

DCCC



Battleground Brief

While House Republicans lurch further to the right in the wake of Majority Leader Eric Cantor's unprecedented primary defeat, House Democrats are on offense with an agenda that puts middle class families first.

In the past several weeks alone, House Democrats took our women's economic agenda on the road to competitive districts across the country, and we've expanded our offensive playing field with promising additions to our signature Red to Blue and Emerging Races program. The DCCC is also putting our major cash-on-hand advantage to work in field and on the air, with a \$43.5 million reservation of TV ad time for 36 races this fall – while the NRCC has reserved in only 26 races.

The DCCC also continues to run laps around House Republicans in fundraising, besting them again in May by \$1.3 million and maintaining a cash advantage of nearly \$11 million.

DCCC ACTIVITY:

LEADER PELOSI AND HOUSE DEMOCRATS EMBARK ON 'WOMEN ON A ROLL' BUS TOUR

Over four days and eight cities, Leader Pelosi and House Democrats launched a national bus tour: "When Women Succeed, America Succeeds: Women on a Roll." The tour generated enthusiastic crowds of hundreds of Americans and glowing press coverage as the bus traveled from historic Seneca Falls, New York to Chicago. At each stop, Leader Pelosi and House Democrats showcased the Women's Economic Agenda, key issues that are critical to improving the lives of women and families: equal pay, affordable childcare, paid sick leave and raising the minimum wage. Joining the leaders on stage were women who told their stories of how the Women's Economic Agenda would help their families make ends meet.

Women are a key audience for the 2014 midterms, with dropoff among unmarried women predicted to be in the double digits – and House Democrats are showing them that the election matters. As Leader Pelosi said, when women vote, women succeed, and when women succeed, America succeeds."

See a sampling of the coverage:

- Congressional Democratic Women Host Nationwide Bus Tour, Promote Equal Pay, Women's Economic Agenda [MSNBC, [6/5/2014](#)]
- House Democrats Set Off to Energize the Faithful, With a Focus on Women [New York Times, [6/5/14](#)]
- Leader Pelosi's Bus Tour Wraps Up in Chicago, Encourages Women to Vote [WBEZ-FM, [6/4/2014](#)]
- Nancy Pelosi Stops in Toledo to Push Economic Agenda [WTVG, [6/3/2014](#)]
- Pelosi Pushes Women's Economic Agenda in Lowell Campaign Swing [Lowell Sun, [6/3/2014](#)]

- Women’s Bus Tour Rolls into Seneca Falls, Promotes “When Women Succeed, America Succeeds” Message [WXXA, [6/2/2014](#)]
- Pelosi Will Hit The Road To Rally Single Women Voters [Huffington Post, [5/23/2014](#)]

Watch a clip of DCCC Red to Blue Chair Congresswoman Donna Edwards as she highlights the bus tour and Democrats’ midterm strategy to get women to the polls this fall:



DCCC CONTINUES FUNDRAISING DOMINANCE

The DCCC once again outraised the NRCC in monthly fundraising, raising a record \$7.3 million and outraising the NRCC by \$1.3 million. The DCCC also maintains a commanding cash-on-hand advantage of nearly \$11 million, with \$45.9 million in the bank compared to just \$35.2 million for the NRCC.

Our success is fueled by four factors:

- Your support—thank you for all of your help so far this cycle. We cannot be successful without you.
- Both Leader Pelosi and DCCC Chairman Steve Israel are keeping up a record pace of fundraising across the country. Leader Nancy Pelosi continues to be our fundraising leader, and Chairman Israel surpassed former Chairman Rahm Emanuel’s fundraising record for the committee.
- 90 percent of Democrats in the House have paid some dues to the DCCC already for the cycle.
- Our grassroots donors continue to step up like never before—in April alone the DCCC raised \$2.3 million online.

Read some of the coverage of our fundraising success here:

- “NRCC Trails DCCC in May Fundraising” [Roll Call, [6/20/14](#)]
- “DCCC raises \$7.3 Million in May” [The Hill, [6/20/14](#)]
- “House Democrats’ Campaign Arm Outraises GOP in May” [AP, [6/20/14](#)]

DCCC RESERVES \$43.5 MILLION IN AD TIME

The DCCC’s Independent Expenditure arm reserved nearly \$44 million in fall TV ad time in 36 districts across the country, making it the DCCC’s largest-ever reservation and the biggest from any party campaign committee this year. The NRCC also announced fall ad reservations—and they are failing to keep up with the DCCC. They reserved less than \$30 million in airtime in just 26 districts, proving their fundraising deficit is preventing them from keeping up with our expansive battlefield.

The [AP wrote](#) that “the spending figures reflect the significant fundraising advantage Democrats have built over Republicans.” The DCCC’s reservations include a nearly-even combination of offense and defense, with the committee spending to protect 19 incumbents and to defeat 17 Republicans. The early reservations will also allow the committee to save as much 35 percent on the cost of airtime.

See a sampling of coverage of the IE ad reservations:

- DCCC Reserves \$43.5 Million in TV Airtime for Midterms [Roll Call, [5/29/14](#)]
- Where House Democrats are spending Campaign Cash [AP, [5/29/14](#)]
- House Dems Reserve \$44M in Fall Airtime [The Hill, [5/29/14](#)]

BATTLEFIELD UPDATE:

DCCC ADDS TEN CANDIDATES TO RED TO BLUE

In a move that expands the midterm House battlefield into more Democratic pickup opportunities, DCCC Chairman Steve Israel added ten candidates to the Committee's highly-competitive Red to Blue program, and added five additional candidates to the Emerging Races program.

The DCCC's signature offense program now features 40 pickup opportunities: 28 Red to Blue candidates and districts and 13 Emerging races and districts. The candidates in these races earned a spot on Red to Blue by surpassing aggressive fundraising, organization and infrastructure goals.

The following candidates were added to the Red to Blue Program:

AR-04 – James Lee Witt
CA-10 – Michael Eggman
CA-31 – Pete Aguilar
IA-01 – Pat Murphy
IA-04 – Jim Mowrer

ME-02 – Emily Cain
NE-02 – Brad Ashford
PA-06 – Manan Trivedi
PA-08 – Kevin Strouse
WV-02 – Nick Casey

The following candidates were added to the Emerging Races Program:

IN-02 – Joe Bock
KY-06 – Elisabeth Jensen
MN-02 – Mike Obermueller
ND-AL – George Sinner
WV-01 – Glen Gainer

RELEVANT NEWS:

- **DCCC touts outreach to female voters** “National Democrats are touting “unprecedented” outreach to female voters this cycle in an attempt to mitigate the expected turnout dropoff among that core Democratic base constituency... To combat that, [DCCC Executive Director Kelly] Ward writes in the memo, Democrats will aggressively push the party's message of economic populism and emphasize the belief that ‘when women succeed, America succeeds.’” [The Hill, [6/2/14](#)]
- **How Eric Cantor's Defeat Could Hurt Republican Fund-Raising** “Eric Cantor's primary defeat by David Brat on Tuesday means that House Republicans will lose one of their best fund-raisers, and a crucial link to some major donors the party is otherwise not close to... Mr. Cantor has also shown an ability to raise money from donors some Republicans struggle to attract —and that will be harder for the party to replace.” [New York Times, [6/11/14](#)]
- **On The Road With 15 Congresswomen Trying To Get Women To Vote** “The camaraderie among the congresswomen was evident as they barreled through Massachusetts on a bus with a giant slogan splashed on the side: ‘When Women Succeed, America Succeeds.’ At each stop of the tour, which

started in Seneca Falls, N.Y., and ended in Chicago on Wednesday, the lawmakers would pile out of the bus and talk to a gathering of mostly women voters about what's at stake in the November midterm elections, including Democrat-sponsored proposals like equal pay legislation, paid family and medical leave, expanding affordable childcare for working parents and raising the minimum wage.” [Huffington Post, [6/4/14](#)]

- **GOP says ‘Hey Ladies’ But Little Else About Winning Women** “At an event in New Orleans to discuss Republican outreach to women, their plan seemed to consist of makeup tips and advice to distrust the media. The event was billed as the ‘Winning Women Voters’ brunch... But for nearly two hours, attendees learned very little about how to win women voters, or even about whether or not the Republican Party has a plan to do so going forward.” [The Daily Beast, [5/30/14](#)]
- **Giddy Dems’ new strategy: Watch the GOP implode** “After all, strategists don’t expect most voters knew there was a primary in Virginia this week — or will care what the results were by next month, let alone by the fall. But they do think the conversation Cantor’s loss sparked in the coverage has helped feed a larger sense of Republican extremism and obstructionism. ‘Dave Brat is not a brand. The Republican lurch to the right is a brand,’ said Democratic Congressional Campaign Committee Chairman Steve Israel (D-N.Y.). ‘The Brat win is Exhibit A in our argument, but there are lots of exhibits to our argument. It accelerates the GOP’s move to the right.’” [Politico, [6/12/14](#)]
- **Field Marshal: Steve Israel and the Battle for Congress** “Just because Israel won’t hazard a prognostication as to how many seats the Democrats will wind up with in the House when the final ballots are tabulated on Election Day does not mean that he doesn’t spend all day, every day, doing everything he can to arrive at as close to an educated guess as possible... Beyond refining the DCCC’s global strategy in real time to the ever-changing contours of the 24/7 news cycle, Israel personally checks in each week with every candidate the national committee has designated as running in a ‘red-to-blue’ district, as well as every hopeful whose races the committee has labeled ‘emerging,’ which comes out to between 30 and 40 in all. Weekends he emails every single one of these candidates ‘religiously.’” [City & State, [5/28/14](#)]

BY THE NUMBERS:

This Republican Congress continues to be toxic, and they have driven confidence in Congress to a record-low of 7 percent, [according to Gallup](#)—that’s the lowest rating Gallup has ever recorded for any institution in the past 40 years.

One reason why approval of this Republican Congress remains abysmal is their continued dominance by the Tea Party which [NBC News described](#) as being “in a VERY different place on key issues -- than both non-Tea Party Republicans and the general population. It’s a stunning contrast.”

- On immigration reform, for example, just 19 percent of Tea Party Republicans believe immigration helps the United States, while in the country at large, a plurality (47 percent) believe immigration helps the U.S.

On the issues, Democrats continue to emphasize the most important issue to voters: the economy.

- When [Gallup](#) asked voters to name the most important problem facing the country, 44 percent named an economic issue—“significantly higher” than in most past midterm election years.
- 84 percent of voters in the [most recent ABC/Washington Post poll](#) named the economy as one of the important issues in determining their vote for Congress—higher than any other issue.

UPCOMING EVENTS:

- **Wednesday, July 9, 2014**
DCCC Dinner with President Obama
Dallas, TX
Contact: Amelie LeBreton,
lebreton@dccc.org, (202) 485-3403
- **Wednesday, July 23, 2014**
DCCC Luncheon with President Obama
Silicon Valley, CA
Contact: Dan Boysen, Boysen@dccc.org,
(202) 485-3448
- **Friday, August 15, 2014 - Sunday, August 17, 2014**
DCCC Napa Valley Weekend and Issues Conference
Napa, CA
Contact: Amy Soenksen,
Soenksen@dccc.org, (202) 485-3419
- **Friday, August 22, 2014**
Jared Polis Majority Fund Reception
Boulder, CO
Contact: Hannah Bruce, bruce@dccc.org,
(202) 485-3532
- **Friday, August 22, 2014**
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