

DCCC

Battleground Brief

House Republicans left Washington this August in their weakest position since they shut down the government. With House Republican leaders powerless before their Tea Party base, they limped into the 5-week August recess after allowing Steve King and Ted Cruz to hijack their agenda, further damaging their record that already alienates swing voters, energizes Democrats and turns off Hispanics, proving once again that they are simply incapable of governing.

While House Republicans waste time and taxpayer dollars on partisan political stunts, House Democrats are proposing a comprehensive, jobs-focused agenda— the “Middle Class Jumpstart” — that puts the middle class first.

DCCC ACTIVITY:

**HOUSE DEMOCRATS UNVEIL “MIDDLE CLASS JUMPSTART”**

In July House Democrats rolled out their 100-day action plan to put the middle class first. Within 100 days of a Democratic House Majority taking office, Democrats pledge to pass bold, concrete initiatives to jumpstart the middle class. Our Middle Class Jumpstart has three prongs:

* **Make it in America**: While Republicans have repeatedly voted to give tax breaks to companies that ship jobs overseas and block needed investments in our infrastructure, Democrats will provide tax incentives for good-paying jobs here at home, boost job growth and modernize our infrastructure by building roads, bridges and broadband technology. Democrats will also raise the minimum wage to $10.10 per hour to help working families get ahead.
* **When Women Succeed, America Succeeds**: House Democrats will pass the Paycheck Fairness Act – repeatedly blocked by Republicans – to guarantee equal pay for equal work for men and women. We will increase access to affordable childcare, ensure paid sick leave and strengthen the Violence Against Women Act.
* **Affordable and Accessible Education**: Democrats will help Americans refinance their college loans at new, lower rates, increase access to Pell Grants for higher education and increase access to effective early childhood learning. Meanwhile, Republicans have done the opposite, voting to pile more debt on the backs of students and families by preventing student loan refinancing and voting to cut Pell Grants.

See a sampling of the coverage of our Middle Class Jumpstart:

* “House Democrats roll out policy “action plan” ahead of midterms” [CBS News, [7/16/14](http://www.cbsnews.com/news/house-democrats-roll-out-policy-action-plan-ahead-of-midterms/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+CBSNewsTheSkinny+(CBS+Evening+News%3A+The+Skinny))]
* “House Dems Pitch ‘First 100 Days’” [The Hille, [7/16/14](http://thehill.com/homenews/house/212415-house-dems-pitch-first-100-days#ixzz37e7n80Vg)]

**ENERGIZED GRASSROOTS LEAD TO FUNDRAISING JUGGERNAUT**

House Republicans’ obsession with pleasing their base has backfired spectacularly: it has energized our grassroots supporters and created a Democratic fundraising juggernaut.

In the run-up to the House vote on Republicans’ lawsuit and following increased right-win impeachment chatter, the DCCC had its best online fundraising week of all time, with more than $4.8 million raised from over 240,000 donations. On Monday, July 28, the DCCC had its best single day of the cycle, raising $1 million in one day. With an average donation of just $19, ordinary Americans are joining together to build a movement that says, “enough is enough” to House Republicans.

The DCCC continues to trounce the NRCC, raising $25.3 million in the second quarter—including $10.9 million in June alone. The DCCC also maintains a commanding $8.4 million cash-on-hand advantage, with $50.9 million in the bank—this puts us $18 million ahead of our cash-on-hand at this point in the 2012 cycle.

In addition to our outstanding grassroots supporters, our success is fueled by four additional key factors:

* 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.

* President Obama held two fundraising events for the DCCC in July, bringing to eight his total events held for us this year. This is on top of the eight fundraisers the President held for the committee in 2013.
* More than 90 percent of Democrats in the House have paid some dues to the DCCC already for the cycle.
* Outstanding supporters like you.

See a sampling of coverage of our grassroots and fundraising success:

* “Dems’ House Campaign Raises Almost $5M This Week” [ABC News, [8/1/14](http://abcnews.go.com/Politics/wireStory/dems-house-campaign-raises-5m-week-24807294)]
* “House Democrats Have Raised $7.6M Online Since GOP Announced Plans to Sue Obama” [The Washington Post, [7/29/14](http://www.washingtonpost.com/blogs/post-politics/wp/2014/07/29/house-democrats-have-raised-7-6m-online-since-gop-announced-plans-to-sue-obama/)]
* “Proposed GOP Lawsuit against Obama Backfires, Helps Democrats Raise Millions [Huffington Post, [7/29/14](http://www.huffingtonpost.com/2014/07/29/obama-impeachment-democra_n_5630211.html)]
* “House Fundraising: Democrats Again Beat GOP” [Wall Street Journal, [7/15/14](http://blogs.wsj.com/washwire/2014/07/15/house-fundraising-democrats-again-beat-gop/)]

**ONE MILLION VOTES FOR 2014**

The margin in the 65 closest races in 2012 was roughly one million votes, and we know that preventing voter drop-off will be key to winning in close races again in 2014. That is why the DCCC launched our commit-to-vote effort, “1 Million Votes for 2014”—our goal is to reach these drop-off voters, and get one million voters to fill out a commit-to-vote card.

Scientific evidence shows the importance of reminding a voter of their commitment to vote—in fact, sending voters their commitment cards back in the final two weeks before an election can be as effective as a door knock. In our first weekend of action, nearly 6,000 Americans filled out commit cards in person.

First Lady Michelle Obama also recorded and tweeted her own commit to vote video, leading to our single best @DCCC Twitter engagement day of the cycle, and drove 120,000 people to commit to vote online in just 24 hours.

Watch the video, commit to vote and tweet your commitment [here](http://www.dccc.org/page/-/onemillionvotesfor2014/index.html?utm_content=buffere1e0e&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer).

Chairman Israel [told the Hill](http://thehill.com/blogs/ballot-box/house-races/213312-dccc-looks-for-1m-vote-commitments-for-fall#ixzz38TPjk6OL) that “’1 Million Votes for 2014’ will be the centerpiece of the largest field program House Democrats have ever put on the ground for a midterm election.  We’ve been outraising the Republicans and now we’re going to out-organize them as we build a campaign infrastructure to win this November.”

**DCCC LAUNCHES SPANISH-LANGUAGE ADS**

Following House Republicans’ failure to solve the crisis at the border and vote to deport DREAMer children the DCCC launched paid online ads in Spanish targeting House Republicans.

Ads like this one ran in districts where immigration is a potent issue:



Text translation: Failure! Congressman Coffman is part of the problem, and his leaders are hurting our DREAMers. He’s failing our community. Shame on him!

See a sampling of coverage of the ads:

* “Dems Seize Political Opportunity in House Border Votes” [The Hill, [8/4/14](http://thehill.com/blogs/floor-action/house/214258-dems-seize-political-opportunity-in-house-border-votes#ixzz39S1dKTuM)]
* “Democrats Attack Rep. Joe Heck on Immigration in Spanish-Language Ad” [Las Vegas Sun, [8/4/14](http://lasvegassun.com/news/2014/aug/04/democrats-attack-rep-joe-heck-immigration-online-a/)]
* “DCCC Targeting Pearce, Others over Border Votes” [New Mexico Telegraph, [8/4/14](http://www.nmtelegram.com/2014/08/04/dccc-targeting-pearce-others-over-border-votes/)]

RELEVANT NEWS:

* **Chairman Israel: Democrats, Republicans Have a Stark Contrast in Priorities** “If you want a crystal clear illustration of what is at stake in this November’s elections, look no further than what the two parties were up to Wednesday. On the steps of the Capitol, I joined House Democrats in rolling out our “Middle Class Jumpstart” — a 100-day economic action plan to jumpstart the stalled middle class and put families ahead of special interests. House Democrats stood united, offering solutions that tackle the defining challenge of our time: supporting and growing the middle class. Meanwhile, in a hearing room across the street, Republicans gaveled to order a committee hearing on Speaker John Boehner’s (R-Ohio) latest political stunt: a frivolous taxpayer-funded lawsuit against the president.This stark contrast has become par for the course with this Republican Congress.” [The Hill, [7/22/14](http://thehill.com/opinion/op-ed/213049-democrats-republicans-have-a-stark-contrast-in-priorities#ixzz38F7RfSgg)]
* **House Democrats Claim Momentum Heading Into August “**House Democrats head into the August congressional recess and the fall campaign season with a newly energized base after some unpopular moves by their Republican counterparts, the head of the Democratic campaign committee argues in a new memo…Democratic Congressional Campaign Committee executive director Kelly Ward touted the DCCC's end-of-July fundraising spree, criticized House Republicans' border bill, and called their vote to take President Obama to court out of the mainstream in the memo, which was obtained by National Journal.” [National Journal, [8/4/14](http://www.nationaljournal.com/politics/house-democrats-claim-momentum-heading-into-august-20140804)]
* **GOP Disarray Hands Democrats a Big Midterm Gift** “Another stunning legislative embarrassment for House Republicans has handed Democrats a mighty big talking point over the next three months until the midterm elections: The GOP is incapable -- if not unwilling -- to govern, they will argue… : If Democrats hold serve in November (retain control of the Senate, minimize losses or even pick up seats in the House), we'll all look back on the last two days as the week the GOP blew it.” [NBC News, [8/1/14](http://www.nbcnews.com/politics/first-read/gop-disarray-hands-democrats-big-midterm-gift-n170421)]
* **Israel: A Tough Election, But No Wave** “Citing House Speaker John Boehner’s lawsuit against President Barack Obama, [DCCC Chairman Steve] Israel said that Republicans had veered to the right and turned off many of the swing voters who will decide the outcome of the midterms. He highlighted his party’s fundraising coffers, which have trumped the GOP’s and have swollen in the weeks since Boehner unveiled his lawsuit. Israel said the DCCC had raised $1 million over the last 24 hours…’I think that the climate is steady,’ Israel said. ‘It will not be a wave election.’” [Politico, [7/29/14](http://www.politico.com/story/2014/07/steve-israel-2014-democrats-tough-election-109483.html)]
* **Dems, GOP Looking for Black, Minority Turnout** “Democrats are pushing hard and early to encourage black and Hispanic voters to show up in November, driven in part by fears of a drop-off since Obama won't be on the ballot…‘We have a unique challenge in offsetting drop-off with African American voters, with Hispanic voters and with young female voters and we're tackling those challenges head-on,’ Steve Israel, head of the Democratic Congressional Campaign Committee, told a group of black reporters in Washington earlier this week.” [AP, [8/1/14](http://abcnews.go.com/Politics/wireStory/dems-black-minority-turnout-24812478)]
* **Will Black Voters be House Democrats’ Midterm Firewall?** “The DCCC has undertaken a new black voter outreach initiative — which the committee says is the most expansive and expensive project in the history of the DCCC —  that has consisted of demographic focus groups, battleground polling, ad testing and renewed ground game in black neighborhoods… [DCCC Chairman Steve] Israel and other top DCCC officials say their messaging will focus on ‘contrast’ — similar to the legislative messaging driven by Democrats on the Hill this year, who engaged in a series of ‘Fair Shot for All’ messaging bills in support of minimum wage, paycheck fairness and renewing long-term unemployment insurance.” [Washington Post, [7/30/14](http://www.washingtonpost.com/blogs/post-politics/wp/2014/07/30/will-black-voters-be-house-democrats-midterm-firewall/)]
* **House Democrats Bank on Fundraising in 2014** “[L]ess than four months before Election Day, it’s clear that House Democrats have a major financial advantage among their candidates and committees that is already translating to television airtime for the fall. On average, Democrats in competitive House races have more than one-third more in the bank than their Republican opponents, according to a CQ Roll Call tabulation of the most recent fundraising reports due Tuesday to the Federal Election Commission… Democrats have been able to exploit their financial strength to secure television advertisements at a reduced, early rate.” [[7/16/14](http://atr.rollcall.com/house-democrats-bank-on-fundraising-in-2014/?dcz)]

BY THE NUMBERS:

House Republicans’ lawsuit is both bad policy and bad political strategy – Americans overwhelmingly oppose the lawsuit, with 57 percent saying Republicans should not sue the President in a [CNN/ORC poll](http://i2.cdn.turner.com/cnn/2014/images/07/24/rel7e.pdf).

The lawsuit is unpopular – but Republicans’ talk about impeachment is downright toxic.

* According to the same CNN poll, 65 percent of Americans oppose impeachment
* Fox News found that 61 percent of Americans oppose impeachment

With House Republicans focused on political stunts like the lawsuit, it’s no surprise their approval rating has sunk to new lows yet again. The latest [ABC/Washington Post poll](http://www.washingtonpost.com/blogs/the-fix/wp/2014/08/05/a-majority-of-people-dont-like-their-own-congressman-for-the-first-time-ever/) found that for the first time in 25 years, most Americans—51 percent—disapprove of their own Member of Congress, while just 41 percent approve.

The Republican Party remains a toxic brand, with 60 percent having an unfavorable view of the Party, compared to just 35 percent with a favorable view.

UPCOMING EVENTS:

* **Friday, August 22nd, 2014**

**Jared Polis Majority Fund Reception**

Boulder, CO

Contact: Hannah Bruce, bruce@dccc.org , (202) 485-3532

* **Friday, August 22nd, 2014**

**Jared Polis Majority Fund Dinner**

Boulder, CO

Contact: Hannah Bruce, bruce@dccc.org , (202) 485-3532

* **Monday, August 25th, 2014**

**DCCC Lunch with Vice President Biden**

Chicago, IL

Contact: Liz Robertson, robertson@dccc.org (202) 485-3436

* **Friday, August 29th , 2014**

**DCCC Dinner with President Obama**

Newport, RI

Contact: Manjiri Machak, Machak@dccc.org, (202) 741-1846

* **Wednesday, September 10th, 2014**

**DCCC Reception hosted by Dennis McClellan & Steven Deggendorf**

Washington, DC

Contact: Contact: Mike Smith, smith@dccc.org, (202) 485-3504

* **Friday, September 12th, 2014**

**DCCC Luncheon hosted by Rep. Larson**

Hartford, CT

Contact: Manjiri Machak, Machak@dccc.org, (202) 741-1846

* **Monday, September 15th, 2014**

**DCCC Equality Council Reception**

New York, NY

Contact: Manjiri Machak, Machak@dccc.org, (202) 741-1846

* **Sunday, September 21st, 2014**

**DCCC Reception hosted by Yulia & John Houghtaling and Rep. Richmond with Leader Nancy Pelosi**

New Orleans, LA

Contact: Amelie LeBreton, lebreton@dccc.org (202) 485-3403

* **Monday, September 22nd, 2014**

**DCCC Dinner Hosted by Rep. Matsui**

Sacramento, CA

Contact: Hannah Bruce, bruce@dccc.org , (202) 485-3532

* **Saturday, September 27th, 2014**

**DCCC Breakfast hosted by Reps. Kilmer & Larsen**

Seattle, WA

Contact: Liz Robertson, robertson@dccc.org (202) 485-3436

* **Saturday, September 27th, 2014**

**DCCC Political Update & Dinner Hosted by Rep. Bonamici**

Portland, OR

Contact: Hannah Bruce, bruce@dccc.org , (202) 485-3532