

DCCC



Battleground Brief

Voters will boil the 2014 midterms down to one question: ‘Who is on my side?’ And one factor in this midterm defies historical comparison: the degree to which Republicans are not on the side of the middle class. Their toxic agenda has given them rock-bottom approval ratings and exposed them as the party that puts the ultra-wealthy and special interests ahead of the middle class. **New, in-depth research shows Democrats have a strategic message advantage: our message unifies our base and persuadable voters, while Republicans’ message to their base turns off swing voters.**

We also continue to build a significant cash advantage, once again besting the NRCC in monthly fundraising and expanding our cash-on-hand edge to nearly \$12 million.

DCCC ACTIVITY:

DCCC RESEARCH POINTS TO FOCUS ON ECONOMY

This spring the DCCC conducted in-depth, comprehensive research to understand the concerns of targeted voters, with a particularly deep-dive into the people who traditionally don’t vote in midterm elections: African-Americans, Hispanics, young people and unmarried women. The results of this research show that even within this tough climate, **staying on offense against a Republican Party that puts special interests ahead of the middle class gives us both a path to win over persuadable voters and the tools to motivate drop-off voters.**

The New York Times [wrote](#):

“Democrats say the most heartening finding was that economic themes that rally committed Democratic voters also serve to encourage unaffiliated voters and the so-called drop-off Democrats – those who voted in the presidential election but might not vote this year. In contrast, the research suggested to Democrats that the conservative issues that stir committed Republican voters, such as the new health care law, tend to turn off centrist voters that both parties are fighting over.

“Democrats could build on [voters’] distrust [of Republicans], the research showed, by emphasizing support for policies such as equal pay for men and women, ensuring that corporations pay a fair share of taxes, and increased job opportunities in the United States.”

Read an additional sampling of coverage of Chairman Steve Israel’s rollout of the research here:

- **House Democrats Point to Economic Focus** “House Democrats on Wednesday outlined plans to focus on economic issues and job opportunities while portraying Republicans as beholden to corporate

interests, saying the message could help the party connect with voters in the 2014 elections.” [AP, [5/22/14](#)]

- “[Chairman] Israel outlined a series of messages that he said polling indicates will galvanize persuadable and independent voters this fall. He said Democrats will focus on the idea of the ‘self-interested Republican Congress,’ and that persuadable voters are motivated by the idea of GOP lawmakers more interested in ‘perks’ than work.” [The Hill, [5/21/14](#)]

DCCC UNVEILS ‘ROSIE’ MODEL TO TARGET UNMARRIED WOMEN VOTERS

With unmarried women a major target for the 2014 midterms, the DCCC unveiled an effort to turn out this key electoral group with a voter model called “Rosie.” Inspired by Rosie the Riveter, the “Rosie” model (Reengaging Our Sisters in Elections) aims to identify and turn out the unmarried women who are most likely to drop off in the midterm election – and whose lives are enormously affected by a Republican Congress that blocks equal pay, delayed the Violence Against Women Act for 500 days and restricts women’s health access and choices.

DCCC Executive Director Kelly Ward spoke with NPR’s Mara Liasson about the committee’s outreach to unmarried women. Listen to the interview [here](#).

DCCC EXPANDS CASH ADVANTAGE, HAS \$12 MILLION MORE IN THE BANK THAN NRCC

The DCCC has a cash advantage of more nearly \$12 million, with \$43.5 million in the bank compared to just \$32 million for the NRCC. The DCCC outraised the NRCC by \$2.4 million in the first quarter of 2014, and continued the streak in April, outraising the NRCC by \$3 million and raising a record-breaking \$7.1 million.

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 over \$2.3 million online from more than 120,000 donations, including nearly 30,000 first-time contributors.
- President Obama is committed to elect House Democrats in 2014, and recently hosted his fifth fundraising event of the year for the DCCC, with another scheduled in June.

Read some of the coverage of our fundraising success here:

- “DCCC outraises NRCC by \$3M in April” [The Hill, [5/20/14](#)]
- “DCCC raises \$7.1 million in April” [Washington Post, [5/19/14](#)]
- “Strong fundraising for congressional Democratic committees continues” [CBS News, [5/19/14](#)]

DCCC HOLDS REPUBLICANS ACCOUNTABLE FOR BENGHAZI FUNDRAISING

The DCCC held the Republicans’ feet to the fire over their despicable exploitation of the death of four Americans for campaign cash, which was broadly condemned across the political spectrum. Chairman Israel said that “Speaker Boehner and Chairman Walden should immediately take down their BenghaziWatchdogs.com website and stop insulting the memory of the brave Americans who were lost there.”

The DCCC also released a video, calling on voters to hold House Republicans accountable for their blatant politicization off of the Benghazi tragedy:



BATTLEFIELD UPDATE:

Red to Blue

In the first quarter, DCCC Chairman Steve Israel announced the first round of candidates to qualify for the DCCC's highly competitive Red to Blue program, and recently added two candidates to the list:

- Sean Eldridge (NY-19)—Sean is the president of Hudson River Ventures, and helped lead the successful campaign for marriage equality in New York in 2011. He is running against Congressman Chris Gibson.
- Aaron Woolf (NY-21)—Aaron is a documentary filmmaker who highlights the untold stories of business owners, farmers and factory workers, who is running in this open seat. Democrats are united around Aaron while Republican Elise Stefanik and Matthew Doheny battle it out in a primary.

In total, 35 districts are part of the Red to Blue or Emerging Races programs. Of the 18 candidates selected for Red to Blue, nearly 60 percent are women.

Chairman Israel also announced the leadership team for 2014's Red to Blue program, announcing that Representative **Donna Edwards** will chair the committee's Red To Blue program in 2014, and that Representatives **Lois Frankel** and **Denny Heck** will serve as Red to Blue Vice Chairs. Representative Edwards chaired the DCCC's Recruitment Committee for the 2014 cycle, helping recruit the diverse class of candidates who she will be leading to victory as Red to Blue Chair.

RELEVANT NEWS:

- **House Dems: Focus on 'all the single ladies'** "Democrats have recruited female candidates in many competitive districts, crafted a message about how the current Republican agenda impacts women and created a technology program designed to identify unmarried women and get them to the polls this fall." [CNN, [5/15/14](#)]
- **Female candidates boost Dems hopes in tough year** "Democrats, after robust recruiting of female candidates, are counting on women to knock out a few GOP men... Sixty-three of the 199 Democrats in the House are women, compared with just 19 of the 233 Republicans. Democrats have recruited 102 women to run for open seats and challenge incumbents this election, compared with 66 Republicans, according to the Center for American Women and Politics at Rutgers University. 'You cannot recruit women while you're prosecuting a war on women,' said Rep. Steve Israel, D-N.Y., chairman of the campaign committee." [AP, [5/10/14](#)]
- **Where are all the Republican women?** "[T]herein lies the problem for the GOP, which has struggled to recruit and elect Republican women for decades. No women are polling in the top 10 for potential

Republican presidential candidates two years after the party identified outreach to women as a weakness. Democrats have six times the number of women representing them today while Republicans haven't managed to double their female ranks in three decades. Come November, those numbers will worsen. Since 1981, Democrats have steadily tripled their share of female representatives while Republican numbers have barely budged." [MSNBC, [5/14/14](#)]

- **Democrats Are Unified; G.O.P Is Unified Only in Opposing Obama** “Republicans are less unified than Democrats. For all of the G.O.P.'s unity in opposing President Obama, Republicans disagree on many issues. For all the Democratic Party's history of factionalism, it is now the party of more ideological consistency.” [New York Times, [5/15/14](#)]
- **Conservatives seek to regain control of Republican agenda** Conservative groups, “alarmed by a resurgence of the GOP establishment in recent primaries and what activists view as a softened message, drafted demands to be shared with senior lawmakers calling on the party to “recommit” to bedrock principles. Some of those principles laid out in the new document — strict opposition to illegal immigration, same-sex marriage and abortion — represent the hot-button positions that many Republican congressional candidates are trying to avoid as the party attempts to broaden its appeal.” [Washington Post, [5/15/14](#)]

BY THE NUMBERS:

Polls continue to confirm that Democrats are standing with voters on the issues they care about. A [new Politico poll](#) shows broad support for key pieces of the Democratic agenda:

- 71 percent support comprehensive immigration reform, including 64 percent of Republicans
- 79 percent support stricter background checks for gun purchases
- 74 percent support efforts to address the gender pay gap

UPCOMING EVENTS:

- **Thursday, May 29, 2014**
DCCC Chairman's Council Lunch
Washington, DC
Contact: Manjiri Machak,
machak@dccc.org, (202) 741-1846
- **Monday, June 2, 2014**
DCCC Afternoon Tea with First Lady Michelle Obama
Boston, MA
Contact: Manjiri Machak,
machak@dccc.org, (202) 741-1846
- **Tuesday, June 10, 2014**
DCCC Equality Council Reception
Washington, DC
Contact: Michael Lewis, mlewis@dccc.org,
(202) 485-3508
- **Thursday, June 12, 2014**
DCCC WomenLEAD Luncheon
Washington, DC
Contact: Becca Durr, durr@dccc.org, (202) 485-3445
- **Friday, June 13, 2013**
DCCC Luncheon hosted by Rep. Titus
Las Vegas, NV
Contact: Dan Boysen, Boysen@dccc.org,
(202) 485-3448
- **Tuesday, June 17, 2014**
DCCC LGBT Equality Council Breakfast
New York, NY
Contact: Manjiri Machak,
machak@dccc.org, (202) 741-1846

- **Monday, June 23 – Tuesday June 24, 2014**
Rep. Keith Ellison’s DC Leadership Summit with special guest Vice President Joe Biden
Washington, DC
Contact: Liz Robertson,
robertson@dccc.org, (202) 485-3436
- **Thursday, June 26, 2014**
DCCC Dinner with President Obama
Minneapolis, MN
Contact: Liz Robertson,
robertson@dccc.org, (202) 485-3436
- **Wednesday, July 9, 2014**
DCCC Dinner with President Obama
Dallas, TX
Contact: Amelie LeBreton,
lebreton@dccc.org, (202) 485-3403
- **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