



# OUR EARTH IS WORTH VOTING FOR

2020 POLITICAL PLAN



WE ARE ON  
FIRE  
act now



Photo courtesy of Austin Catlin, BLM on Flickr



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## We Need You

**Every day, our failure to act on climate change grows more dangerous and the resulting weather-related impacts become more severe.** The Intergovernmental Panel on Climate Change—a respected global panel of scientists—warns that we have only 10 years left to take the actions necessary to avoid climate catastrophe. With each passing day, climate-related disasters result in the increasing loss of lives, livelihoods, quality of health, and public safety, especially in low-income communities and communities of color, which are disproportionately impacted by climate change. **Simply put, we are living in our “now or never” moment.**

**Our health, safety, and economy are linked to our democracy.** We have experienced the deadly consequences of denial, stalling, and failed leadership during the COVID-19 pandemic. In the starkest of terms, we now know what happens when leaders squander the most precious resource we have: time. We must not let this tragedy repeat itself with climate.

Though the science is and has been clear for decades, President Trump continues to deny climate change as a “hoax,” ignores scientists’ repeated warnings, and fails to take action, even as we experience the deadly impacts of inaction firsthand. Worse still, Trump’s pro-polluter allies in Congress refuse to challenge his harmful policies and allow him to roll back vital public health safeguards, while lining their campaign coffers with contributions from industries that put profits ahead of people.

Now more than ever, it is imperative that we elect leaders who believe in science, prioritize public health and safety ahead of profits, and command the respect of the international community in order to lead the world to bold action.

**Elections have consequences, and in 2020 they are existential.** On November 3rd, we will have a once-in-four-years opportunity to change the trajectory and outcomes of the climate crisis at a time when climate is among the top issues that voters care most about. When we look back at this moment, we will each ask ourselves: What did I do to prevent a climate catastrophe? Did I act when I was called? Could I have done more?

To ensure that the U.S. has leaders who will champion pro-climate, pro-science policies that put people—especially those who are most impacted by pollution and climate change, including communities of color and indigenous communities—at the center of solutions, LCV Victory Fund needs you in this fight. But we’re not the only ones who need you: **our children and grandchildren need everyone to act *right now* to ensure the planet is habitable for future generations.**

Join us today, and ask your friends, family, and neighbors to join this fight, too. We can—we must—save our planet and secure a just, equitable future for everyone, but we cannot do it alone.



Gene Karpinski  
President, LCV Victory Fund



# CLIMATE VOTE 2020

A PROJECT OF LCV VICTORY FUND

## ClimateVote2020 Goals

In order to tackle the climate crisis before it is too late, LCV Victory Fund has planned our most ambitious electoral program in our history: *ClimateVote2020*.

It is designed to elect leaders at every level of government who are prepared to immediately tackle climate change in January of 2021, commit to moving the U.S. to 100% clean energy, and address national climate action in a manner that confronts racial, economic, and environmental injustice. Every decision we make—from which races to target to which voters to reach to which messages to deliver—is in service of this goal.

**ClimateVote2020** is built on the idea that this year's election is our best, and possibly our last, chance to elect a government that will tackle climate change. With your support, in 2020, LCV Victory Fund and our affiliates will work to:

- ✔ Elect a pro-environment president,
- ✔ Win a pro-climate U.S. Senate,
- ✔ Maintain and expand the pro-climate House, and
- ✔ Elect climate champions at the state and local level.

Climate change will be an important issue in the general election, as **55% of general election voters** across the political spectrum say that it is a crisis or problem.<sup>1</sup> Climate messages have the power to influence and motivate voters and determine the outcome of key races in 2020.

<sup>1</sup> Our sister organization, LCV, and Center For American Progress Action Fund. (2019). "Climate and Clean Energy: Winning Issues in 2020." June 1-6, 2019; June 3-10, 2019. [Polling report] retrieved from <https://www.lcv.org/article/new-2020-poll-climate-clean-energy-winning-issues-primary-general/>



PRESIDENTIAL ELECTION 2020

# ELECT A PRO-ENVIRONMENT, PRO-SCIENCE PRESIDENT

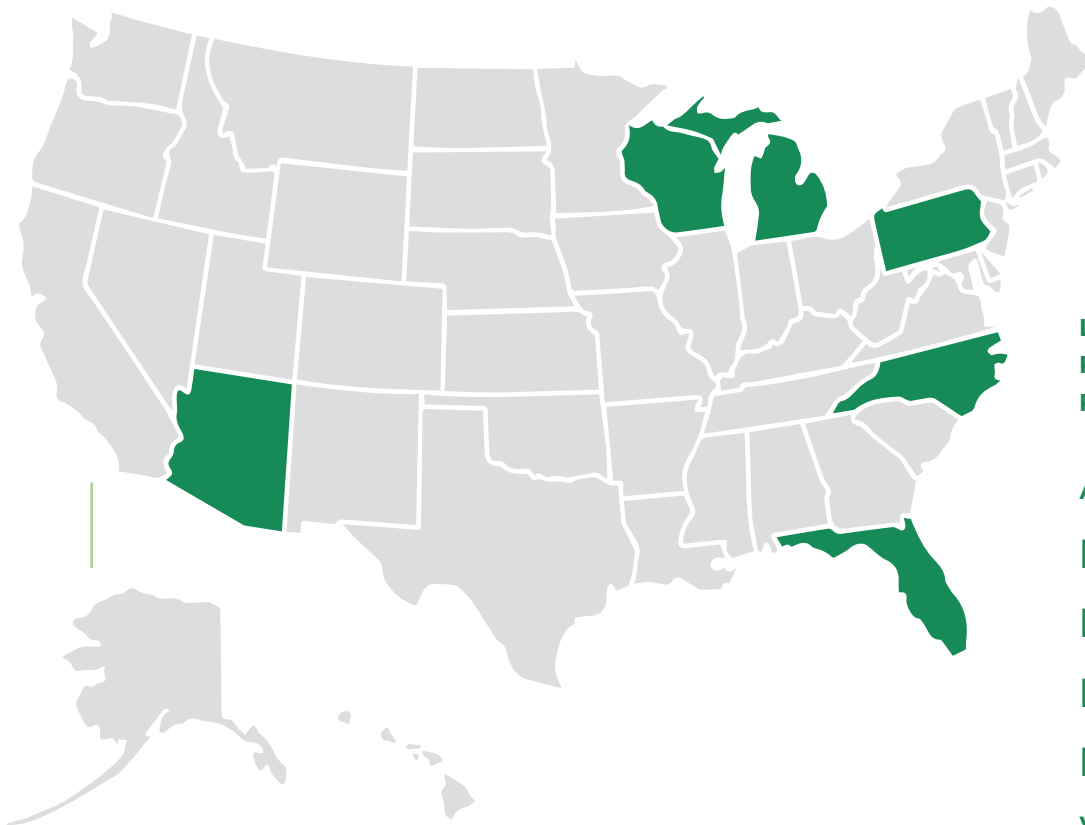
Even with science-based deadlines looming on climate change, President Trump continues to inflict an astounding amount of environmental damage through executive orders, his agency appointments, and his reshaping of the courts. In 2020, we must elect a pro-environment president who will rejoin the Paris Climate Accord, lead the way on bold, immediate action on climate and clean energy, and rally the international community to do the same.

**This is our highest priority in 2020.**

The 2016 presidential election was decided by **just 40** electoral college votes.



## Just A Few States Make A Big Difference



LCV VICTORY FUND'S  
PRESIDENTIAL  
PRIORITY STATES:

- Arizona
- Florida
- Michigan
- North Carolina
- Pennsylvania
- Wisconsin

### PRIORITY STATES BY ELECTORAL VOTES:

**11** Arizona  
ELECTORAL VOTES

**29** Florida  
ELECTORAL VOTES

**16** Michigan  
ELECTORAL VOTES

**15** North Carolina  
ELECTORAL VOTES

**20** Pennsylvania  
ELECTORAL VOTES

**10** Wisconsin  
ELECTORAL VOTES

PRESIDENTIAL ELECTION 2020

# TACTICS AND STRATEGY

## Our Innovative Methods

TO FLIP THESE PRESIDENTIAL PRIORITY STATES, LCV VICTORY FUND WILL:

- ✓ Launch a large scale Vote-by-Mail generation and chase program—either through door-to-door communication or via phone, digital, and mail programs—to contact another 1.5 million sporadic voters and voters who historically vote in-person to educate them on how they can safely vote this cycle.
- ✓ Use direct mail, digital, and social media advertising to communicate with 1.5 million environmental swing voters.
- ✓ Send social pressure mail and digital mobilization messages to an additional 3.8 million individuals.
- ✓ Run broadcast and cable television ads in key media markets where research and testing demonstrate the power of climate and environmental messaging.
- ✓ Target environmental swing voters—an initial universe of three million voters who voted third-party or stayed home in 2016—via digital messages that contrast Trump's environmental record with that of Vice President Joe Biden.

With your help, we will communicate in our six battleground states with tested, proven messages to more than **7.65 million targeted voters**, a universe of people that far exceeds Trump's 2016 margin of victory.



## Who We Are Reaching

### ENVIRONMENTAL SWING VOTERS:

Across the six priority battleground states, LCV Victory Fund has identified a discrete universe of 1.5 million environmental swing voters, over half of whom are in suburban areas and who are disproportionately white women, young voters, and Latino voters, groups that will be critical for Joe Biden's path to victory.

Trump's campaign is already attempting to target these voters with false narratives about clean water, clean air, and clean energy to try to win them over. **However, when swing voters were shown factual messaging and proof points on Trump's harmful environmental policies and actions, they moved toward a pro-environment candidate by 20 percentage points.**

### OUR RESEARCH SHOWS THAT ENVIRONMENTAL SWING VOTERS:

Care deeply about the environment, especially about clean water, clean air, and climate.

Are "low information", with 30% describing themselves as knowing "little" or "nothing" about Trump's record and policies on the environment.

Already believe Trump is out of step on environmental issues, but inaccurately believe he is guilty only of benign neglect.

Are highly persuadable when they learn that Trump's policies are proactively harmful to the environment.

### THIRD-PARTY AND OPT-OUT VOTERS:

Our environmental message may be one of the most effective at winning back the voters who chose a third-party candidate in 2016 and re-energizing voters who chose to sit out the last presidential election entirely. LCV Victory Fund has identified an initial universe of three million third-party and opt-out voters who consider Trump's actions on the environment to be an important factor in determining their support in 2020.

### OUR RESEARCH SHOWS THAT THIRD-PARTY AND OPT-OUT VOTERS:

Already disapprove of Trump's approach to climate and the environment.

Feel that Trump's record, on its own, is insufficient to move them to vote for a pro-environment candidate.

Need to be convinced that Vice President Biden will be significantly better on environmental and climate issues.

Require an issue-based comparative case between Trump and Vice President Biden.



CONGRESSIONAL ELECTIONS 2020

# SECURE A PRO-CLIMATE MAJORITY IN THE U.S. SENATE

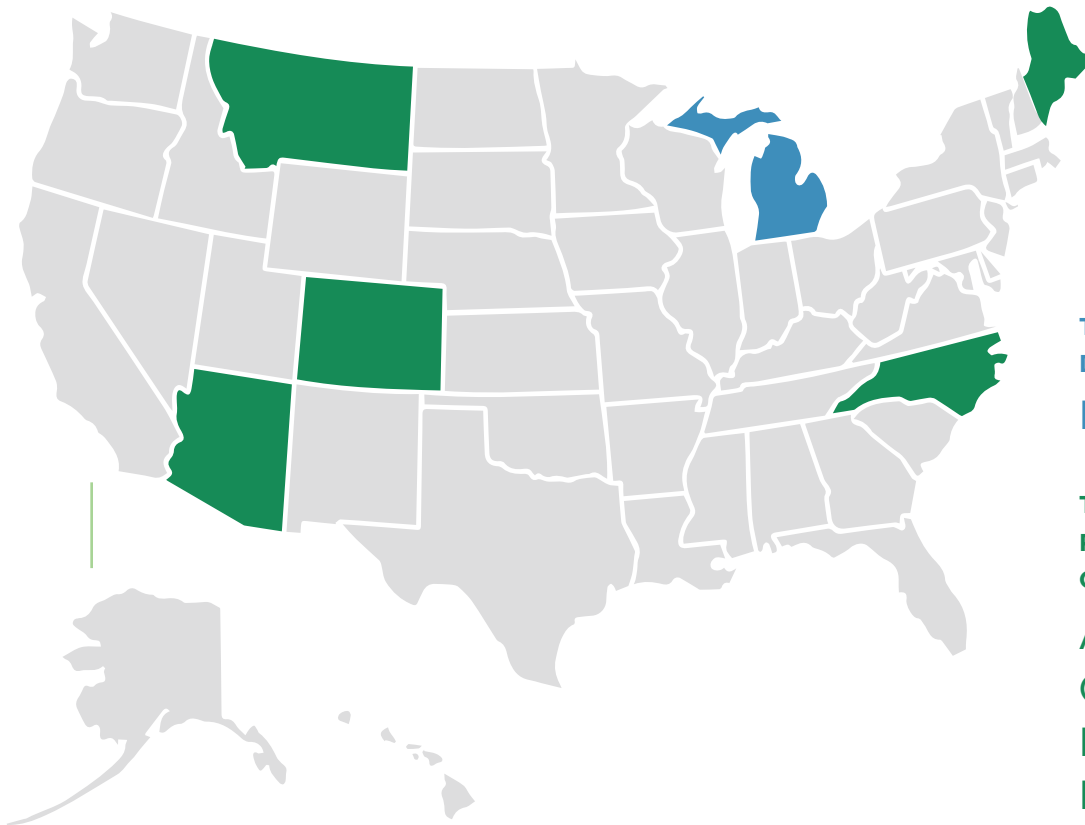
To be in a position to begin passing climate action and clean energy legislation by 2021—as well as provide a check on executive action should we fail to defeat Trump in November—it is imperative that we flip enough seats in the U.S. Senate to secure a pro-climate majority.

To achieve this goal, we must both defend our climate champions currently in office and win a net gain of at least three new Senate seats—possibly four, depending on the outcome of the presidential election—for pro-environment candidates.

**MAXIMIZING OUR RESOURCES** In Arizona, Michigan, and North Carolina, where LCV Victory Fund already plans to run large-scale mobilization programs for the presidential race, we will maximize our resources and impact by using existing infrastructure to launch our Senate Vote-By-Mail program. In the unknown times of social distancing, this means that voters will be prepared to safely cast their ballots. We will also ensure that our advertising in these states is timed for maximum visibility of our issues and impact in each race.



## U.S. Senate Priority States



**TIER 1 SENATE DEFENSE:**  
Michigan

**TIER 1 SENATE PICK-UP OPPORTUNITIES:**  
Arizona  
Colorado  
Maine  
Montana  
North Carolina



**TOP DEFENSIVE PRIORITY:  
RE-ELECT MICHIGAN SENATOR GARY PETERS**

Our top defensive priority is to help Michigan Senator Gary Peters win reelection. With a lifetime National Environmental Scorecard rating of 93%, Sen. Peters has been a longstanding champion on our issues. If we fail to hold Peters’ seat, the path to a pro-climate majority becomes significantly more challenging, if not impossible.

## CONGRESSIONAL ELECTIONS 2020

# MAINTAIN A PRO-CLIMATE MAJORITY IN THE U.S. HOUSE

In 2018, LCV Victory Fund helped elect 56 new pro-climate House members, many of whom campaigned on climate and clean energy and arrived in Congress motivated to push these issues forward. The 2018 electorate—made up of more young voters and voters of color than ever before in a midterm election—also elected the biggest number of women and the most diverse group of legislators in our nation's history, in part because of these candidates' vocal stances on climate action and environmental justice.

In 2020, both young people and people of color will make up a large portion of our target universe and will be key to maintaining and expanding the pro-environment majority in the House.

### TO ENSURE THAT WE HOLD OUR PRO-CLIMATE MAJORITY, WE MUST:

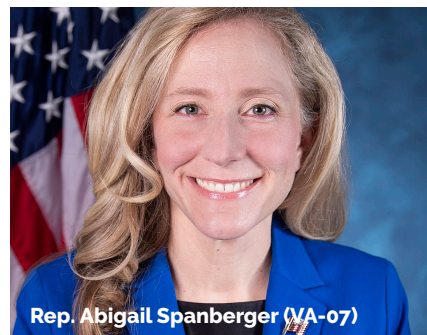
- ✓ Keep a close watch on the 31 pro-environment House incumbents who represent districts that Trump won in 2016. Many of these incumbents won for the first time in 2018 and will be targeted for defeat by pro-polluter special interests, making them all the more vulnerable in 2020.
- ✓ Work to expand our margin in the House by persuading and mobilizing voters who care about our issues. We will identify a handful of races where there are viable pro-climate candidates whom we can help elect as new House champions.



Rep. Lauren Underwood (IL-14)



Rep. Xochitl Torres Small (NM-02)



Rep. Abigail Spanberger (VA-07)



## Defeating the Dirty Dozen

For more than 20 years, LCV Victory Fund's Dirty Dozen program has targeted candidates—regardless of party affiliation—who consistently side against the environment and are running in races in which we have a serious chance to affect the outcome. In 2018, LCV Victory Fund successfully defeated 12 out of 13 Dirty “Bakers” Dozen House targets and replaced them with pro-environment,

pro-climate action champions who have consistently voted to improve water and air quality, reduce carbon emissions, and build a clean energy-fueled economy. **In fact, the average 2019 National Environmental Scorecard score of the new members who defeated the 2018 Dirty Dozen is 95%, while the average lifetime score of the members they defeated is an abysmal 6%.**

### Lifetime Environmental Scores<sup>†</sup> Comparison:

SEAT	DEFEATED PRO-POLLUTER	ELECTED ENVIRONMENTAL CHAMPION
CA-45	Mimi Walters (4%)	Katie Porter (90%)
CA-48	Dana Rohrabacher (10%)	Harley Rouda (86%)
CA-49	Diane Harkey*	Mike Levin (97%)
CO-06	Mike Coffman (6%)	Jason Crow (97%)
IA-01	Rod Blum (2%)	Abby Finkenauer (93%)
KS-03	Kevin Yoder (3%)	Sharice Davids (97%)
MI-11	Lena Epstein*	Haley Stevens (93%)
MN-02	Jason Lewis (0%)	Angie Craig (97%)
NJ-03	Tom MacArthur (16%)	Andy Kim (97%)
NM-02	Yvette Herrell*	Xochitl Torres Small (97%)
NY-22	Claudia Tenney (6%)	Anthony Brindisi (97%)
VA-10	Barbara Comstock (7%)	Jennifer Wexton (97%)

<sup>†</sup> Scores are from the National Environmental Scorecard, a publication of our sister organization, LCV.  
\*Anti-environment challenger for an open seat. Scorecard data not available.

STATE AND LOCAL ELECTIONS 2020

# ELECT CLIMATE LEADERS AT THE STATE AND LOCAL LEVEL

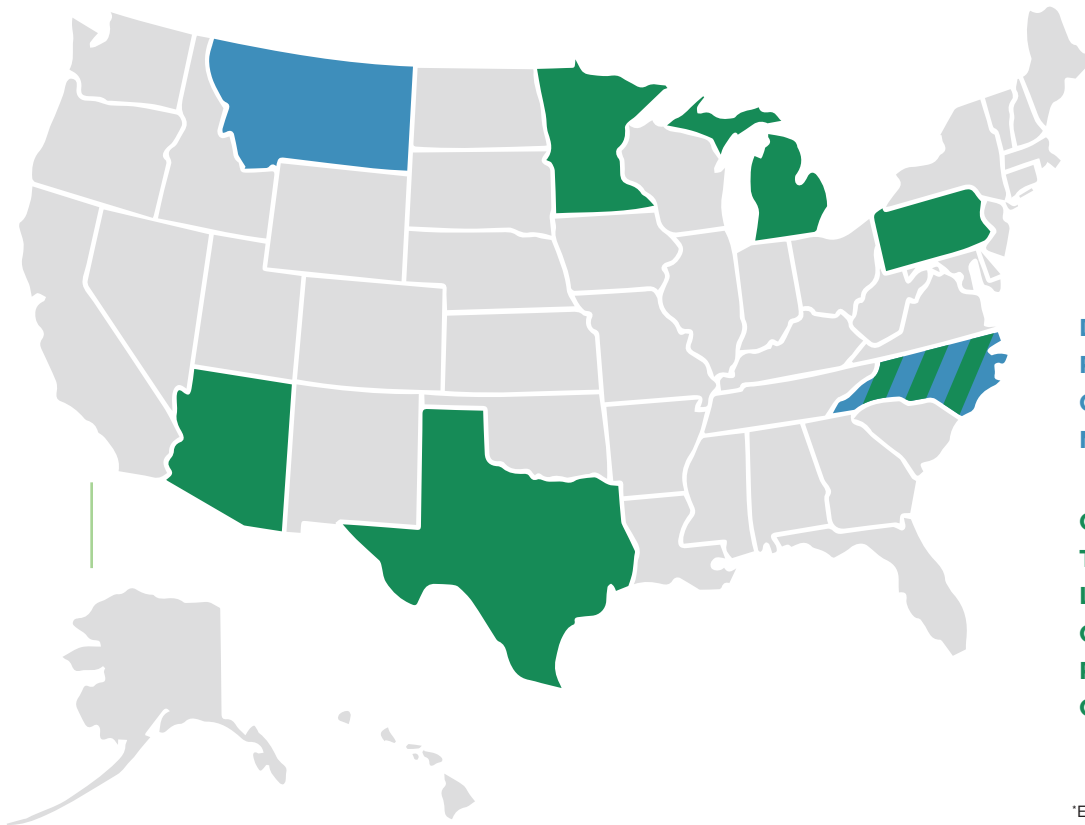
Our movement's extraordinary electoral success at the state level in 2018 and 2019, followed by massive policy wins in states across the country in 2019 and 2020, means that one in three people in this country now live in a place committed to 100% clean energy. LCV Victory Fund and affiliated entities will support our state partners' work to elect more pro-environment governors and win more pro-climate state chambers to create even more opportunities for state-level climate action,

Today, one in three people in this country live in a place that is committed to **100% clean energy.**





## State and Local Priority States



**DEFEND  
PRO-ENVIRONMENT  
GOVERNORS'  
MANSIONS**

**OPPORTUNITIES  
TO FLIP STATE  
LEGISLATIVE  
CHAMBERS TO  
PRO-ENVIRONMENT  
CONTROL**

\*Environmental champion and term-limited Montana Governor Steve Bullock is running for U.S. Senate.

**ELECTIONS HAVE CONSEQUENCES** Individual state-level election wins can lead to enormous collective climate progress for our nation. With LCV Victory Fund's support, our state affiliates helped elect 10 pro-climate governors, hundreds of state legislators, and dozens of critical local elected officials. Within their first 100 days in office, those 10 governors—many working side-by-side with new pro-environment majority legislatures—turned their clean energy and climate campaign commitments into real world policies, using their authority on electricity production, vehicles, and infrastructure to start a clean energy race to the top.

## ELECTIONS 2020

# HOW WE WIN

## Choosing Strategic Races to Target

LCV Victory Fund determines which U.S. Senate and House races to target by assessing which are the most competitive and where we can have the greatest impact based on our unique organizational strengths. We use the following criteria to identify our top priority races:

**COMPETITIVENESS:** Using polling, data analytics, and other indicators, we identify races that promise to be close and where our tactics could help deliver the margin of victory.

**RECORD ON CLIMATE:** A prerequisite for any candidate or incumbent to receive support from LCV Victory Fund is a record of supporting pro-environment policies, as reflected in their votes, public statements, and campaign materials.

**DIVERSE AND REPRESENTATIVE LIST:** LCV Victory Fund is committed to lifting up a group of climate champions, including women, LGBTQ people and people of color, that reflect the diversity of our movement.

**SALIENCE OF CLIMATE AND ENVIRONMENT:** Based on our research, as well as the knowledge and experience of our state affiliates, we identify the races in which environmental issues resonate with voters and how sharp of a contrast can be drawn between the candidates on those issues.

**UNIQUE MESSENGER:** We evaluate LCV Victory Fund's unique ability to affect a race as a trusted environmental messenger.

**EFFICIENT COORDINATION:** We look for races where we can align our investments with other groups to maximize our collective impact.





## Tested and Proven Tactics

**VOTE-BY-MAIL (VBM) GENERATION AND CHASE:** LCV Victory Fund anticipates no-excuse absentee and vote-by-mail programs will be critical to electing pro-environment leaders this year. LCV Victory Fund's extensive experience getting VBM ballots in the hands of voters and then "chasing" those ballots to ensure they are returned means we are well positioned to adjust to a landscape that requires remote tactics to achieve our strategic goals.

**PERSUASION CANVASS:** LCV Victory Fund's persuasion canvasses are best-in-class and recognized as among the most effective in the country. We remain hopeful that we will be able to launch our canvasses, but we are also prepared to pivot to other core tactics, including VBM generation, if necessary.

**OUR ADS MOVE VOTERS** The 2018 race for California's 48th congressional district is a prime example of the effectiveness of LCV Victory Fund's television ads. We ran a powerful ad highlighting House incumbent Dana Rohrabacher's climate denial and opposition to climate change solutions. In-district voters cited the ad's message as one of the biggest reasons for voting against Rohrabacher, who lost his seat to pro-environment challenger Harley Rouda.

**DIRECT MAIL & DIGITAL ADS:** We will use extremely targeted direct mail and digital advertising outreach programs to reach voters who may be unlikely to vote without prompting.

**TELEVISION ADS:** Communicating with swing voters means that we must remain competitive on the airwaves. Running our ads on TV at rates on par with or close to our opponents will provide us with the best chance at winning more seats, especially in tight races.

**MOBILIZATION CANVASS:** We remain hopeful that we will be able to implement these canvass programs this fall and are ready to pivot to remote tactics should the public health situation warrant it.

To ensure our base is fully engaged in 2020, we will run a massive GOTV effort, with a focus on turning out young people and people of color who will make up the majority of our sporadic voter universe and are integral to success in 2020. Our programs are, in significant part, staffed by members of the communities we seek to engage, thereby further involving this often underrepresented demographic and increasing the effectiveness of our programs.

# COMPLEMENTARY PROGRAMS



**GIVEGREEN** Trusted by both donors and candidates, GiveGreen is an easy-to-use donation platform that helps donors make the most of their campaign investments by providing a curated list of priority candidates in must-win races. GiveGreen highlights races that could have the biggest impact on advancing the climate fight and candidates who have demonstrated a commitment to the environment. Moreover, contributing through GiveGreen demonstrates the collective power of our movement by ensuring candidates know why donors are supporting them.

*Visit [GiveGreen.com](http://GiveGreen.com) to learn more.*



**GREENROOTS** is a project of LCV Victory Fund's partner organization, LCV. This mobilization program provides LCV members with opportunities to volunteer in the campaigns of LCV Action Fund-endorsed candidates. Our last presidential year program in 2015-2016 activated 25,000 LCV members in 11 states. In 2020, GreenRoots organizers will recruit members to hopefully knock on thousands of doors, make thousands of calls, send texts, and attend events to help elect pro-environment champions.

- ✓ **72 RACES WON**
- ✓ **\$48M RAISED SINCE 2009**
- ✓ **28K GIVEGREEN DONORS**



\* GiveGreen is a collaborative effort between three of the environmental movement's largest and most influential organizations: LCV Victory Fund, NextGen America, and NRDC Action Fund PAC. It is not authorized by any candidate or candidate's committee.



## Your Investment's Impact

**ELECTIONS HAVE LONG-TERM CONSEQUENCES.** Here are some of the ways your investment in our work can have an impact on the 2020 elections and, ultimately, the future of our planet.

**\$5,000**

Fund one week of digital ads targeting environmental swing voters in Phoenix, Arizona.

**\$10,000**

Conduct collaborative polling for a single congressional race.

**\$25,000**

Run a targeted mail program to defend a pro-environment, pro-climate congressional champion.

**\$50,000**

Conduct state-specific research to inform mass communication in key media markets to move voters toward a pro-environment candidate.

**\$125,000**

Send two pieces of mail for our Vote-By-Mail ballot chase program to 100,000 voters in one of our targeted states.

**\$250,000**

Launch 4-6 weeks of digital ads targeted toward 100,000 voters in North Carolina who, in 2016, voted third party or opted-out of the presidential race entirely.

**\$500,000**

Send three flights of social-pressure mail to mobilize a universe of 600,000 voters in Pennsylvania.

**\$750,000**

Cover our anticipated costs for running a successful independent expenditure campaign to target one U.S. House seat.

**\$1,000,000**

Cover three weeks of TV in the Portland, Maine, media market, reaching 38% of voters.



**FOR MORE INFORMATION  
OR TO GET INVOLVED,  
VISIT [WWW.LCVVICTORYFUND.ORG](http://WWW.LCVVICTORYFUND.ORG)**

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