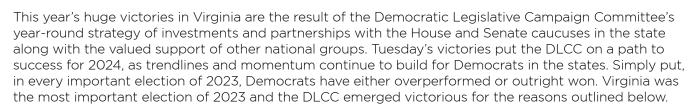


FROM: Interim DLCC President Heather Williams

DATE: November 13, 2023

RE: How We Won: The DLCC's Path to the Majority in Virginia



The DLCC's early investments in Virginia were multipliers this year, building a strong foundation and critical infrastructure

The DLCC's early investments in Virginia were multipliers this year, building a strong foundation and critical infrastructure so that Democrats on the ground could build a self-sustaining program in the state and be ready to take full advantage of later spending and support. By mid-October, the DLCC set a new committee record for direct investment in Virginia this cycle at over \$2.2 million. In addition to direct contributions, DLCC staff advised and directly supported the development of finance and campaign plans by the caucuses, helping them achieve their own record fundraising totals. We provided data, targeting, digital communications, research, fundraising support, and other strategic expertise to help Democrats in the state succeed.

Next, throughout the year, the DLCC sounded the alarm on the national stage about the stakes of the election and what a Republican trifecta would mean for Virginia. Republican control of the General Assembly and an unchecked GOP trifecta would have led to an abortion ban and cut off the last point of access for the entire South. It also would have led to restricted voting rights, new attacks on the LGBTQ+ community, and the rolling back of hard-fought measures to protect against climate change. The DLCC led the charge in highlighting the outsized importance of Virginia in the political landscape this year and marshaled attention and resources to our Democratic candidates and races.

Finally, while national pundits focused on Governor Youngkin and his presidential ambitions, we made one thing abundantly clear: this election was about state power and the future, not just for Virginia, but for the direction of the whole country. Results now show that Virginians agreed, showing up to vote in record numbers and rejecting the GOP's radical agenda. The long path to get here wasn't easy but with the right resources, the DLCC proved we have the winning strategy to win these elections and shift the balance of power in the states.

# What this means heading into 2024:

There are no off-years in state legislative politics. While national pundits and observers focus on the presidential race and dysfunction in Washington, D.C., movement on key issues is happening in the states where the Democratic Legislative Campaign Committee is on a historic winning streak. In 2022, for the first time since at least 1934, the party holding the White House did not lose a single state legislative chamber in a midterm year. Throughout 2023, we have overperformed in special elections by 7 points and now we have won the most important election of the year, gaining full Democratic control in Virginia's legislature despite massive spending from Republicans.

This proves one thing: regardless of what happens at the top of the ticket, 2024 will be the year of the states. The DLCC remains laser-focused on securing and protecting Democratic majorities that will safeguard Americans' fundamental freedoms and grow the middle class. The state legislative map in 2024 is full of opportunity. Democrats are recognizing that alongside important federal races, we must also compete and win power in the states. Republicans built an advantage in the last decade but now Democrats are fighting back and shifting the balance of power. The DLCC will continue to lead this fight to bring an era of security, opportunity, and progress to all parts of the country. **CONTINUED** •

#### **JAN 2023 SUMMER 2022**

**GOP BAN** 

**MAR 2023** 

Caucus leadership, including newlyelected House Leader Don Scott, begin strategizing with **DLCC's Political Department** 

**DLCC** invests \$25k to flip a senate seat blue in a critical special election

introduce a 15-week abortion ban in Virginia which is blocked by our Democratic

majority in the

Senate

Republicans

**DLCC's** affiliated C4. State Democracy Action Fund, launches a \$150k digital ad campaign to hold virginia republicans accountable for the abortion ban

**DLCC** begins to compile research for caucus partners in Virginia, which goes on to inform paid and earned communications throughout the year

#### **JUN 2023 MAY 2023**

**APR 2023** 

Following the June primary, **DLCC** <u>releases</u> a memo to national audiences highlighting the stakes of the election, abortion as a kev issue and warning about Governor Youngkin's plan to spend big

**DLCC Invests** an additional \$50k to support the caucus programs

**Invests** \$50k to support building the caucus programs

**DLCC** 

**DLCC** and caucus staff hold retreats to develop digital, communications, and fundraising plans for the year, urging both caucuses to maximize fundraising staff and putting strategies and trainings in place to optimize member investment in the caucuses' finance plans

#### **JUL 2023**

**DLCC** announces 17 Virginia Spotlight candidatesoutstanding Democratic candidates in some of the most critical races

#### DLCC **Invests**

\$100k to support building the caucus programs

The House Democratic Caucus

#### announces record Q2 fundraising of \$2.3 million

### **GOP SPEND**

Governor Youngkin and the RSLC announce a \$1 million+ commitment to boost GOP turnout in the fall. House Republicans launch six-figure digital ad campaign, attacking Democrats in 12 districts.

# **AUG 2023 DLCC Invests**

\$250k and DLCC staff continue directly supporting candidate fundraising

### **SEP 2023**

## **GOP SPEND**

**President Biden** and the **DNC** commit \$1.2 million to Virginia—an investment the DLCC helped secure

**DLCC Invests** \$1.55 million and DLCC staff continue to advise on finance plans and cash flow

Governor Youngkin's Spirit of Virginia PAC transfers over \$1.2 million to GOP candidates and committees. The RSLC, Senate Republican Caucus, and Youngkin's PAC launch a seven-figure ad campaign attacking Senate Democrats Partnership between **DLCC** and caucus staff grows the House Democratic Caucus's digital program, leading to \$50k raised throughout the year and a record-breaking August email raise of nearly \$18k

#### **PARTNER SPEND**

Partner organizations help boost spending in target districts by several million dollars—funding ads, voter outreach, and staffing plans to finish the year strong

**DLCC** runs an all-out national press blitz to make the stakes of Virginia's elections clear to national observers

**DLCC** builds and launches early vote modeling tool with caucuses to monitor the landscape as voting begins

**NOV 2023** 

#### Governor Youngkin's

GOP SPEND

Spirit of Virginia PAC contributes over \$3.2 million to support GOP candidates and committees

DI CC invests \$200k in an effort to tie GOP dysfunction in Washington

to Virginia GOP

**OCT 2023** 

**Democrats** win big on **Election Day.** delivering full **Democratic control** of the Virginia General **Assembly** 

**DLCC** deploys staff to help oversee voter protection efforts and election night operations

House and Senate campaigns reach out to voters over 1 million times to get out the vote in the lead-up to election day

Additional **Partner** spending helps close

**SPEND** 

House Democratic caucus announces their candidates have outraised their GOP final gaps counterparts in Q3