

# DCCC



# Battleground Brief

Following House Republicans' tone-deaf passage of yet another budget that stacks the deck in favor of Washington special interests at the expense of the middle class, the DCCC launched a sweeping offensive campaign, "Battleground: Middle Class," encompassing paid media and field efforts against 100 Republican incumbents and candidates across the country.

We also continue to post record-breaking fundraising numbers, and we are using our financial advantage to fund our message offense, expand the battlefield, and invest in state-of-the-art field and targeting, building our ground game earlier than ever before.

## DCCC ACTIVITY:

### DCCC LAUNCHES "BATTLEGROUND: MIDDLE CLASS" OFFENSE

This month House Republicans handed Democrats our most effective electoral weapon of the 2014 elections—they passed yet another version of Paul Ryan's Republican budget that sells out the middle class in order to heap more benefits on special interests and those who need help the least.

The DCCC launched a sweeping, nationwide paid effort against 100 Republican incumbents and candidates, targeting their out-of-touch budget. The effort includes paid advertising, calls to connect voters directly to their Republican representative and grassroots field efforts.

Ads direct voters in targeted districts to [TheRepublicanBudget.com](http://TheRepublicanBudget.com), where they can watch a trailer highlighting the "SCANDALous" Republican budget:



## **Chairman Israel's Republican Budget Offense**

DCCC Chairman Steve Israel is leading the charge against the Republican budget—he appeared at the National Press Club to preview the DCCC's "Battleground: Middle Class" campaign, and penned an [op-ed](#) calling the Republican budget "an assault on the middle class."

Chairman Israel wrote for CNN:

"Democrats have the backs of the middle class. House Democrats have launched a sweeping national project – 'Battleground: Middle Class' -- and we are already communicating with voters in 76 districts around the country to tell them how the GOP budget would cost them more in every aspect of their lives, whether it's higher taxes, worse roads, costlier college educations or an end to the Medicare guarantee.

"The American people want their representatives in Washington to focus on strengthening the economy, making sure everyone has a shot at getting a better job and can count on a secure retirement -- which is exactly what Democrats have proposed.

"For middle-class voters, the 2014 midterms will come down to one question: Who's got our backs? The debate over our budget answers that question."

See a handful of the headlines the DCCC generated nationally and locally:

- "Dems seize political opportunity in Ryan vote" [The Hill, [4/10/14](#)]
- "DCCC Chairman: House GOP budget 'will define the next seven months' leading up to midterms" [Washington Post, [4/2/14](#)]
- "DCCC launches ads attacking Republicans over support of Ryan budget bill" [Arizona Star, [4/2/14](#)]
- "DCCC Targets Pearce over Republican budget" [New Mexico Telegram, [4/2/14](#)]
- "DCCC sends copies of Ryan budget to GOP candidates" [The Hill, [4/15/14](#)]

## **DCCC POSTS RECORD-BREAKING FIRST QUARTER FUNDRAISING, CONTINUES TO OUT-RAISE NRCC**

The DCCC outraised the NRCC by \$2.4 million during the first quarter of 2014 and continues to build a commanding cash advantage, despite being in the minority. The DCCC ended the quarter with a massive March total, raising \$10.3 million last month and bringing the total we have raised for the cycle to \$99 million. With \$40.2 million in the bank, the DCCC now has nearly double the cash we had at this point in 2012 and \$10 million more than the NRCC.

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.
- 89 percent of Democrats in the House have paid some dues to the DCCC already for the cycle.
- This year alone, the DCCC has brought in \$5.8 million online from more than 300,000 donations—a Q1 record for a party committee.

Read some of the coverage of our fundraising success here:

- "DCCC outraises NRCC in March" [Washington Post, [4/20/14](#)]

- “DCCC outraises NRCC for first quarter of 2014” [The Hill, [4/20/14](#)]
- “House Democrats’ committee sitting on \$40M fund” [AP, [4/16/14](#)]
- “House Democrats Bank Over \$10 Million in March” [Roll Call, [4/6/14](#)]

## 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 emphasized that for the first time in committee history, women make up more than 60 percent of the list. These candidates have earned a spot on Red to Blue by surpassing aggressive fundraising, organization and infrastructure goals.

In total, 35 districts are part of the initial list in the Red to Blue or Emerging Races programs. Of the 16 candidates selected for Red to Blue, 10 are women.

### Open Seats

Democrats also continue to dominate the competitive open seat landscape, with 12 opportunities to expand the map in Republican-held seats. New retirements in the past month include Ways and Means Committee Chairman Dave Camp (MI-04), Intelligence Committee Chairman Mike Rogers (MI-08) and senior Member Tom Petri (WI-06), as members in moderate districts flee the party.

## RELEVANT NEWS:

- **Democrats relish chance to attack Republicans over austere budget** “Democrats view the document as a potent weapon in the November congressional elections and are betting that its emphasis on austerity and cuts to popular programs such as Medicare will provoke a backlash against Republicans... House Democratic leader Nancy Pelosi on Thursday called it a ‘moral imperative’ to make sure the public was aware of the budget cuts that Republicans are proposing... The Democratic Congressional Campaign Committee is quickly ramping up an attack campaign against Republican candidates in important swing districts, called ‘Battleground: Middle Class.’” [Reuters, [4/10/14](#)]
- **Democrats Lead GOP In Funds for House Races** “In the 53 most competitive House races, the Democratic candidates combined are raising more money than their Republican rivals. Perhaps more important, Democrats have far more money in the bank than the Republicans’ combined total, according to a Wall Street Journal tally of fundraising reports... So far in the 2014 campaign, Democrats are whooping Republicans when it comes to raising money.” [Wall Street Journal, [4/16/14](#)]
- **Democrats target unmarried female voters** “The Democratic Congressional Campaign Committee is building a national computer model to predict voters’ marital status, with hopes of targeting what may be the party’s most important demographic group: unmarried women... The DCCC project — which has not previously been disclosed — is just one example of the party’s growing focus on single female voters, who lean heavily in favor of Democrats and could spell the difference between making gains in the House and losing control of the Senate in November. President Obama and congressional Democrats are pushing a long list of issues that have an outside effect on this particular subset of voters, including the minimum wage, pay equity and health care.” [Washington Post, [4/2/14](#)]
- **For Some Republicans, a Quiet Shift Away From Obamacare Repeal** “The repeal-or-nothing approach is getting trickier now that millions of potential voters have enrolled in health plans and started receiving medical care as a result. That means members of Congress running for reelection in

November will have to face real people for whom repeal would likely mean losing coverage... On the other hand, hard-line Obamacare opponents within the GOP's base are ready to pounce on any comment that suggests any goal short of repeal." [Businessweek, [4/16/14](#)]

- **Democrats target 30 House Republicans on immigration** "House Democrats are rolling out a new strategy to target 30 House Republicans on immigration reform during the two-week congressional recess, marking a last-ditch effort to force GOP action on a legislative overhaul. The new pressure tactic includes a memo distributed to those 30 districts held by Republicans who have expressed public support for some sort of immigration reform, many of them backing a pathway to citizenship for millions of undocumented immigrants in the United States." [Politico, [4/15/14](#)]
- **Immigration Stall Turning Off GOP-Voting Hispanics** "[W]hile gathered this week at the U.S. Hispanic Chamber of Commerce, these Republican-voting Hispanics seemed generally fed up with the lack of legislative action on immigration reform in the GOP-led House." [NBC News, [3/28/14](#)]
- **Republicans gain little ground among women** "The number of Republican women running for Congress in 2014 is falling well short of 2012: Seventy-four, including 17 incumbents, are running or are expected to run for House seats this year, compared with 108 in 2012, according to the Center for American Women and Politics at Rutgers University... Republican women have a long way to go. In the House, 19 Republicans, or 8 percent of the GOP's delegation, are women. By contrast, the 60 Democratic women in the House make up 30 percent of the party's caucus." [Boston Globe, [3/26/14](#)]

## BY THE NUMBERS:

Polls continue to confirm that when it comes to standing up for hardworking families and building an economy that works for all Americans, Democrats are on the right side of voters.

A [Greenberg Quinlan Rosner Research poll](#) conducted for Democracy Corps and Women's Voices Women Vote finds that a Democratic agenda that pushes "back against an economy that works for only the 1 percent" and that "puts working women first" is not only popular, but also motivates our Democratic base voters—the "Rising American Electorate," made up of unmarried women, minorities and young people.

- 83 percent of likely voters, and 92 percent of the "Rising American Electorate," support legislation to ensure equal pay;
- 83 percent of likely voters, and 91 percent of the "Rising American Electorate," support protecting jobs for new mothers and ensuring paid leave and child care;
- 67 percent of likely voters, and 82 percent of the "Rising American Electorate," support raising the minimum wage to \$10.10 and expanding access to scholarships to get school costs down so working women can continue their education.

Americans also prefer the Democratic approach to health care:

- Nearly a third of respondents prefer Democrats' plan and approach to health care, compared to only 18 percent who favored Republicans' approach [Ipsos/Reuters, [4/15/14](#)]

## UPCOMING EVENTS:

- **Wednesday, May 7, 2014**  
**House Senate Victory Fund Dinner with President Obama**  
Los Angeles, CA  
Contact: Dan Boysen, [Boysen@dccc.org](mailto:Boysen@dccc.org), (202) 485-3448
- **Thursday, May 8, 2014**  
**DCCC Lunch with President Obama**  
San Diego, CA  
Contact: Dan Boysen, [Boysen@dccc.org](mailto:Boysen@dccc.org), (202) 485-3448
- **Thursday, May 29, 2014**  
**DCCC Chairman's Council Luncheon**  
Washington, DC  
Contact: Manjiri Machak, [machak@dccc.org](mailto:machak@dccc.org), (202) 741-1851
- **Thursday, June 12, 2014**  
**DCCC WomenLEAD Luncheon**  
Washington, DC  
Contact: Becca Durr, [durr@dccc.org](mailto:durr@dccc.org), (202) 485-3445
- **Friday, August 15, 2014 - Sunday, August 17, 2014**  
**DCCC Napa Valley Weekend and Issues Conference**  
Napa, CA  
Contact: Amy Soenksen, [Soenksen@dccc.org](mailto:Soenksen@dccc.org), (202) 485-3419