



2022 POLITICAL PLAN

OUR EARTH IS WORTH VOTING FOR

CLIMATE VOTERS

A PROJECT OF LCV VICTORY FUND



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WHAT'S AT STAKE

Climate change is here, and its devastating impacts are resulting in the loss of lives, livelihoods, homes, and futures. Last year, in the U.S. alone, 20 major climate disasters killed nearly 700 people and caused \$145 billion in damage to infrastructure and property.

Meanwhile, global oil and gas prices continue to rise due to price gouging from Big Oil, suppressed production levels from the height of the COVID-19 pandemic, and, now, an unprovoked war in Ukraine started by Russia, one of the world's largest oil producers.

The solution to rising prices and climate devastation — which, along with the harmful pollution caused by fossil fuels, disproportionately impact low-wealth communities and communities of color — is to eliminate our nation's dependence on fossil fuels and equitably transition to a clean energy economy. To do this, we must protect and elect leaders who will take bold action to equitably address the climate crisis and the legacy of pollution with the urgency that science and justice demand.

At the same time as our climate is facing an unprecedented threat, our democracy is under attack.

Right-wing controlled state legislatures across the U.S. are making it harder for people to participate in our democracy by enacting laws that suppress voting rights and subvert our core election systems. Moreover, the communities who are most often targeted and disenfranchised by voter suppression laws — Black, Indigenous, Latinx, and other people of color, as well as young people and people with disabilities — are the same communities who bear the brunt of climate change and polluters' unchecked actions.

It is critical that we elect leaders in 2022 who will defend democracy and advance voting rights. In the states, governors are often the last line of defense in the face of blatantly undemocratic legislation. For example, last year, in Michigan, Pennsylvania, and Wisconsin, pro-democracy governors vetoed 16 anti-voting rights bills that would have made it harder for voters to access the ballot.

Similarly, federal voting rights legislation would provide a backstop to undemocratic state-level laws by expanding ballot access and strengthening our electoral systems. But several voting rights bills, including the *Freedom to Vote: John R. Lewis Act*, which passed the U.S. House last year, were stalled in the Senate due to the arcane filibuster rule and a lack of a true pro-democracy majority.

To address the **intertwined threats to our climate and democracy**, in 2022, LCV Victory Fund is laser-focused on protecting leaders who have vocally advocated for a healthier, more just future for all and electing more pro-environment, pro-democracy candidates up and down the ballot who are willing to take bold action on climate and committed to defending and strengthening our democracy.

This is a moment of great consequence. We cannot wait any longer to address the “code red” existential emergency that is the climate crisis, and without a functioning democracy, we cannot pass the transformative climate and environmental justice laws we need to address the crisis. We need leaders who will do much more, and faster, to defend and strengthen our democracy and to build a safer, healthier, and more just and sustainable future for all. **We hope you will join us in electing them.**

Onward,



Gene Karpinski

Gene Karpinski, LCV Victory Fund President

CLIMATEVOTE22 GOALS

In 2022, LCV Victory Fund will run a large-scale, innovative electoral program, called *ClimateVote22*, in key states to protect and elect pro-climate, pro-democracy leaders up and down the ballot who will pass urgently-needed policies on climate change, environmental justice, and democracy. **With your support, LCV Victory Fund and our state affiliate entities aim to:**

- ✓ **Create a true majority of pro-climate and pro-democracy leaders in the U.S. Senate.**
- ✓ **Protect and elect pro-climate and pro-democracy governors.**
- ✓ **Protect pro-climate and pro-democracy members in the U.S. House.**

WE NEED YOU

In 2020, because of financial support from partners like you, LCV Victory Fund played an essential role in helping to elect a trifecta of pro-climate federal leadership to the White House, U.S. Senate, and U.S. House. We also supported the work of our state affiliate entities, who helped pro-environment state and local candidates win critical down-ballot races.

These wins are one reason why, last year, the Biden-Harris administration instituted an all-of-government approach to tackling climate change, Speaker Pelosi and Senate Majority Leader Schumer made climate and environmental justice a priority for the 117th Congress, and 28 states enacted climate and clean energy policies, ensuring that nearly 40% of people in the U.S. now live in a place committed to 100% clean energy.

In 2022, we must do all we can to continue to elect leaders who will protect the climate progress we've already made and push for the passage of comprehensive legislation that addresses the climate crisis and environmental injustice, protects our democracy, creates jobs, and lowers energy costs.

But we can't do it alone. LCV Victory Fund and our state affiliates rely on the generosity of donors like you to support our work to elect climate and democracy champions to every level of government.

Join us today, and ask your friends, family, and neighbors to join this work, too. We can — we must — save our planet and secure a healthy, equitable, and sustainable future for all.

“Year after year, I've seen LCV Victory Fund's expertise, data-driven strategies, and innovative tactics make the difference in some of the toughest races up and down the ballot. They urgently need help to scale their efforts in this critical moment. I hope you will support this work generously.”



- *John Podesta, former counselor to President Barack Obama who was responsible for coordinating the administration's climate policy and initiatives*

GOAL

CREATE A TRUE PRO-CLIMATE, PRO-DEMOCRACY MAJORITY IN THE U.S. SENATE

In 2020, our movement helped elect three new pro-climate senators, putting the Senate narrowly into the hands of pro-environment leadership, but still lacking a decisive pro-environment majority that could pass strong legislation.

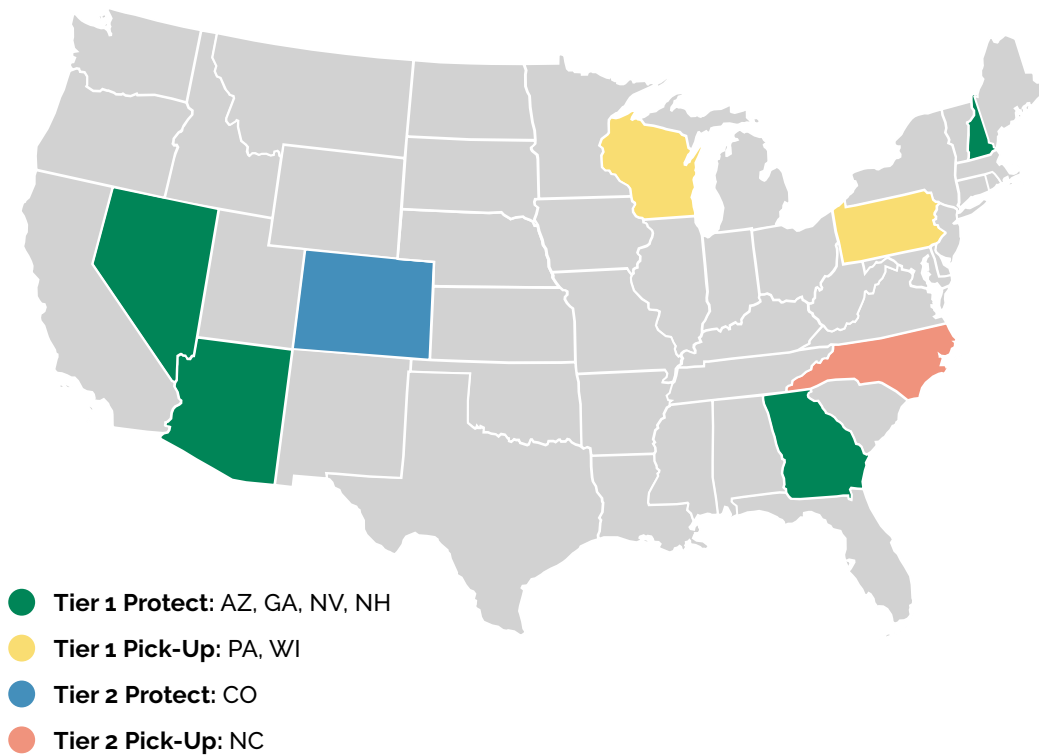
Throughout 2021, Senate Majority Leader Chuck Schumer prioritized climate action, environmental justice, and voting rights legislation. But urgently needed legislation that passed in the U.S. House — including several voting rights bills and the \$550 billion in climate and clean energy investments in the *Build Back Better Act* — have been unable to advance in the Senate due to a lack of a true pro-environment, pro-democracy majority.

In 2022, LCV Victory Fund will be involved in critical, competitive Senate races where we can either protect allies who have advanced these issues or elect new champions to secure a true pro-environment, pro-democracy majority that will pass the climate and voting rights legislation that science and justice demand.

Photo by Adam Szuscik, Unsplash

SENATE RACES

JUST A FEW STATES WILL MAKE THE DIFFERENCE



Priority Races For Protecting Incumbents



ARIZONA

SENATOR MARK KELLY (D)

LCV Lifetime National Environmental Score: 97%



After winning a special election in 2020, pro-climate action, pro-democracy incumbent Mark Kelly is up for reelection in Arizona, a state that has only recently started to swing pro-environment. Anti-environment interests have set their sights on this race as a “legacy seat” that could help them swing the Senate back to an anti-environment majority. One likely opponent for Senator Kelly is sitting state Attorney General Mark Brnovich, who has high name recognition but also faces challenges from primary opponents who are attacking him for certifying the state’s 2020 presidential election results. Arizona’s primary elections will take place on August 2.



GEORGIA

SENATOR RAPHAEL WARNOCK (D)

LCV Lifetime National Environmental Score: 100%



Raphael Warnock, a vocal advocate for climate action, climate justice, and voting rights, won a special election in 2020 to serve a two-year term. Up again in 2022 for a six-year term, Senator Warnock will likely face a tough race against a high-profile opponent, Herschel Walker, the leading candidate in the Republican primary. Walker is a former professional football player and Heisman Trophy winner who also played for the University of Georgia. He is a businessman with an ability to self-fund and many high-net-worth supporters, and he is also endorsed by former president Donald Trump, which may help motivate the Republican base. The Georgia primary elections will take place on May 24.

Priority Races For Protecting Incumbents



NEVADA

SENATOR CATHERINE CORTEZ MASTO (D)

LCV Lifetime National Environmental Score: 97%



Elected to the U.S. Senate in 2016 in a race that LCV Victory Fund played a key role in delivering, former Nevada Attorney General Catherine Cortez Masto is up for re-election this year. This race is shaping up to be tight — President Joe Biden won Nevada by only 2 points in 2020. Senator Cortez Masto will face one of several Republicans now engaged in a contested primary, including Sam Brown, a U.S. Army veteran who served in Afghanistan, and former Nevada state Attorney General and Trump-endorsee Adam Laxalt, who continues to push the Big Lie that the 2020 presidential election results were fraudulent. Nevada's primary elections will take place on June 14.



NEW HAMPSHIRE

SENATOR MAGGIE HASSAN (D)

LCV Lifetime National Environmental Score: 99%



In 2016, then-governor Maggie Hassan won her seat in the U.S. Senate by a mere 1,017 votes — a margin of only 0.14%. In 2022, we expect Senator Hassan to again face a close race against one of several challengers running for the Republican nomination. These include New Hampshire Senate President Chuck Morse, who has routinely voted against measures to cut greenhouse gas emissions during his nearly 25 years as a state legislator yet claimed to “do more for climate change than anyone” due to his landscaping business. Other potential challengers include Londonderry Town Manager Kevin Smith and former U.S. Army Special Forces Brigadier General and current New Hampshire Secretary of Education Don Bolduc. The New Hampshire primary elections will take place on September 13.

“ I’m so grateful to be in this fight with LCV Victory Fund. I’m so grateful for all of the work that you’ve done. You were successful in my race, you were successful in two congressional races, and you flipped both state houses. That was incredible.”



- Senator Catherine Cortez Masto, 2017, following her election to the U.S. Senate in November 2016

In 2016, LCV Victory Fund and our Nevada state affiliate spent \$7.5 million to engage over 300,000 swing voters in races up and down the ballot. Our efforts were widely credited with securing the election of the first Latina U.S. Senator, Catherine Cortez Masto, by less than 27,000 votes and flipping both state houses to pro-environment control.

Priority Pick-Up Opportunities



PENNSYLVANIA OPEN SEAT

Retiring Senator Pat Toomey's LCV Lifetime National Environmental Score: 7%



In Pennsylvania, the retirement of Senator Pat Toomey (R) creates an opportunity to fill this seat in a critical swing state with a climate and democracy champion. There are several candidates running in the Democratic primary, including U.S. Representative Conor Lamb, Lieutenant Governor John Fetterman, and Pennsylvania State Representative Malcolm Kenyatta, who has made addressing climate change a key part of his platform. On the Republican side, the race includes multiple self-funders and high-profile candidates, including TV personality Dr. Mehmet Oz, former hedge fund CEO David McCormick, businessman Jeff Bartos, and the former U.S. Ambassador to Denmark for the Trump administration, Carla Sands. The Pennsylvania primary elections will take place on May 17.



WISCONSIN SENATOR RON JOHNSON (R)

LCV Lifetime National Environmental Score: 7%



Even a broken clock is right twice a day, which is why two-term incumbent Senator Ron Johnson — who denies that climate change exists — has managed to eke out an abysmal 7% *LCV Lifetime National Environmental Score*. Johnson has also claimed that “Americans are not looking for election reform,” despite polling that shows overwhelming voter support for strengthening our electoral systems and making the ballot more accessible. Replacing Johnson with an environmental and democracy champion in 2022 would be a huge win for climate progress. Democratic candidates seeking to challenge Johnson include Lieutenant Governor Mandela Barnes, state Treasurer Sarah Godlewski, Senior Vice President of the Milwaukee Bucks basketball team Alex Lasry, and Outagamie County Executive Tom Nelson. Wisconsin's primary elections will take place on August 9.

THE DIRTY DOZEN

For more than 25 years, our Dirty Dozen program has targeted candidates — regardless of party affiliation — who consistently side against the environment and are running in races in which LCV Victory Fund has a serious chance to affect the outcome. In 2020, six of the federal candidates named to the Dirty Dozen were defeated — including Donald Trump, who was named the “Dirtiest of All Time.”



MARTHA MCSALLY
AZ | Senate



CORY GARDNER
CO | Senate



JOHN JAMES
MI | Senate



DAVID RICHTER
NJ-03



NICK FREITAS
VA-07



DONALD TRUMP
PRESIDENT

GOAL

PROTECT AND ELECT PRO-CLIMATE, PRO-DEMOCRACY GOVERNORS

Over the last four years, governors, state legislators, and local elected officials — many of whom campaigned on our issues and whom LCV Victory Fund's state affiliates helped to elect — have led unprecedented climate and clean energy progress in states across the country. Thanks to their leadership, nearly 40% of people living in the U.S. now live in a place committed to 100% clean energy.

Moreover, with the slew of anti-voting bills that have recently passed in state legislatures, pro-democracy governors are often the last line of defense against legislation that attempts to restrict the freedom to vote, undermine fair voting districts, and raise the likelihood of future attempts to sabotage fair elections. **Protecting and electing more pro-democracy governors in 2022 will impact not only the state laws passed in 2023, but may also impact whether the will of voters is respected in 2024 in swing states that historically determine the outcome of presidential elections.**

In 2022, LCV Victory Fund will support our state affiliates' work to defend governors who our movement helped elect in 2018 and to elect new champions in battleground states.

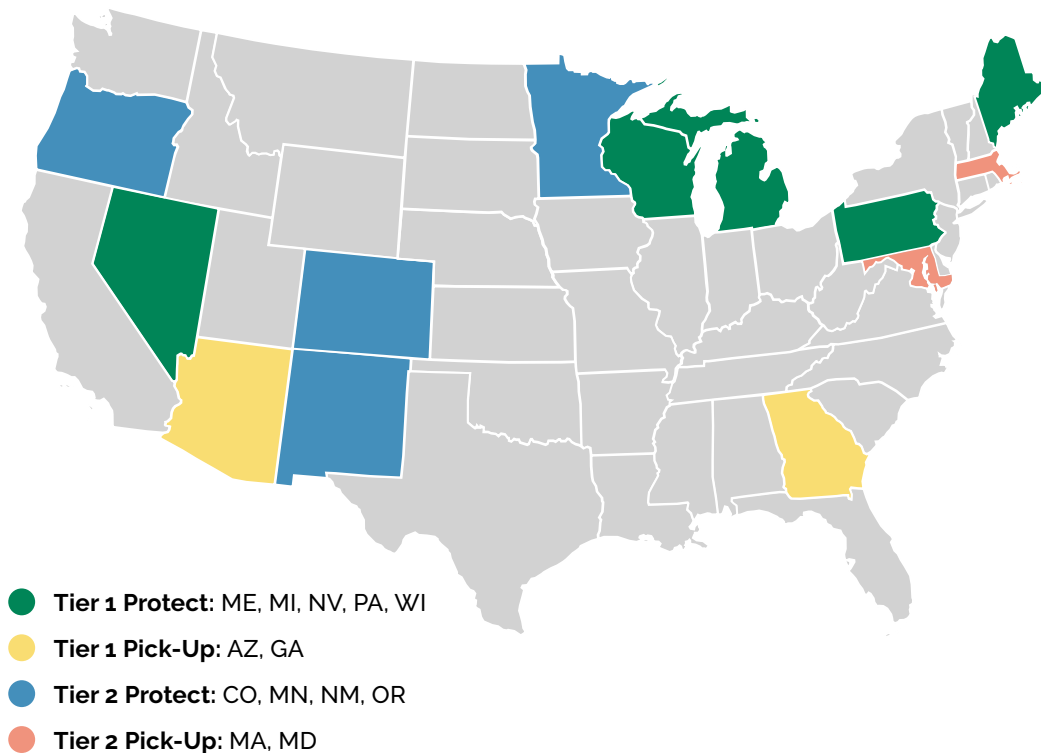
The nonfederal work described in the 2022 Political Plan will be conducted by the appropriate legal entities of our state affiliates.

Photo by Alexis Fedoroff



GUBERNATORIAL RACES

OUR LAST LINE OF DEFENSE AGAINST ANTI-DEMOCRACY LEGISLATION



Priority Races For Protecting Incumbents For Our State Affiliates



MAINE
GOVERNOR JANET MILLS (D)
Cook Political Rating: Lean Democrat



Since her election in 2018, Governor Janet Mills has worked to enact one of the most ambitious climate and clean energy platforms in the nation. Her victory was achieved in no small part thanks to the work of our state affiliate, which defined the 2018 race around the economic impacts of the climate crisis on Maine's lobster industry. In 2022, Mills is expected to face a competitive race against former Maine Governor Paul LePage, who, after leaving a legacy as one of the most anti-environment governors in the nation, now seeks a third term. Ensuring Mills' re-election is critical to keeping Maine on a path that advances climate action, grows the clean energy economy, and creates a healthier environment. Maine's primary elections will take place on June 14.

Priority Races For Protecting Incumbents For Our State Affiliates



MICHIGAN GOVERNOR GRETCHEN WHITMER (D)

Cook Political Rating: Toss Up



Governor Gretchen Whitmer is a strong environmental champion who will likely face a competitive reelection challenge this year. Elected in 2018, Governor Whitmer has weathered a kidnapping plot by armed extremists, spoke out after the Jan. 6 insurrection, and vetoed several 'Big Lie' bills that would have restricted voting access. She also fast-tracked and enacted some of the nation's toughest health-based standards for toxic chemicals in drinking and surface water, drawing opposition from the chemical industry. Whitmer is currently fighting to shut down the controversial Line 5 oil pipeline — prompting fossil fuel interests to run TV ads directed at her. Multiple anti-environment, anti-democracy candidates are seeking the Republican nomination. The Michigan primary elections will take place on August 2.



NEVADA GOVERNOR STEVE SISOLAK (D)

Cook Political Rating: Toss Up



Throughout his first term, Governor Steve Sisolak has been a champion for protecting Nevada's environment and combating climate change. He appointed Nevada's first climate policy coordinator and signed legislation that made major investments in clean energy transmission, electric vehicle charging infrastructure, and energy efficiency programs. Still, with Nevada facing some of the worst economic consequences of the COVID-19 pandemic and a pattern of depressed voter turnout in non-presidential years, Sisolak's race is expected to be competitive. Several anti-environment Republicans are engaged in a contested primary, including former U.S. Senator Dean Heller and Clark County Sheriff Joe Lombardo. Nevada's primary elections will take place on June 14.



PENNSYLVANIA OPEN SEAT

Cook Political Rating: Toss Up

OPEN
PROTECT

Current governor and pro-climate champion Tom Wolf is term-limited, which provides Republicans with an opportunity to flip the governor's mansion in a state where President Biden won by fewer than 82,000 votes. Attorney General Josh Shapiro, the likely Democratic nominee, opposes fracking and oversaw a grand jury investigation that led to criminal charges against two fracking companies. Shapiro is also a defender of voting rights, who fought to count every vote in the state when former president Trump tried to stop ballot counting in November 2020. Republicans have a crowded primary field with several high-profile, anti-environment, anti-democracy candidates, including state Senator Doug Mastriano and former U.S. Representative Lou Barletta, who left office with an *LCV Lifetime National Environmental Score* of only 5%. The Pennsylvania primary elections will take place on May 17.

Priority Races For Protecting Incumbents For Our State Affiliates



WISCONSIN GOVERNOR TONY EVERS (D)

Cook Political Rating: Toss Up



In 2018, our Wisconsin state affiliate played a pivotal role in helping to elect current governor and climate champion Tony Evers. Since taking office, Governor Evers has appointed clean energy champions to the state's public utility commission and formed a Task Force on Climate Change to create a blueprint for making Wisconsin carbon neutral by 2050. Evers also vetoed seven bills passed in the state legislature that would have restricted voting rights and weakened Wisconsin's electoral systems. He is facing a tough reelection against one of several anti-climate, anti-democracy candidates vying for the Republican nomination, including state Representative Timothy Ramthun, who has been advocating to decertify President Biden's 2020 victory in Wisconsin. Wisconsin's primary elections will take place on August 9.

Priority Pick-Up Opportunities For Our State Affiliates



ARIZONA OPEN SEAT

Cook Political Rating: Toss Up

**OPEN
PICK-UP**

Once a leader in the West on climate, Arizona has fallen behind neighboring states in climate policy and has taken actions to limit local mitigation efforts. In 2022, the current governor, Doug Ducey (R), is unable to seek a third term, providing an open-seat opportunity to replace him with a climate and democracy champion. If elected, a pro-climate governor would have the opportunity to reinstate the state's energy office, previously eliminated by the Ducey administration, and join a regional clean energy transmission organization that Nevada and Colorado have moved to create. Arizona's primary elections will take place on August 2.



GEORGIA GOVERNOR BRIAN KEMP (R)

Cook Political Rating: Toss Up



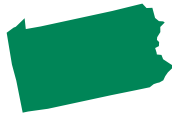
Republican Governor Brian Kemp is up for reelection and facing a primary challenge from former U.S. Senator David Perdue. Perdue has been endorsed by Trump, but Kemp has been leading in fundraising and public polling. Stacey Abrams, the former Democratic Leader of the Georgia House of Representative, who narrowly lost to Kemp in 2018, is the presumptive Democratic nominee, and this year's rematch is expected to be closely contested. Abrams is committed to fighting for environmental justice and has been one of the country's fiercest and most high-profile advocates for voting rights and fair elections. If elected, she would be the first Black woman governor in the country. The Georgia primary elections will take place on May 24.

GUBERNATORIAL RACES

KEEPING AN EYE ON 2024



MICHIGAN



PENNSYLVANIA



WISCONSIN



What's At Stake

- Republican Controlled Legislature
- Entrenched Republican Legislature
- Coordinated Effort to Overturn Democratic Systems
- Presidential Battleground State
- Gubernatorial Backstop

In 2021 alone, pro-democracy governors in Michigan, Pennsylvania, and Wisconsin collectively vetoed 16 anti-voting rights bills that would have subverted our electoral systems and made it harder for voters to access the ballot. It is critical to have governors who will defend voting rights and democracy in these key swing states ahead of the 2024 elections.

PRIORITY DOWN-BALLOT RACES

Every election cycle, LCV Victory Fund's state affiliates impact races that are critical in shaping future state and local policies on climate, clean energy, environmental justice, and democracy, including key races such as Secretary of State, Attorney General, state legislative seats, State Supreme Court seats, and public utility board commissioners.

What's At Stake

- Democracy Policies**
Secretary of State and/or State Supreme Court races
- Climate and Clean Energy Policies**
Utility Board and/or Key State Legislative races
- Environmental Justice Policies**
Attorney General races



ARIZONA



COLORADO



MICHIGAN



MINNESOTA



NEBRASKA



NEVADA



OHIO



WISCONSIN

GOAL

PROTECT PRO-CLIMATE, PRO-DEMOCRACY U.S. HOUSE MEMBERS

In 2021, members of the pro-climate, pro-democracy majority in the U.S. House, many of whom LCV Victory Fund helped elect in 2018 and 2020, showed up for our movement in big ways. This included passing the *Build Back Better Act* with its \$550 billion in investments in climate, jobs, and justice and several pieces of legislation that would strengthen our electoral systems and make voting more accessible to all, including the *Protect Our Democracy Act*, the *Freedom to Vote: John R. Lewis Act*, and the *Washington, D.C. Admission Act*.

In 2022, it is critical to our ability to pass future legislation that our movement stands up for House incumbents who put themselves on the line to vocally advocate for our issues.

Protecting and electing pro-climate, pro-democracy House champions is also vital to our movement's ability to build power. By helping House candidates win their races with messages on climate and democracy, LCV Victory Fund will:

- ✓ Demonstrate that championing these policies is politically advantageous.
- ✓ Ensure that our movement can continue influencing even more policymakers to work to advance pro-climate, pro-democracy policies while in office.

With your support, LCV Victory Fund will work hard to protect as many incumbent House champions as possible and help elect new champions in races where our involvement can make the difference.

Defend the
5 PRO-ENVIRONMENT CHAMPIONS
in seats won by Trump in 2020

Pick up the
10 ANTI-ENVIRONMENT SEATS
in districts won by Biden in 2020



Photo courtesy of Climate Power

CLIMATE VOTERS

A PROJECT OF LCV VICTORY FUND



HOW WE WIN

To overcome the challenges we face in 2022, LCV Victory Fund will run our largest field effort ever with two essential objectives:

- ✓ **Boost motivation and expand turnout** among key voter blocs.
- ✓ **Hold onto Climate Voters** who may stay home or stray from the 2020 Biden-Harris coalition.

IDENTIFYING AND MOBILIZING CLIMATE VOTERS

In 2020, the Biden-Harris ticket won more than 80 million votes — more than any other ticket in presidential election history — by amassing a diverse coalition of voters who, in part, were motivated by issues of climate change, clean energy, and environmental justice.

In 2022, due to low presidential approval ratings, inflation, voting restrictions, and a general midterm enthusiasm slump, some of these 2020 voters may consider staying home on Election Day. They may also consider switching their votes to anti-environment, anti-democracy candidates based on false narratives promoted by fossil fuel interests, such as messaging that attempts to pin high prices on clean energy rather than on oil company profiteering.

Through our *ClimateVote22* campaign, LCV Victory Fund will work to mitigate these factors by using cutting-edge research to **identify and target Climate Voters who care deeply about climate and environmental issues** yet who risk staying home or straying this year.

As a trusted environmental messenger and potent political force, LCV Victory Fund is best suited to reach the critical pool of Climate Voters.

Photo by Mikhail Nilov, Pexels

DEPLOYING MESSAGES THAT MOTIVATE

Once our targeted set of Climate Voters are identified, LCV Victory Fund will use **tested, locally salient messaging** to define candidates and keep our universe of voters engaged. These messages are layered on top of one another over the course of several months to provide a **surround sound effect** that inundates voters with messages that will persuade and mobilize them to vote for candidates with strong climate and environmental positions.

MESSAGING CASE STUDY: 2020 Environmental Swing Voters Program

In 2020, we launched an Environmental Swing Voters program to reach and persuade **1.58 million specific voters in the presidential race** in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin. We then repeatedly engaged these voters with tested, locally salient messages across mail, TV, and digital platforms.

Over the course of the program, voters saw our digital ads **multiple times on different platforms**, which allowed us to evolve our messages and incrementally shift voters toward Biden-Harris.

Voters saw our digital ads
180 MILLION TIMES

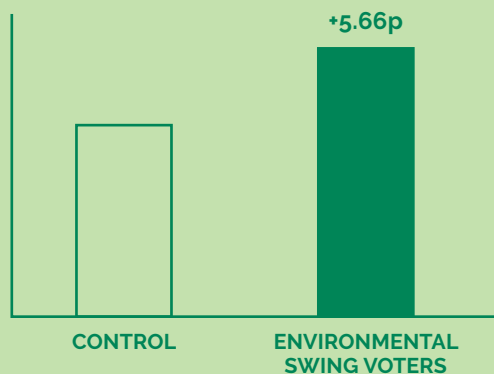
Voters watched the entire ad
70 MILLION TIMES

Every targeted voter saw our message roughly
10 TIMES A WEEK
on a variety of platforms

hulu

Roku

YouTube



Follow-up analysis found that **our program increased the Democratic vote margin by 5.6 percentage points** among these voters on Election Day when compared with a control group. In 2022, LCV Victory Fund is exploring a similarly-designed program to impact key Senate races.

WHAT WE'RE UP AGAINST



PARTY IN POWER TYPICALLY LOSES SEATS IN MIDTERMS



COVID-19 UNCERTAINTY



FOSSIL FUEL INTERESTS



VOTING RESTRICTIONS



INFLATION



LOW PRESIDENTIAL APPROVAL RATINGS



HIGH GAS PRICES

The **climate and democracy champions** we aim to protect and elect **must overcome a lack of motivation** among the racially diverse coalition of voters that helped power Biden-Harris to victory in key battlegrounds in 2020, as well as **targeted voting restrictions** that seek to make it harder for these voters to access the ballot. Our priority candidates must also **combat false narratives** that attempt to persuade people to vote for anti-climate, anti-democracy candidates.

SECOND-TO-NONE FIELD PROGRAM

In close elections, a robust Get-Out-The-Vote (GOTV) field operation can be the deciding margin between winning and losing. LCV Victory Fund's unique, best-in-class canvassing programs — a mix of persuasion and turnout efforts with particular focus on young people and communities of color — have helped deliver decisive margins in close races for more than a decade.

Independent researchers at One Minus Beta Analytics conducted a randomized controlled trial using 7,954 panelists across three states — AZ, NV, and OH — with Senate races in 2018. They found that LCV Victory Fund's field persuasion programs **increased the margin of support for our endorsed candidates by a statistically significant seven percentage points** on Election Day.

MAXIMIZING OUTREACH with Vote Tripling

Another effective turnout method we employ is "vote tripling," a relational, or friend-to-friend, direct contact tactic that asks voters to encourage people in their personal networks to vote.



Before Election Day, canvassers ask supporters door-to-door to remind three friends to vote.



On Election Day, canvassers ask supporters at the polls to remind three friends to vote.

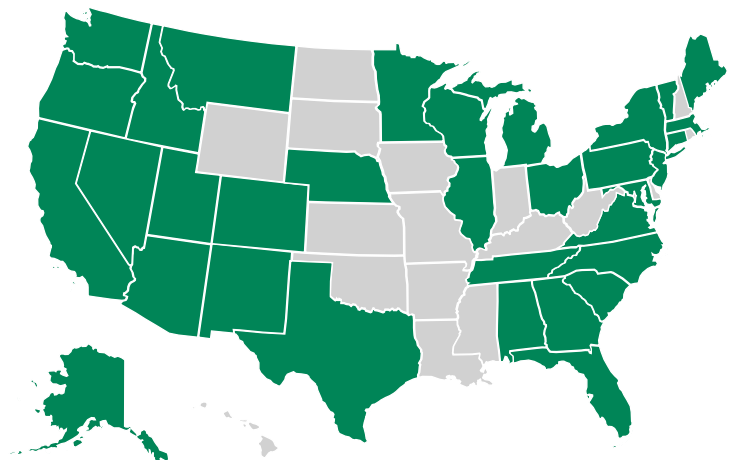
STRATEGIC PARTNERSHIPS

LCV Victory Fund is a trusted partner to other leading independent, progressive, and labor groups working to elect candidates. In 2022, we have convened climate allies to build and execute a joint strategy to ensure we are maximizing the environmental community's impact in this challenging election year, while also showcasing our collective political strength.



OUR NETWORK OF STATE AFFILIATES

LCV Victory Fund works to support our 30+ state affiliates as they impact multiple races up and down the ballot. We invest early to help our affiliates frame the terms of these races, and we continually analyze the electoral landscape to adjust resources as needed and seize opportunities.



YOUR INVESTMENT HAS IMPACT

LCV Victory Fund's critical, timely work to elect climate and democracy champions up and down the ballot is powered by the investment of generous donors and partners like you. Only with your support can we achieve our goals of defending and expanding the number of pro-climate, pro-democracy leaders in office, who will go on to pass the transformative climate, clean energy, and environmental justice policies we need to create a healthier, safer, more just future for all. **Here's how your dollars can have an impact:**

\$5,000,000

Run a major campaign to help elect or protect a pro-environment, pro-democracy U.S. senator in a close race through highly-targeted canvass, mail, phone, and paid media efforts.

\$2,500,000

Fund the entire New Hampshire field program for U.S. Senate, including persuading, educating, and mobilizing a precisely targeted set of Climate Voters to turn out on Election Day.

\$1,000,000

Cover two weeks of TV in the Phoenix, Arizona media market, reaching 79% of voters in the state.

\$750,000

Run an independent expenditure campaign to defend one pro-environment, pro-democracy incumbent in the U.S. House.

\$500,000

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

\$125,000

Knock on 14,000 doors to turn out voters in a priority U.S. Senate race.

\$50,000

Conduct research to inform mass communication in key media markets to move voters toward supporting a pro-environment, pro-democracy candidate.

\$25,000

Fund one week of digital ads targeting Climate Voters in a key U.S. Senate race.

\$10,000

Conduct collaborative polling for a single congressional race.

\$5,000

Fund one week of digital ads targeting Climate Voters in a key U.S. House race.



Front Cover Photo by Syed F Hashemi, Unsplash

For more information or to get involved, visit lcvvictoryfund.org

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