**Online and DC Based Support Efforts**

**Volunteer Recruitment Video**

Leader Pelosi would record a direct-to-camera video to supporters of the DCCC and our candidates to explain the stakes of 2014 and make the hard ask for people to take action. This video would be combined with volunteer recruitment emails, social media blasts and be used at major volunteer events throughout the cycle.

***Ideal Timing*** *September and October GOTV Edition*

***Targeted Audience:*** *Base Supporters and Volunteer Prospects Nationwide*

**National “The Time Is Now” Live Video Conference Call with Supporters**

Leader Pelosi would participate in a live video conference call with supporters, explaining the stakes of 2014 and making a hard ask for people to take action. This video would be combined with volunteer recruitment emails, social media blasts and be used at major volunteer events.

***Ideal Timing:*** *Mid-October (Ahead of GOTV)*

***Targeted Audience:*** *Base Democratic Supporters and Volunteer Prospects Nationwide*

**National “The Time Is Now” Volunteer Recruitment Email**

Leader Pelosi would explain the stakes of 2014 and make a hard ask for people to take action in this election. This would generate volunteer prospects that our field team could immediately use to build a much-needed volunteer base.

***Ideal Timing:*** *Mid-October (Ahead of GOTV)*

***Targeted Audience:*** *Base Supporters and Volunteer Prospects Nationwide*

**Volunteer “Thank You” Video**

This video would be from Leader Pelosi to thank those people who take action. We would automate or regularly send this video to everyone who volunteers for the first time in 2014.

***Ideal Timing:*** *Week after Labor Day and in Late September (Ahead of GOTV Push)*

***Targeted Audience:*** *Base Supporters and Volunteer Prospects Nationwide*

**National GOTV Kickoff Conference Call**:

Leader Pelosi would lead a national volunteer call that volunteers would be encouraged to join ahead of the big national push for GOTV. The primary ask would be for volunteers to sign up for multiple GOTV shifts.

***Ideal Timing:*** *Mid-October (Ahead of GOTV Push)*

***Targeted Audience:*** *Base Supporters and Volunteer Prospects Nationwide*

**National GOTV Volunteer Web Video**:

Leader Pelosi would launch our “Action Center” on the new DCCC website and make a hard ask of folks to sign up for GOTV shifts specifically. This would be a big boost in the final days of GOTV shift recruitment efforts.

***Ideal Timing:*** *Early October (Ahead of GOTV Push)*

***Targeted Audience:*** *Base Supporters and Volunteer Prospects Nationwide*

**Continued “1 Million Votes” Commit to Vote Campaign Amplification**

Participate in amplification efforts of the 1 Million Votes campaign to collect commitments from sporadic or new voters in 2014.

* Direct-to-camera video encouraging people to commit to vote
* Taking #1MORE Selfie to amplify the message for supporters to commit to vote
* Tweeting or utilizing social media to amplify online commits to vote

***Ideal Time Needed:*** *Anytime in September*

***Targeted Audience:*** *Sporadic Midterm and First Time Voters*

**Early Vote Push**

Participate in efforts to push early voting in person or by mail in targeted states or districts.

* Direct-to-camera video encouraging people to vote early by mail or in-person
* Email to voters, volunteers and supporters to commit to vote early

***Ideal Timing:*** *Mid to Late September*

***Targeted Audience:*** *First Time, Sporadic and Base Voters in Targeted Districts with Early Vote*

**District Travel Requests**

Nationwide Volunteer Mobilization Tours (Universe District Travel Requests):

* **Volunteer GOTV Trainings Tour**: Leader Pelosi would participate in a multi-stop tour to visit the larger volunteer and/or staff GOTV trainings in key districts and fire up our volunteers directly. The major ask would be for volunteers and staff to give their all in the final weeks of preparation for GOTV. This would helpful to EVERY targeted district nationwide.
* **Early Vote Kickoff Tour**:  Leader Pelosi would participate in a tour of events in states with early voting. These kickoff events on the first week of Early Vote (October 20th-25th in most districts) would serve to surge the turnout of our base voters and supporters early, so that they can contribute more to volunteering in their district. This would helpful to EVERY targeted district with early voting nationwide.

**Top Priority States**

If Leader Pelosi’s travel is limited to late October and GOTV weekend, our priority states are:

**California** (Los Angeles, San Francisco)

**Illinois** (Chicago suburbs, Central Illinois)

**New York** (Long Island, New York City, Syracuse)

**Florida** (Tallahassee, Orlando, South Florida)

**Colorado** (Aurora, Denver)

**Arizona** (Phoenix)

**SEPTEMBER (Voter Registration & Volunteer Recruitment)**

**California** ***(Southern)***

*Voter Registration in California is critical and many target districts have upwards of 80,000 unregistered likely Democratic voters. September will be the last surge of voter registration efforts in California.*

Rep. Lois Capps (CA-24) – Santa Barbara

Rep. Julia Brownley (CA-26) – Ventura County (L.A. suburbs)

Candidate Pete Aguilar (CA-31) – Democratic primary on June 6th

Rep. Scott Peters (CA-52) – San Diego

Candidate Amanda Renteria (CA-21) – Bakersfield (GOP Incumbent: Rep. David Valado)

***Florida***

A voter registration event in Illinois would help push voter registration, as well as recruit volunteers that would take action collecting voter registrations. An event in Florida would also help the gubernatorial race. Our targeted candidates in Florida are:

***FL (Tallahassee)***

Candidate Gwen Graham (FL-02, Southerland)—Red To Blue candidate

***FL (Orlando)***

Rep. Joe Garcia (FL-26)

Rep. Patrick Murphy (FL-18)

Candidate Gwen Graham (FL-02, Southerland)—Red To Blue candidate

***FL (South)***

Rep. Joe Garcia (FL-26)

Rep. Patrick Murphy (FL-18)

Candidate Gwen Graham (FL-02, Southerland)—Red To Blue candidate

***Illinois***

A voter registration event in Illinois would help push voter registration, as well as recruit volunteers that would take action collecting voter registrations. An event would also help the gubernatorial race. Our targeted candidates in Illinois are:

***IL (Chicago/All)***

Rep. Cheri Bustos (IL-17)

Rep. Bill Enyart (IL-12)

Rep. Brad Schneider (IL-10)

Candidate Ann Callis (IL-13, Davis)—Red To Blue candidate

**LATE SEPTEMBER (Early Vote Pushes)**

***Arizona***

We expect 67% of the vote to happen by mail in Arizona, making Vote by Mail a very important of our strategy here. An event in Phoenix could help all of our candidates as well as the gubernatorial campaign. Our targeted campaigns in Arizona are:

 ***AZ (Phoenix)***

 Rep. Ron Barber

 Rep. Ann Kirkpatrick

 Rep. Kyrsten Sinema

**California** ***(Southern)***

*Voter Registration in California is critical and many target districts have upwards of 80,000 unregistered likely Democratic voters. September will be the last surge of voter registration efforts in California.*

Rep. Lois Capps (CA-24) – Santa Barbara

Rep. Julia Brownley (CA-26) – Ventura County (L.A. suburbs)

CA-31 Pete Aguilar – Democratic primary on June 6th

Rep. Scott Peters (CA-52) – San Diego

Candidate Amanda Renteria (CA-21) – Bakersfield (GOP Incumbent: Rep. David Valado)

**Illinois**

Illinois Voter Registration is a critical element of the path to victory throughout Illinois. In these key districts a visit to energize volunteers and reinforce the importance of voter registration will be a very valuable boost.

Rep. Brad Schneider (IL-10) – Chicago suburbs

Rep. Bill Enyart (IL-12) – East St. Louis

Candidate Ann Callis (IL-13) – East St. Louis (GOP Incumbent: Rep. Rodney Davis)

Rep. Cheri Bustos (IL-17) – Quad Cities/Peoria

**New York**

New York Voter Registration is a critical element of the path to victory throughout the state. In these key districts a visit to energize volunteers and reinforce the importance of voter registration will be a very valuable boost.

Candidate Domenic Recchia (NY-11) – Staten Island (GOP Incumbent: Rep. Michael Grimm)

Rep. Dan Maffei (NY-24) – Syracuse

***Colorado***

Recent changes to Colorado law require that all registered voters receive a Vote by Mail ballot for each election, which is likely to increase the rate of early voting beyond the 82% seen in 2012. A turnout event in Denver or Aurora could also help the Senate race. Our targeted candidate in Colorado is:

 ***CO (Denver, Aurora)***

Candidate Andrew Romanoff (CO-06, Coffman)—Red To Blue candidate

***Florida***

We expect roughly 55% of the vote to happen by mail in Florida, making Vote by Mail a significant part of our turnout strategy here. The Vote by Mail window varies by county but generally starts 30 days before Election Day. A turnout event in Florida would also help the gubernatorial race. Our targeted candidates in Florida are:

***FL (Tallahassee)***

Candidate Gwen Graham (FL-02, Southerland)—Red To Blue candidate

***FL (Orlando)***

Rep. Joe Garcia (FL-26)

Rep. Patrick Murphy (FL-18)

Candidate Gwen Graham (FL-02, Southerland)—Red To Blue candidate

***FL (South)***

Rep. Joe Garcia (FL-26)

Rep. Patrick Murphy (FL-18)

Candidate Gwen Graham (FL-02, Southerland)—Red To Blue candidate

***Illinois***

Illinois recently switched to a “no fault absentee” system, so we will make a big push for people to Vote by Mail. A turnout event in Illinois would help push that effort, as well as help the gubernatorial race. Our targeted candidates in Illinois are:

***IL (Chicago/All)***

Rep. Cheri Bustos (IL-17)

Rep. Bill Enyart (IL-12)

Rep. Brad Schneider (IL-10)

Candidate Ann Callis (IL-13, Davis)—Red To Blue candidate

***Iowa***

We expect roughly 43% of the vote to happen by mail in Iowa, making Vote by Mail an important part of our turnout strategy here. The Vote by Mail window begins on September 20th. A turnout event in Des Moines could also help the Senate race. Our targeted candidates in Iowa are:

***IA (Des Moines)***

Candidate Staci Appel (IA-03, OPEN)—Red To Blue candidate

**OCTOBER**

***Massachusetts***

An event in Boston would generate turnout activity in several key districts, as well as help the gubernatorial campaign. Our targeted campaigns in the area are:

***MA (Boston)***

Rep. Elizabeth Esty (CT-05)

Rep. Annie Kuster (NH-02)

Rep. Carol Shea-Porter (NH-01)

Rep. John Tierney (MA-06)

***New Hampshire***

An event in New Hampshire would generate turnout activity in several key districts, as well as help the Senate and gubernatorial campaigns. Our targeted campaigns in the area are:

***NH (All)***

Rep. Annie Kuster (NH-02)

Rep. Carol Shea-Porter (NH-01)

***New York***

An event in New York would generate turnout activity in many important districts, especially with nothing driving turnout from the top of the ticket. Our targeted campaigns in the area are:

***NY (Long Island, New York City, Western NY)***

Rep. Tim Bishop (NY-01)

Rep. Sean Patrick Maloney (NY-18)

Rep. Dan Maffei (NY-24)

Candidate Domenic M. Recchia Jr. (NY-11, Grimm)—Red To Blue candidate

Candidate Martha Robertson (NY-23, Reed)—Red To Blue candidate

Candidate Sean Eldridge (NY-19, Gibson)

Candidate Aaron Woolf (NY-21, OPEN)

***Virginia***

A turnout event in Northern Virginia would activate the base for our targeted campaigns and would also help the Senate race. Our targeted candidates in Virginia are:

***VA (McLean, Virginia Beach, Richmond)***

Candidate Suzanne Patrick (VA-02, Rigell)—

Candidate John Foust (VA-10, OPEN)—Red To Blue candidate