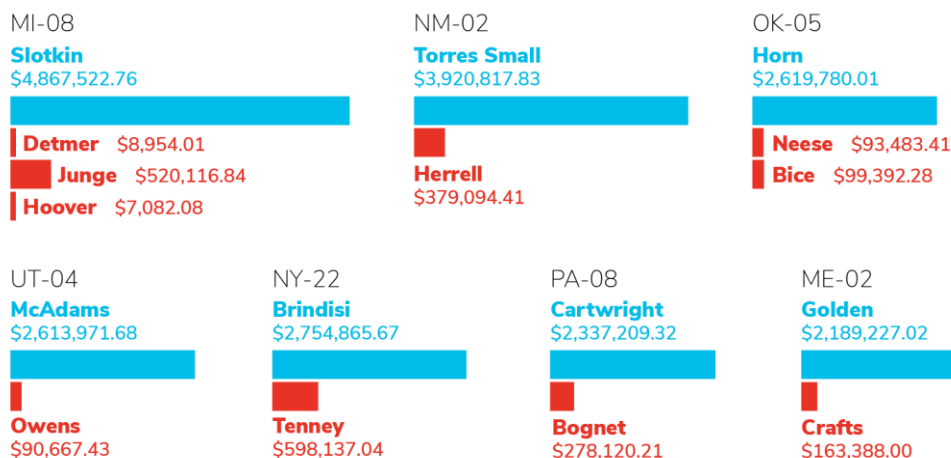
In contrast, House Democrats have consistently made improving Americans’ health care a key issue. Democrats have passed legislation to protect people with pre-existing conditions. Democrats have passed legislation to bring down the rising cost of prescription drugs. And most recently, Democrats have worked to encourage a thorough and direct response to COVID-19, including putting pressure on the Trump Administration to improve testing. Democrats have asserted that we must construct a plan to rebuild our economy while protecting the health and safety of the American people who want desperately to be able to safely return to work.

That message connects with swing voters as well as the core of the Democratic coalition, and our party is united as we march toward November.

## AGGRESSIVE FRONTLINE AND CHALLENGER FUNDRAISING GROWING THE MAP

Democrats have the resources to communicate that message and support our battlefield going into the final stretch of the 2020 campaign.

Frontline Democrats raised more than \$35 million in Q2 of 2020 and ended the quarter with more than \$126 million cash on hand. The entire Republican field running against them raised roughly \$18 million and has only \$25 million cash on hand – a 5-1 resource advantage for Democrats.



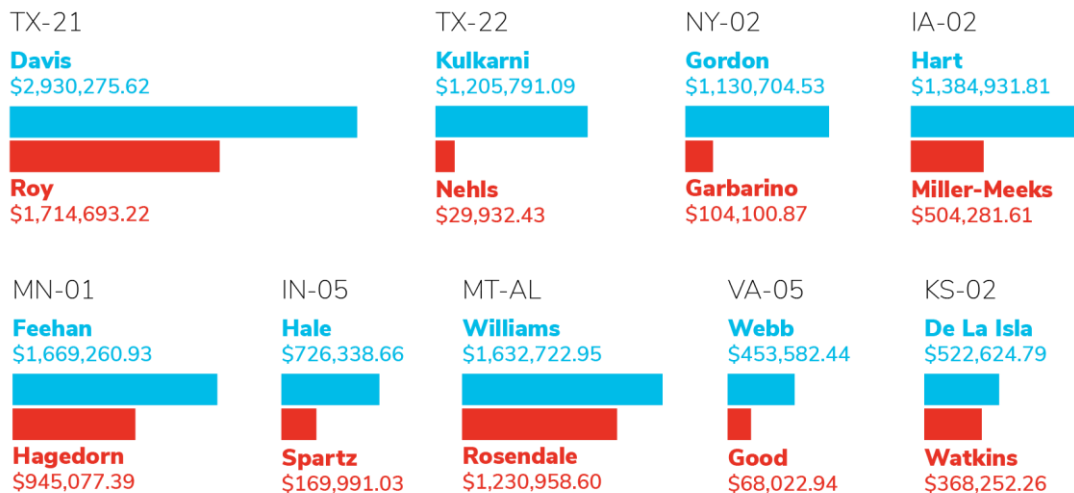
This is already paying dividends. As a result of Democrats building massive war chests early, Republicans failed to recruit strong candidates in key districts they would have needed to challenge for the majority. Additionally, in other districts, Frontline members like Rep. Joe Cunningham (SC-01), Rep. Anthony Brindisi



(NY-22), and Rep. Max Rose (NY-11) are already owning the airwaves unchallenged, defining their positive message in districts that the President won by double digits in 2016.



But it's not just Democratic Frontline members setting the fundraising pace. In Q2 of 2020, 33 Democratic challengers outraised their Republican incumbents, including 24 of the DCCC's 30 Red to Blue candidates. Additionally, 14 of our Red-to-Blue candidates have eclipsed their Republican opponents in cash on hand – an important benchmark that will keep Republicans on defense across the map.



The DCCC has also continued record-breaking fundraising, outpacing the NRCC by \$47.4 million through June of 2020, building a \$32 million cash on hand advantage. And with additional investments in grassroots fundraising, the DCCC's grassroots team raised more than \$103 million through June 2020.

## WHY WE ARE READY TO CAMPAIGN IN A PANDEMIC

The biggest challenge any party committee or candidate will face in the final 99 days of this election will be adapting to run a campaign during a pandemic. Because of our aggressive early investments in our DCCC team and organization, we are already adapting to this reality and in a strong position to manage the realities of campaigning across a massive battlefield during a pandemic:

- Responding to the need to shift organizing from in-person to online, the DCCC immediately expanded our digital mobilization program, putting Mobilization Directors in more than 30 districts. We are on track to expand that investment further.
- The DCCC launched the Virtual Action Center in May 2020 to channel the enthusiasm of voters stuck at home during the pandemic. Since the Virtual Action Center's launch, the DCCC has signed up over



50,000 volunteers, with more than 22,000 individual volunteers signing up for 489 virtual campaign events in June alone.

- Recognizing Republicans would stop at nothing to limit voting access during this pandemic, the DCCC adapted its cycle-long litigation strategy with an added focus on the need to protect and expand vote by mail options.
- With vote by mail more important than ever, the DCCC has used Special Elections conducted during COVID-19 as a testing ground for VBM best practices. Lessons learned from those Special Elections will be deployed across the battlefield.

## THE TAKEAWAY

Putting together the message, the money, and the mobilization tools needed to win an election across a historically large battlefield is a full cycle's worth of work. 99 days out and in the middle of a pandemic, our organization is battle-tested and well-tuned to run a campaign in an unprecedented environment and our voters know what is at stake in this election. Together, we are ready to protect and expand their Democratic House while closing the book on a trying chapter in American history.