

DCCC

Battleground Brief

House Republicans fled Washington after spending months pushing an agenda that would stack the deck for special interests and put a bigger burden on middle class families. Ignoring the majority of Americans, Republicans have refused to guarantee women equal pay for equal work, voted against a minimum wage increase and stood in the way of making college affordable. This contrast is at the core of the message Democrats are driving through Election Day.

We continue to lead on all the metrics within our control, and the most robust fundraising in the committee’s history is allowing us to protect our incumbents, play in Republican turf and prepare for the wave of third-party money that will be spent against our Democrats. As the first Independent Expenditure (IE) ads hit the air and our field efforts ramp up, the DCCC’s record-breaking financial advantage has never been more critical.

DCCC ACTIVITY:

**DCCC EXPANDS MULTI-MILLION DOLLAR CASH ADVANTAGE AND PUTS IT TO WORK ON THE AIR AND ON THE GROUND.**

Driven by another surge of online grassroots donations, the Democratic Congressional Campaign Committee once again lapped the National Republican Congressional Committee in monthly fundraising, raising $10.2 million in August and outraising the NRCC by nearly $6 million. The DCCC also passed a major milestone in September, raising $150 million for the cycle.

With $54.5 million in the bank, the DCCC has conserved $15 million more cash than at this point in the 2012 or 2010 cycle, and holds a nearly $9 million cash advantage over the NRCC.

We are using that advantage on the air and on the ground. History is against us this cycle, but our record-breaking financial advantage is allowing us to vigorously protect all of our incumbents and play in Republican districts. The DCCC has reserved ad time in more media markets and districts than the NRCC, and our first-ever voter registration program has registered more than 60,000 new voters in dozens of districts.

See a sampling of the coverage of our financial advantage:

* “House Democrats Pummel Republicans in August” [Roll Call, [9/20/14](http://atr.rollcall.com/midterms-democrats-republicans-house-nrcc-dccc-fundraising/)]
* “DCCC Easily Outraises NRCC in August” [National Journal, [9/22/14](http://www.nationaljournal.com/wake-up-call/dccc-easily-outraises-nrcc-in-aug-roberts-receives-air-cover-poll-wolf-up-big-on-corbett-20140922)]
* “House Democrats Top $150M for Cycle” [The Hill, [9/18/14](http://thehill.com/blogs/ballot-box/house-races/218147-dccc-raises-102m-for-august-tops-150m-for-cycle)]

**DCCC HITS REPUBLICANS FOR SKIPPING TOWN WHILE DOING NOTHING FOR THE MIDDLE CLASS**

Before leaving town to campaign, House Republicans patted themselves on the back for doing the bare minimum to avoid another one of their government shutdowns, while blocking efforts to strengthen middle class families. Chairman Steve Israel wrote in an [op-ed](http://www.rollcall.com/news/the_low_bar_commentary-236403-1.html?pos=lopilr):

“On Oct. 1, the United States government will remain open. By the embarrassingly low standard of this Republican Congress, that constitutes a rousing success. Yes, that is the sad state of affairs of this Republican Congress: Avoiding a catastrophic shutdown is a victory and simply keeping the essential functions of government operations running on autopilot is cause for celebration.

“While House Leadership pats itself on the back for its major accomplishment of keeping the lights on, the middle class continues to struggle, and this Republican Congress continues to lift a finger only if they see that it will help their special interest backers.”

The DCCC also released a video to help House Republicans understand the American people’s reaction to them doing the bare minimum—watch “Slow Clap” here:

[](http://youtu.be/bmLihpmM3Oc)

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

While House Republican make time only for political stunts and giving handouts to special interests, Democrats are putting the middle class first. This summer House Democrats rolled out our 100-day action plan to put the middle class first, and that message has become a centerpiece of our campaigns. Our Middle Class Jumpstart has three prongs:

* **Make it in America**: While Republicans give handouts to corporate special interests, Democrats will build infrastructure at home by passing the “Build America Bonds Act” and closing corporate tax loopholes for companies that ship jobs overseas.
* **Affordable and Accessible Education**: While House Republicans pile more debt on the backs of students and families by preventing Americans from refinancing their student loans, Democrats would enable college students and families to refinance their student loans at new, lower rates.
* **When Women Succeed, America Succeeds**: While House Republicans refuse to ensureequal pay for equal work, Democrats would guarantee women are paid the same as men for equal work.

Chairman Israel sent a memo to House Democrats at the beginning of the month, urging Members not to let up holding Republicans accountable for stalling middle class priorities and to continue to rally around our Middle Class Jumpstart agenda:

Chairman Israel: The list of Republican failures is long and the list of neglected middle class priorities is even longer. We must dedicate every one of these final days in Washington toward supporting and lifting up hardworking middle class families, even as Republicans are determined to block the agenda and leave voters with a final impression of obstruction and dysfunction.

Read coverage of the Chairman’s memo here: “House Dem Campaign Chair: GOP Has ‘Neglected Middle Class’” [The Hill, [9/9/14](http://thehill.com/blogs/ballot-box/house-races/217056-house-dem-campaign-chair-gop-has-neglected-middle-class#ixzz3CpKtepGd)]

RELEVANT NEWS:

* **“GOP Falling Short in Midterms”** “Tepid fundraising, underperforming candidates and a lousy party brand are threatening to deprive House Republicans of the sweeping 2014 gains that some top party officials have been predicting this year…Republicans are convinced they’ll be significantly outspent by Democrats — in contrast to the 2010 midterm elections, when the GOP overwhelmed its opponents with an avalanche of cash…Nearly a year after the government shutdown, Republicans privately say the party’s tattered public image is dragging down candidates in key races.” [Politico, [9/2/14](http://www.politico.com/story/2014/09/house-gop-2014-elections-goals-110499.html?hp=l7)]
* **“House Democrats Will be More Female, More Minority in 2015”** “After the 2012 election, for the first time ever women and racial minorities combined to form a majority within the House Democratic caucus. It was a historical milestone – one that's unlikely to be reversed after the 2014 midterms…The continually increasing diversity of its ranks is the result of the party's commitment to recruiting different kinds of candidates, House Democratic officials say…And Democratic campaign officials said they placed a special emphasis once again this cycle on recruiting women and minorities to run for office.” [National Journal, [9/5/14](http://www.nationaljournal.com/politics/house-democrats-will-be-more-female-more-minority-in-2015-20140905)]
* **“In a First, DCCC Helps Register More than 60,000 New Voters”** “House Democrats, flush with campaign cash, have crafted an unprecedented field operation this year that has registered tens of thousands of voters -- including several thousand in critical states – for the first time… The cash flow is helping Democrats pay for a field operation that includes more than 500 paid staffers across the country. Those staffers have helped DCCC register more than 60,000 new voters in 48 districts -- a first for the committee.” [Washington Post, [9/25/14](http://www.washingtonpost.com/blogs/post-politics/wp/2014/09/25/in-a-first-dccc-helps-register-more-than-60000-new-voters/)]
* **“Meet the Super PAC Woman”** “As the political ad wars rage on television sets from New England to Southern California, Democrats think they have their answer to the Koch brothers and Karl Rove: a mother of three sons from suburban Virginia. Meet Alixandria Lapp, the executive director of a super PAC with the sole mission of electing as many House Democrats as possible. At House Majority PAC, she oversees tens of millions of dollars in television advertising every fall. But Lapp’s place in Democratic politics goes beyond a single political organization. Behind the scenes, the seasoned operative plays traffic cop among House races, wrangling the spectrum of Democratic groups to ensure they work together to get the best bang for their buck in the super PAC ad wars.” [Roll Call, [9/18/14](http://atr.rollcall.com/2014-house-races-super-pacs-ali-lapp/?dcz)]
* **“Nancy Pelosi the Money Juggernaut”** “Nancy Pelosi is almost single-handedly keeping House Democrats afloat. She has raised $80 million for her party this cycle and more than $400 million during her dozen years as party leader. It’s an eye-popping sum that places her as one of the top Democratic fundraisers in history, in the realm of Bill and Hillary Clinton and Barack Obama. Pelosi said in an interview that donors give because they believe in the Democrats’ mission…’I’m not interested in anything really for myself,’ the California lawmaker insisted. ‘It’s just about the causes that we believe in and candidates that advance them.’” [Politico, [9/9/14](http://www.politico.com/story/2014/09/nancy-pelosi-house-democrats-fundraising-110777.html?hp=f3%20)]
* **“House Democrats, DNC Pledge Millions for Midterms”** “The Democratic Congressional Campaign Committee picked up $1.7 million in member pledges at its quarterly caucus dinner Tuesday night. In addition, DCCC Chairman Steve Israel announced the Democratic National Committee, an organization that struggled financially until this spring, had pledged to transfer $2 million to the DCCC for the midterms…’We’ve been breaking every fundraising record but winning campaigns is expensive,’ said Israel at the dinner, according to a source in the room. ‘We had 400,000 online donations in July and raised 7 million dollars. This is an inspiration.’” [Roll Call, [9/17/14](http://atr.rollcall.com/house-races-2014-dnc-dccc-fundraising-caucus-pledges/)]
* **“DCCC Head: N.Y. ‘Center of Gravity’ in Midterms”** “New York is often — and incorrectly **—** written off as a haven of deep-blue voters that says little about the rest of the country. But Democratic Congressional Campaign Committee Chairman Steve Israel knows his home state is consequential in determining whether his party falls farther behind in its quest to win back the House of Representatives. Yet his reach goes well beyond New York. And unlike the state’s other major political players — two Clintons and two sitting senators — Israel is playing the broadest fundraising role of all of them this cycle.” [Politico, [9/15/14](https://www.politicopro.com/story/campaigns/?id=38386)]
* **“10 Reasons Young Women Absolutely Need to Vote in the Midterms”** “4. **Some people apparently still think politics is men's work.**It was recently revealed that Republican Representative Steve Southerland of Florida held a men-only fundraiser earlier this year, and the invitation advised attendees to ‘tell the misses not to wait up.’ The exclusivity of the gathering is one thing, but it's the display of such old-fashioned sexist values that's really offensive. By showing up at the polls, you can remind politicians like Southerland that it's past time to abandon the Old Boys' Club mentality.” [Cosmopolitan, [9/8/14](http://www.cosmopolitan.com/politics/news/a30847/reasons-young-women-absolutely-need-to-vote-in-the-midterms/)]

AD WATCH:

The air wars are heating up in races across the country, and the DCCC and our campaigns are holding Republicans accountable for failing the middle class. Our ads highlight several themes that resonate with voters:

**Democrats Holding Republicans Accountable on Women’s Issues:** Women are critical to House Democrats efforts this year, and this Republican Congress has continued to wage its war on women. Democrats are holding Republicans accountable for their abysmal records and Mad Men-style views on women’s issues—watch a sampling of these ads:

* NH-02: DCCC Ad, “[Extreme](https://www.youtube.com/watch?v=-Z8eL1_LqP0&feature=youtu.be)”
* CO-06: DCCC Ad, “[Undeniable](http://youtu.be/b3dtmsrmNF4)”
* FL-02: Gwen Graham Campaign Ad, “[Against](https://www.youtube.com/watch?v=zMDmleXO0yc)”
* VA-10: John Foust Campaign Ad, “[Head Shake](https://www.youtube.com/watch?v=iv-YscLpXuk)”

**Republicans Putting Special Interests Before the Middle Class:** For voters, this election will come down to this question: “who is on our side?” Republicans have made it clear they will stand on the side of special interests, at the expense of middle class families, and Democrats are making sure voters know it. Take a look at a sampling of ads highlighting Republicans’ wrong priorities:

* MN-08: DCCC Ad, “[Big One](http://youtu.be/14BRBqkRHPs)”
* MN-08: DCCC Ad, “[Costs](http://youtu.be/atDFkQhr5lM)”
* AZ-02: DCCC Ad, “[Race](http://youtu.be/7_xQHd9rL1w)”

**Voters Fed Up with Republicans’ Washington Ways:** The approval rating of this Republican Congress is historically toxic, hovering in the low teens all cycle, and Americans are fed up with Members who put their own perks ahead of middle class families. Take a look at how we are informing voters of House Republicans protecting their own benefits, and our Democratic Members standing up against perks:

* NE-02: DCCC Ad, “[Sweet](http://youtu.be/Zh2ekYVbDYE)”
* AZ-01: Rep. Ann Kirkpatrick Campaign Ad, “[Boots](https://www.youtube.com/watch?v=5mOVM92jiF8&feature=youtu.be)”

**Republicans Alienating Seniors:** House Republicans doubled down on their budget that ends the Medicare guarantee this year, and many Republican candidates have gone even further, supporting the privatization of Social Security. See a sampling of how we are holding Republicans accountable for their far-right views on Social Security:

* CT-05: DCCC Ad, “[Failure](https://www.youtube.com/watch?v=f9M9rV9n4yw&feature=youtu.be)”
* NY-01: DCCC Ad, “[Crash](http://youtu.be/r4kKc1PCdrs)”

**Candidate-Specific Ads:** As a group, House Republicans and their wanna-be candidates are outside the mainstream, but some Members and candidates are wrong for middle class families in their own uniquely awful ways (like being under federal indictment.) Take a look at a sampling of ads focusing on unique candidate weaknesses:

* NY-11: Domenic Recchia Campaign Ad, “[20 Counts](https://www.youtube.com/watch?v=Df5UoQ-77rg)”
* IL-12: DCCC Ad, “[Melting Down](http://youtu.be/2n8hNR6q4tw)”

UPCOMING EVENTS:

* **Monday, October 6th, 2014**
* **DCCC When Women Succeed America Succeeds Cocktail Reception with Vice President Joe Biden and special guest Carole King**

Los Angeles, CA

Contact: Dan Boysen, [boysen@dccc.org](mailto:boysen@dccc.org), (202) 485-3448

* **Thursday, October 16th, 2014**

**DCCC Dinner with Governor O’Malley& Senator Warren**

Pikesville, MD

Contact: Becca Durr, [durr@dccc.org](mailto:durr@dccc.org), (202) 485-3445

* **Saturday, October 18th, 2104**

**DCCC Finance Reception hosted by Rep. Pierluisi**

San Juan, PR

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

* **Monday, October 20th, 2014**

**DCCC Ultimate Women’s Lunch with Hillary Rodham Clinton**

San Francisco, CA

Contact: Dan Boysen, [boysen@dccc.org](mailto:boysen@dccc.org), (202) 485-3448