

What Can I Do? A Citizens Guide to the 2020 Election

Talking points for webinar by Eleanor LeCain

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How YOU can impact the most important election in our lifetime!

- How we can beat Trump and ELECT BIDEN/Harris.
- Identify key STATES that are essential to winning the PRESIDENCY.
- Prioritize key SENATE RACES, so you can prioritize your time and money.
- Discuss HOW YOU CAN IMPACT KEY RACES, even if you live in a blue or red state.

WHY this election IS SO IMPORTANT:

- **Most important election** in our lifetime. The future of America is at stake.
- The day after election, **you don't want to wonder what else you might have done** to help win. Do everything you can NOW and every day to Nov 3rd. Only X days from now.
- People often feel powerless, think all the power is with the candidate and campaign staff. Not true. **YOU hold the key to victory or defeat!** Read David Plouffe, campaign manager for Obama in 2008, new book, *Citizens Guide to Defeating Donald Trump*. Plouffe says the KEY TO BEATING TRUMP IS THE VOLUNTEERS!
- **Every vote matters!** The 2016 election was decided by less than 70,000 votes in 3 states - Michigan, Pennsylvania, and Wisconsin. Bush beat Gore in 2000 by only 537 votes in Florida. The margin of victory in a state may be the vote count in one large neighborhood. Obama won North Carolina by an average of two votes per precinct!
- **Act like the election will come down to a single vote per precinct.** Because it may!
- **Don't waste time and energy worrying about things we can't control.**

OUR MISSION:

- 1) **Elect Biden.** We must get Trump out and Biden in!
- 2) **Get Democratic majority in the Senate.** If Biden wins, we'll need a Democratic majority in the Senate to pass legislation. If Biden loses, we'll need a Democratic majority in the Senate to block more bad stuff from Trump.
- 3) **Keep Democratic majority in the US House** >likely to happen, so focus more on Biden and key Senate races.

1. KEY TO BIDEN VICTORY: Win presidential Swing states

- **Usually about 10 states in play; this year it's 16 states!** > **Arizona, Colorado, Florida, Georgia, Iowa, Michigan, Minnesota, Nevada, New Hampshire, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Wisconsin** and also **Maine.** (8 states in bold also have key Senate races.)
- **We win these states by getting a High turnout of Democrats + persuading swing voters in swing states to vote Democratic.** YOU can help do that! You communicating with swing voters in swing states could determine the election!
- **If Dems win Florida, it will be very tough for T to win.** Could be a knock out punch. It could happen! Florida has largest proportion of residents age 65 or older (20 percent) — and polls indicate that Biden is winning among these voters. (see 538.org)

Some ways to win presidential swing states:

- Ensure people who lean Democratic actually vote.
- Communicate with swing voters in swing states., including the following groups:

- Persuade Obama voters who voted for Trump to come back and vote Dem.
- Persuade people especially young voters to not throw their critical votes to third-party candidates.
- Persuade first-time voters to vote Dem.
- Persuade Trump voters who are open to an alternative.
- Don't waste time on people very dedicated to Trump and unwilling to listen.

2. WINNING CONTROL OF THE US SENATE

- **Dems need 4 seats** to get majority (assuming we'll lose Dem Sen. Doug Jones in Alabama).
- **States that Dems could ADD include: Arizona, Colorado, North Carolina, Maine** -all Presidential swing states, too!
- **Here are SENATE CANDIDATES in 3 categories – likely to flip D, toss up, and challenging.**
 - **LIKELY TO FLIP to DEMS:**
 - **ARIZONA: astronaut Mark Kelly challenging R Sen Martha McSally.** Mark Kelly has raised more money & is leading polls. McSally lost when she ran in 2018 & was appointed by Governor.
 - **COLORADO: Dem John Hickenlooper challenging R Sen Cory Gardner.** Hickenlooper is a popular former governor. CO is an increasingly blue state.
 - **TOSS UP SENATE RACES (in order of electoral vote importance):**
 - **GEORGIA: Dem Jon Ossoff challenging R Sen David Perdue.** Dem marched with Black Lives Matter. Changing demographics in GA. Presidential race in dead heat, may help Democrats win.
 - **NORTH CAROLINA: Dem Cal Cunningham challenging R Sen Thom Tillis. Dem is an Iraq war veteran.** The R only won narrowly when he first ran 6 years ago. 2 recent polls show Dem leading by 9 points!
 - **IOWA: Dem Theresa Greenfield challenging R Sen Joni Ernst a first term senator.** Dem is a real estate executive. Although T won Iowa by 10 points in 2016, presidential race is neck and neck: tight but D could win Senate.
 - **MAINE: Dem Sarah Gideon challenging R Sen Susan Collings. Dem is Maine Speaker** of the House, outraising R. Recent polls show Dem with slight lead but close race.
 - **MONTANA: Dem Steve Bullock challenging R Sen Steve Daines, a first term senator.** Dem is outgoing popular 2 term governor who won reelection in 2016 even as Trump won Montana by 20 points. Montana often votes R for president and D for senate/governor.
 - **COULD FLIP IN RIGHT CONDITIONS:**
 - **GEORGIA 2nd Senate seat special election: Dem Raphael Warnock challenging R Sen Kelly Loeffler (recently appointed after R retirement). Dem is Pastor from Atlanta.** Another R running (Rep Douglas Collins) is a Trump ally: all on ballot Nov 3, if no one gets 50% of the vote, top 2 candidates have a runoff in January.
 - **TEXAS: Dem MJ Hegar challenging R senator John Cornyn. Dem is Air Force veteran.** This R is less polarizing than Ted Cruz who almost lost to Beto O'Rourke in the last election. But it's a surprisingly tight Presidential race here. Dem could win if Hispanic and young voters turn out.

- **SOUTH CAROLINA: Dem Jamie Harrison challenging R Sen Lindsey Graham.** SC is deep red state. But Dem has raised millions, and recent poll shows race tied! Trump's horrendous dealing with pandemic could be dragging R down, as Lindsey Graham is tied closely to Trump.
- **KENTUCKY: Dem Amy McGrath challenging R Sen and Majority Leader Mitch McConnell.** Dem is former Marine fighter pilot. Recent poll shows Dem within 5 points! Will take a big blue wave to knock out McConnell but could happen.
- **ALASKA: Dem Al Gross challenging R Sen Dan Sullivan. Dem is a doctor and fisherman with some money to finance his campaign.** A Dem held the seat until six years ago, and AL is heavily independent, so a D win is possible.

US HOUSE LIKELY TO STAY DEMOCRATIC MAJORITY

Rs need to gain 30 seats (that's flip from Dem to R), and that is NOT going to happen. It *will* take some work to keep the 41 seats that the Dems flipped from red to blue in 2018. Additionally, Dems could possibly gain up to 5 seats - in Georgia, TX (2), NY and Illinois. It's good supporting US House candidates in the presidential swing states; that helps the House, the Senate and the White House races.

3. What you can do:

- **Focus on swing states for Biden and key Senate seats.**
- **How we can increase Dem turnout + persuade swing voters in those states:**
- **Battle is usually fought on the ground and in the air. With the pandemic, there's little ground game (no door knocking, few live events). IT'S ALL ABOUT THE BATTLE IN THE AIR.**
 - **Air=media. Biden just made \$280 million ad buy in those 15 swing states, will give support.**
 - **We can spread the word by Social media, emails, post cards, and phone calls!**
 - **Personal conversation is the most effective communication-** talk to friends, neighbors, colleagues.
 - **Make homemade videos.** You don't need to change their worldview: just get them to vote Dem this year! Be authentic, relatable.
- **Your on-line messages** will spread to all 50 states including battleground states. Use Facebook, Twitter, Instagram as well as email your network.
- **Share videos** from the Lincoln Project (<https://lincolnproject.us/video/>). **Or make your own videos** on what you feel is at stake in this election. Worries about the pandemic. Getting a job. Climate change, flooding in FL. Student loans (T is in the tank with predatory for-profit universities vs. Biden wants free community college.) Video yourself writing postcards to voters in swing states (or other actions), invite others to join in.
- **Make phone calls** to voters in swing states.> Goggle "Nominee phone banking [your town]" or "Nominee campaign office [swing state]". Or contact your local Democratic Party, they probably have a phone bank. ALSO many groups are organizing phone banks: contact Indivisible (<https://indivisible.org/>), MoveOn.org, unions, National Woman's Democratic Club (<https://democraticwoman.org/gotv/>).

- You can call from your home, the group will give you a list of names and numbers to call.
- **Postcards**> write what this election means to you, why their one vote really matters.
 - Postcards to Swing States, theteam@postcards2swingstates.com
- **Post a sign** on your lawn. Paint the side of your garage. Hang a sign on your dog. Be creative: create a sign people will want to snap a photo of and share.
- **Make a flier and circulate it** in your neighborhood if you're in a swing state.
- **Write op-eds and letters to the editor.**
- **JOIN A GROUP. Esp. if in a swing state.**
 - ❖ Be a local team leader.
 - ❖ Let the Biden campaign know you want to volunteer. Connect with your local Biden campaign or state democratic party.
 - ❖ **Create your own group.** Send weekly or more often –links, articles, new arguments to vote Democratic.
- **Contribute financially.** Your money will have more impact in Senate races than presidential. It's good to **help senate candidates in AZ, CO, Georgia, Iowa, Maine, Michigan, North Carolina, and Texas** where your contribution will **also help Biden.**
 - > Your time is even more valuable than your money.

CONTENT FOR MESSAGES you can send:

Share compelling content. Tell a story (e.g. a child who will have benefits cut if T&Rs cut ACA/Obamacare). **Don't lecture** or get on soapbox; be conversational.

Give information about Voting: share info about voter registration drive, early voting and vote-by-mail (where they have it). Include deadlines, and "Election Day is Tuesday, Nov 3". "Make sure you're registered to vote, and have a plan for voting." Encourage early voting (check local rules).

OFFENSE:

- **Make case for our candidate** and his ideas, **contrast with the opponent.**
 - **Biden will go to the mat for working people;** T said he would, but instead he's given massive tax breaks to the already wealthy.
 - **Trump's failure to lead on pandemic and economy.** Biden has a plan for both.
 - **Learn about the Issues:** see Joe's "Build it Back Better" plans, visit <https://joebiden.com/joes-vision/> often.
 - **Biden offers stability** compared to an "erratic" Trump.
 - Don't like Trump? Only way to get rid of him is vote for Biden.
 - Ask, "**Are you better off now than you were 4 years ago?**"
 - **Kitchen table economics:** T said he'd help "the uneducated", but everything he's done hurts working people – tax cuts for billionaires, undermining health enrollment, and removing labor protections.

"Trump pushed the biggest tax cuts for billionaires and corporations in history. He's cut funding for healthcare, education and job training, and

rolled back regulations on big banks. Biden will raise taxes on the wealthy, cut your taxes, and invest in education and job training.”

- Health, survival. Thousands of Americans are dying due to T's **mishandling of the pandemic**.
- How could a true conservative vote for the **fiscally reckless** person who dramatically increased deficits by giving the biggest tax giveaway to the rich in history (not by creating jobs)?
- T promised to drain the swamp, but he has **used the presidency to enrich himself and his family**, and has more lobbyists working in his administration than any in history. He has more convicted felons in his circle than any other president.
- Generally, **be positive**. Invite them to vote FOR something.

DEFENSE:

- **Push back against the lies**, being spread by the false news media. Surround your people with truth. **Be part of the Truth Brigade!**
- **One big lie is** Trump claiming votes by mail are illegitimate. **There is NO EVIDENCE of fraud with votes by mail!** Trump just keeps repeating his lie, hoping people believe him. **This is an attempt at voter suppression at a massive scale.**
 - **There IS** a problem with the Post Office slowing delivery, because Trump installed ally Louis DeJoy to slow it down. They have removed hundreds of mail boxes (to make it harder to vote), and hundreds of machines (to slow down mail delivery).
 - **It is fine to vote by mail, but do it EARLY!** Ballots mailed late may be delayed and not counted.
 - **Tell people there is NO EVIDENCE of fraud with votes by mail! And encourage them to VOTE EARLY.**

Do everything you can! Inspire others to get involved.

Every hour counts. We have only a short time to Election day. Early voting starts sooner. You won't want to feel there was more you could have done.

Spend 15 minutes a day to beat Trump. Or an hour a day. **Whatever you can do - DO IT!** It's up to US!

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