

END CITIZENS UNITED

DEMOCRATS FIGHTING FOR REFORM

Who Is End Citizens United?

End Citizens United is committed to ending the tidal wave of unlimited and undisclosed money that has reshaped our politics and damaged our democracy. Our mission is to end Big Money in politics and fix our rigged political system by electing campaign finance reform champions, passing state ballot measures, and elevating this issue in the national conversation.



3,900,000

members



400,000

donors



2,700,000

contributions



\$38 Million

raised

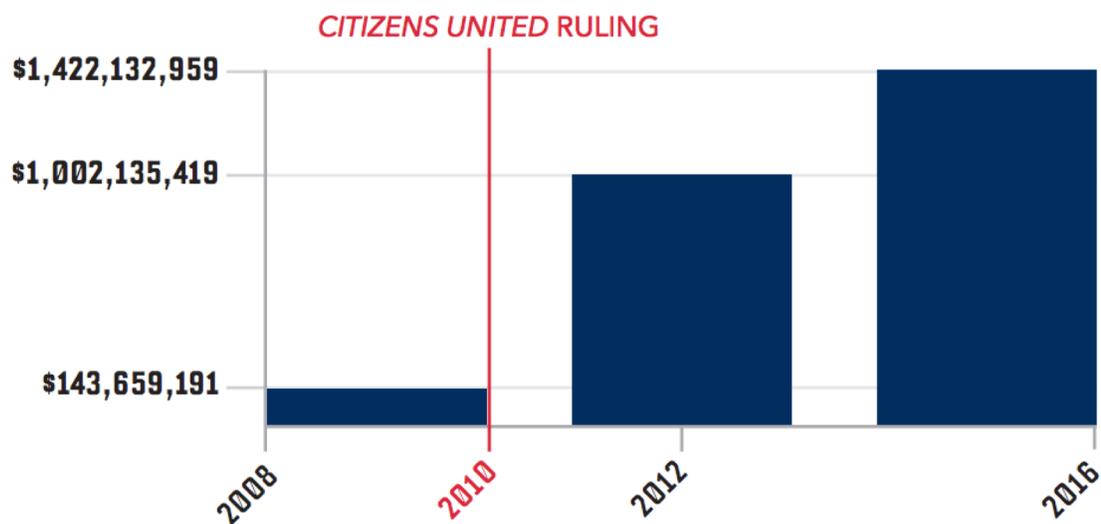
**Voters are angry at the
system and want
something different**

Key Findings From Polling & Focus Groups

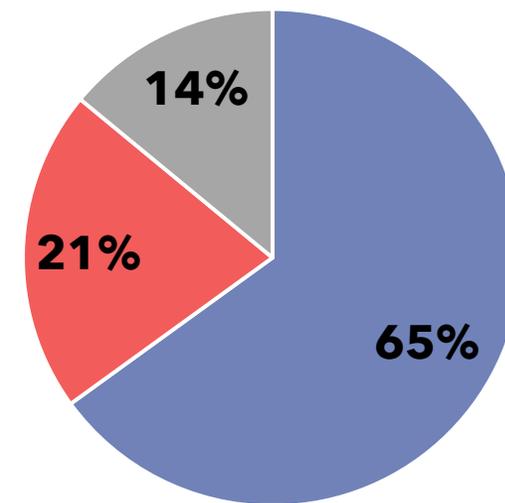
- **Voters understand the corruption of democracy has a direct impact on their daily lives AND they want to do something about it.**
- **This messaging moves key groups of swing voters (particularly independents, seniors, and Hispanic voters) more than conventional Democratic issues.**
- **Voters believe that politicians, more so than special interests, are at fault for the problem of money in politics.**
- **Injecting the reform agenda into an economic debate improves voters impressions on how Democrats handle the economy.**
- **Don't be afraid of the hypocrisy attack. Democrats win this debate.**

The problem: Since the 2010 ruling outside spending has skyrocketed

Voters do not need to be convinced that money in elections matters. In fact, **65% of voters say that special interests spending money in elections affects them or their families.**



Total Outside Spending (Center for Responsive Politics)



- The amount of money that special interests spend on political campaigns impacts issues that affect me or my family.
- Even though I may not like how much special interests spend on political campaigns, it does not impact issues that affect me or my family.
- Not sure

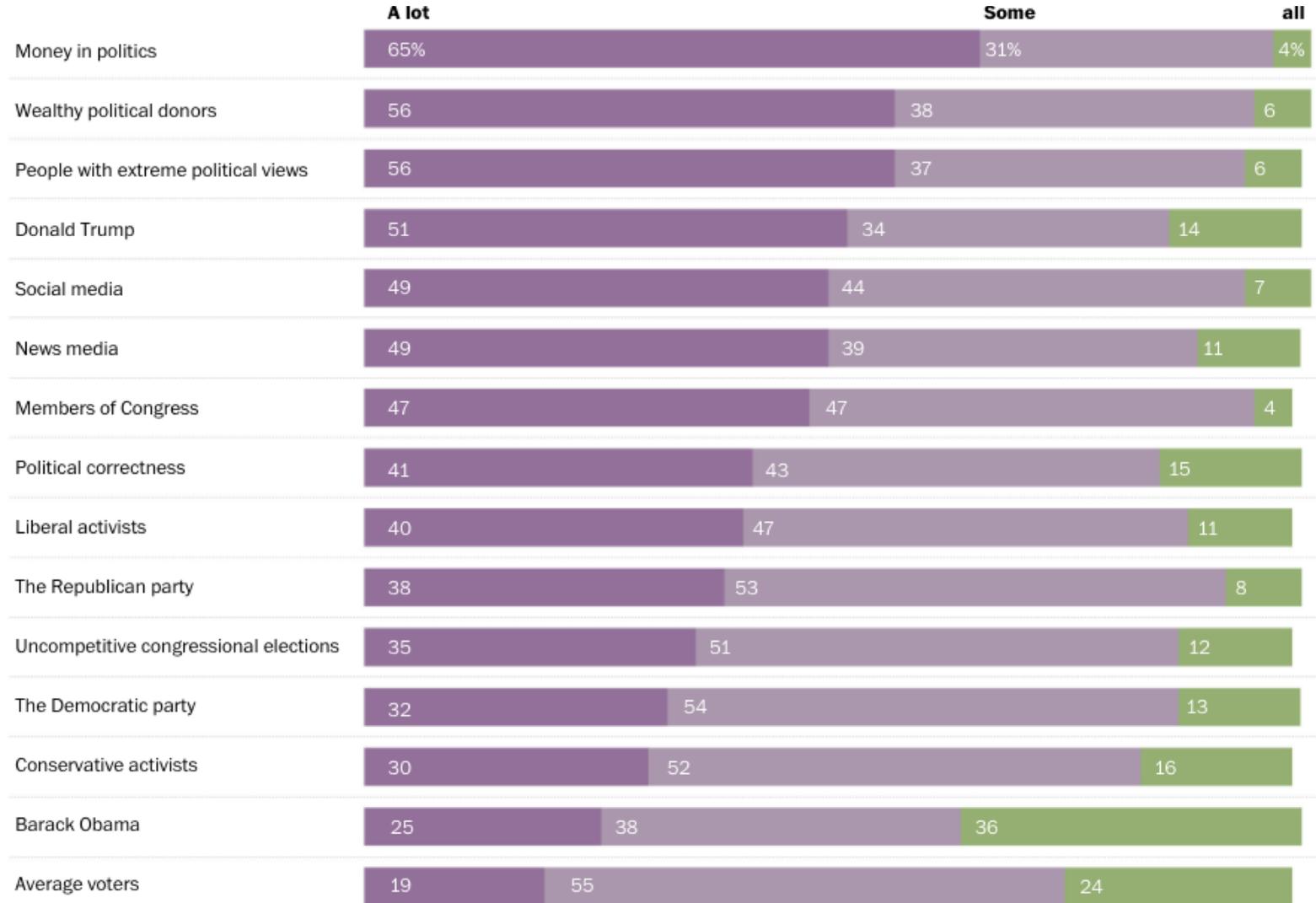


Voters see money in politics as the root of Washington's dysfunction

An October 2017 Washington Post / University of Maryland poll showed that **more than anything else, Americans believe money in politics is at the root of Washington's dysfunction.**

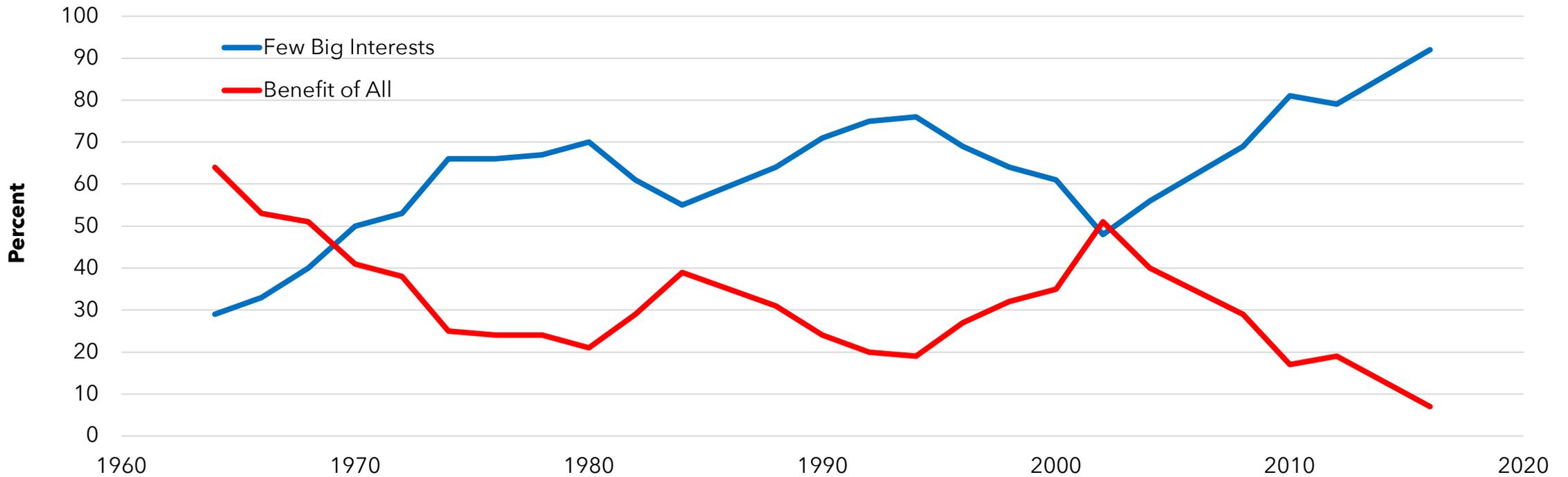
How much, if at all, do you blame each of the following for causing dysfunction in the U.S. political system?

- 96 percent of voters said they blame money in politics "a lot" or "some," including 65 percent who responded "a lot."
- 94 percent of voters said they blame wealthy political donors "a lot" or "some," including 56 percent who responded "a lot."



Voters believe the government is run by big interests

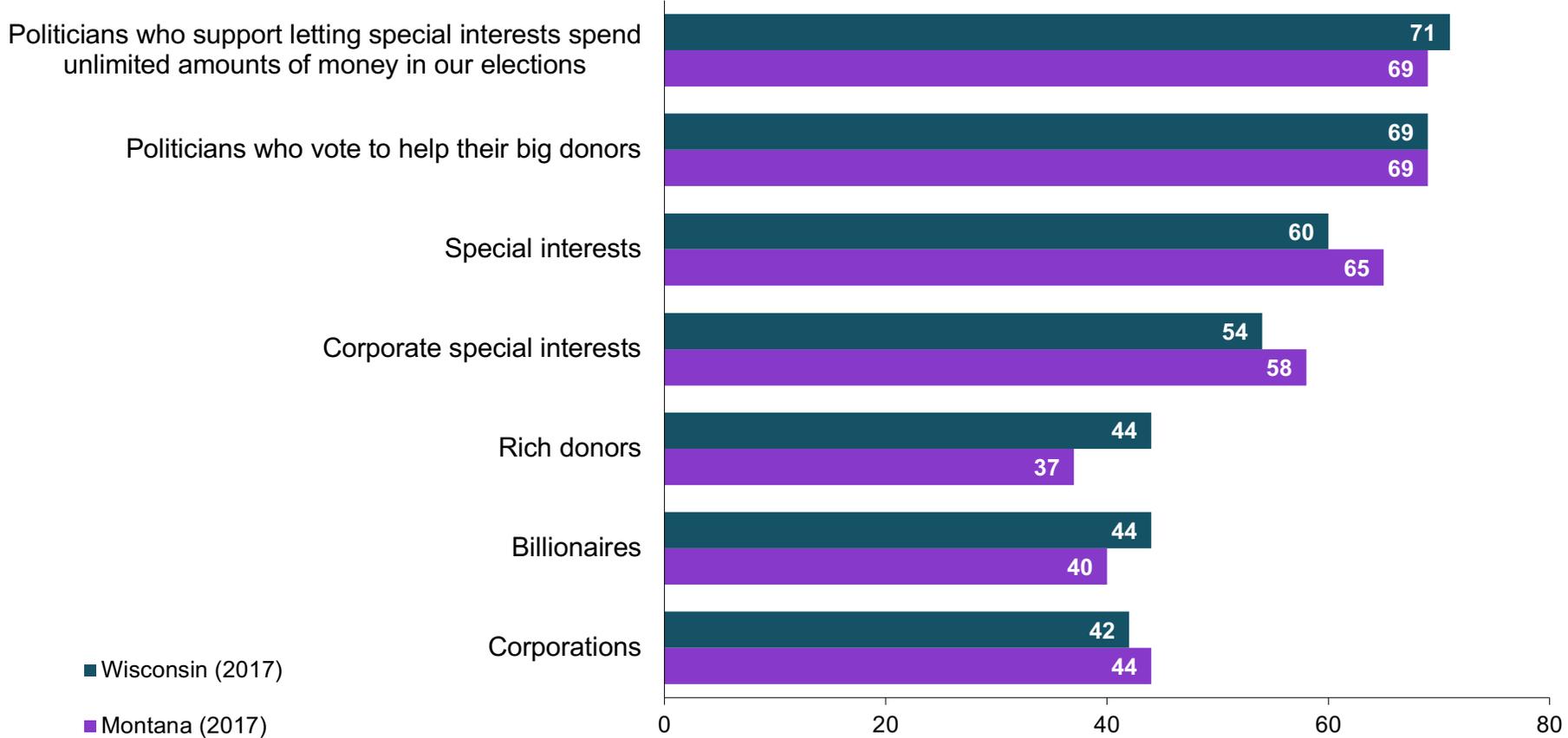
Would you say the government is pretty much run by a few big interests looking out for themselves, or for the benefit of all the people?



Source: American National Election Survey, CBS News, New York Times, Washington Post, Merit, PIPA, WPO, University of Maryland Program for Public Consultation, Gallup

The blame goes to: Politicians

Blame for Amount of Money in Politics (% A lot of blame)

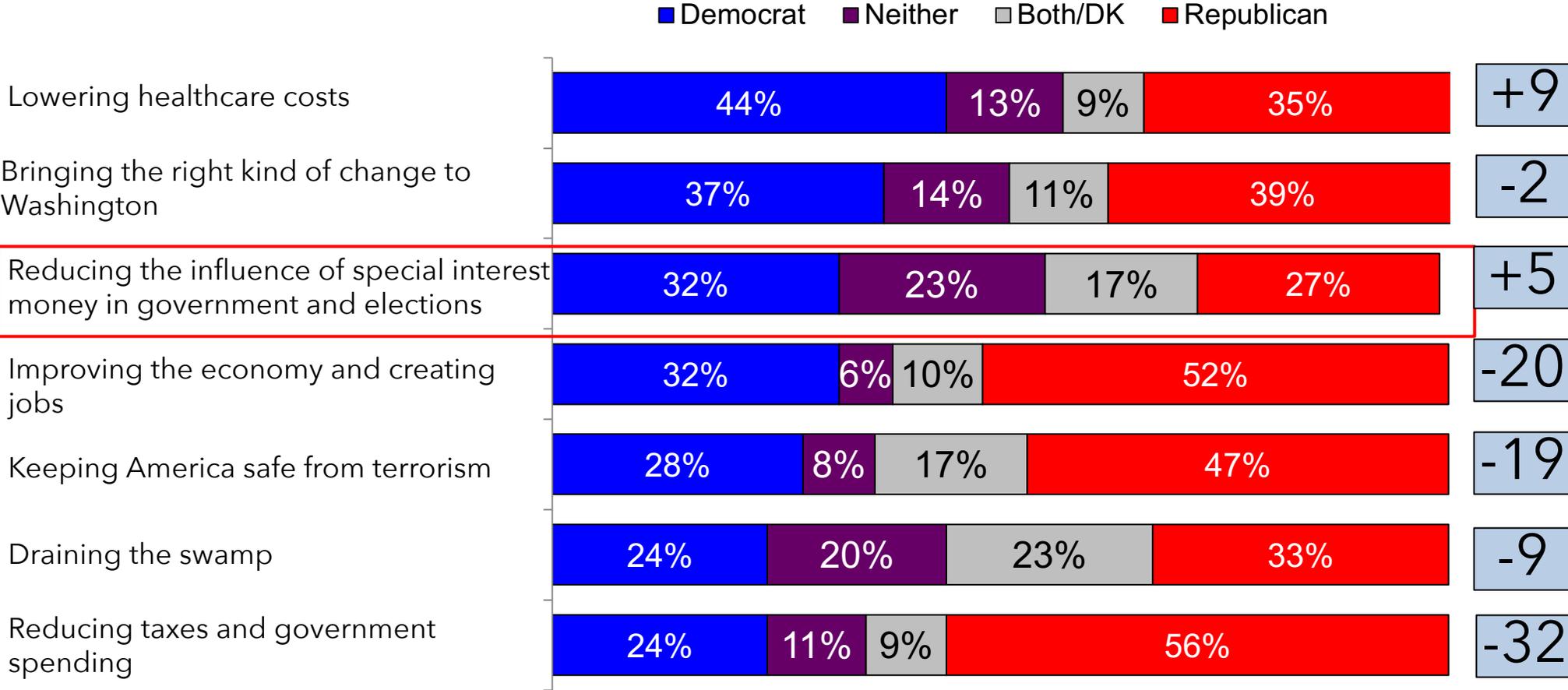


ECU/ALG Polls, April 21-26, 2017, 800 interviews in WI and MT, margin of error: +/-3.46%

**Engaging on reform puts the
debate on our terms and
allows Democrats to be the
party of change**

Democrats lead on reducing money in politics, but trail on Drain the Swamp and bringing change to Washington

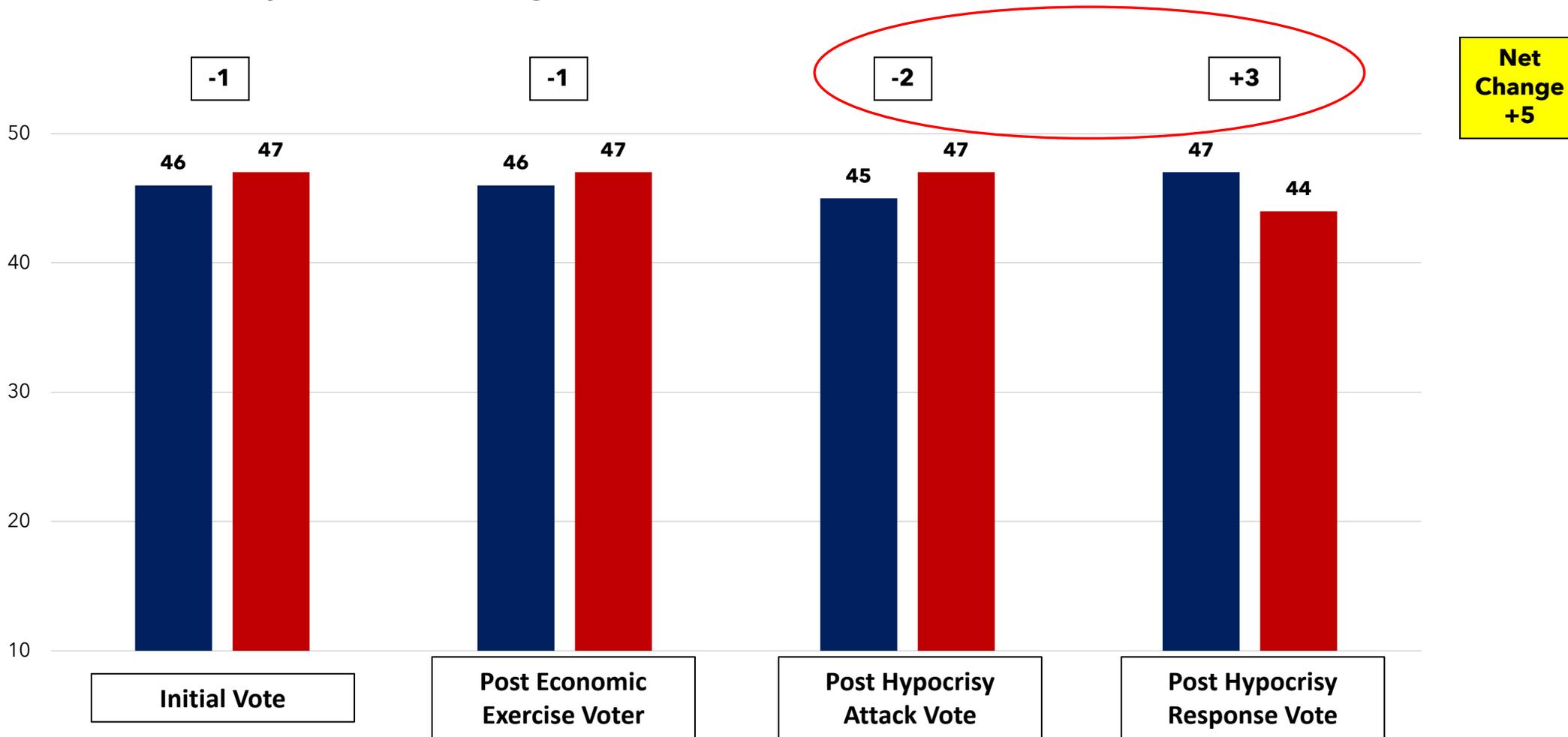
"I'm going to read you another list of issues. This time, I'd like you to tell me which political party you think will do a better job handling that issue"



ECU/GQR Poll, January 16-24, 2018, 1000 interviews in congressional battleground districts, margin of error: +/-3.1%

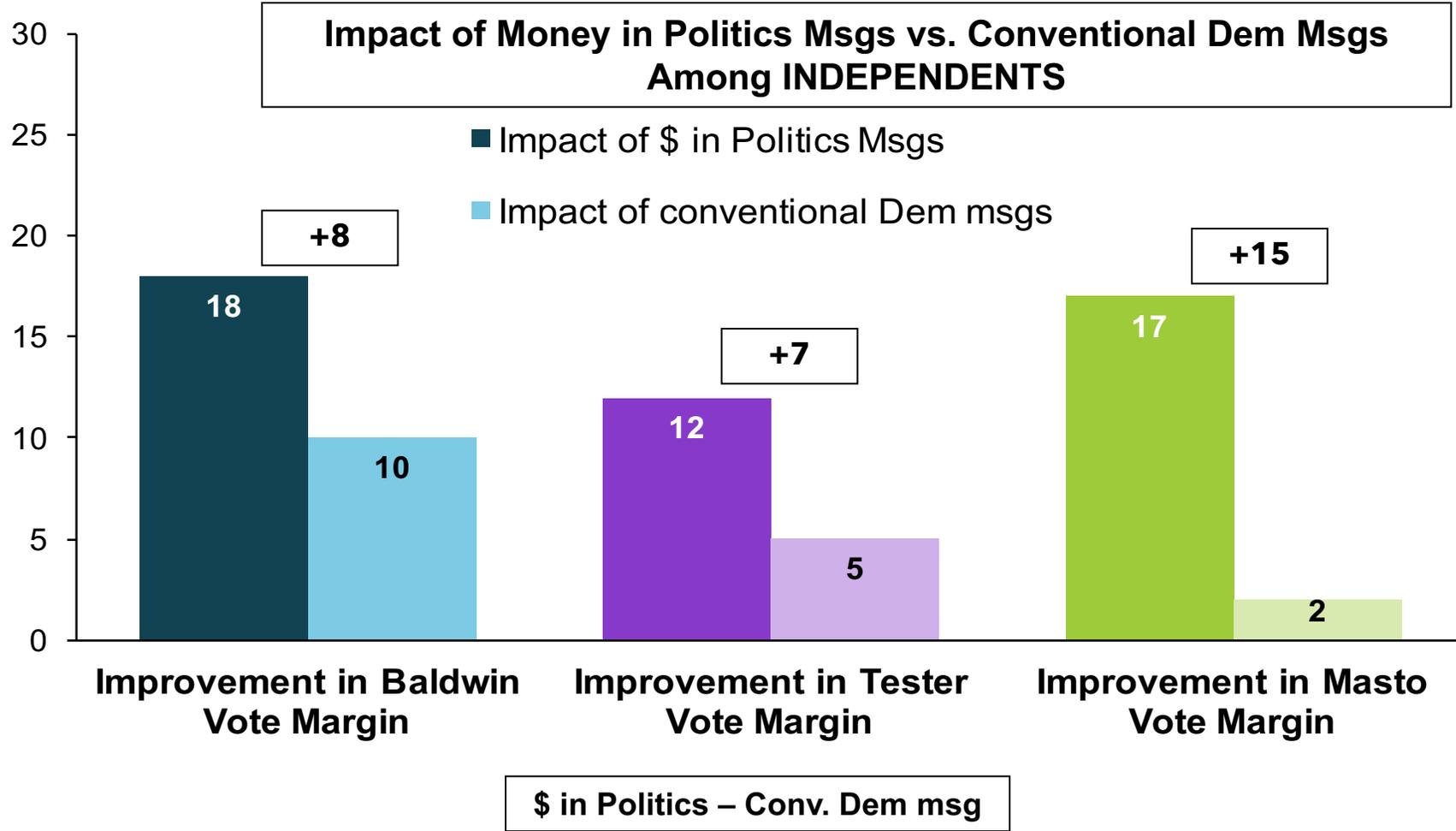
When we move off the economic debate into a straight reform debate we make electoral gains

...Moving voters in the current environment is hard, often we don't see much change and gains can be hard to come by. But, continuing to beat the drum on reform is beneficial to Democrats



ECU/GQR Poll, January 16-24, 2018, 1000 interviews in congressional battleground districts, margin of error: +/-3.1%

And most importantly it moves key voters



Groups Most Impacted by Money in Politics Messages

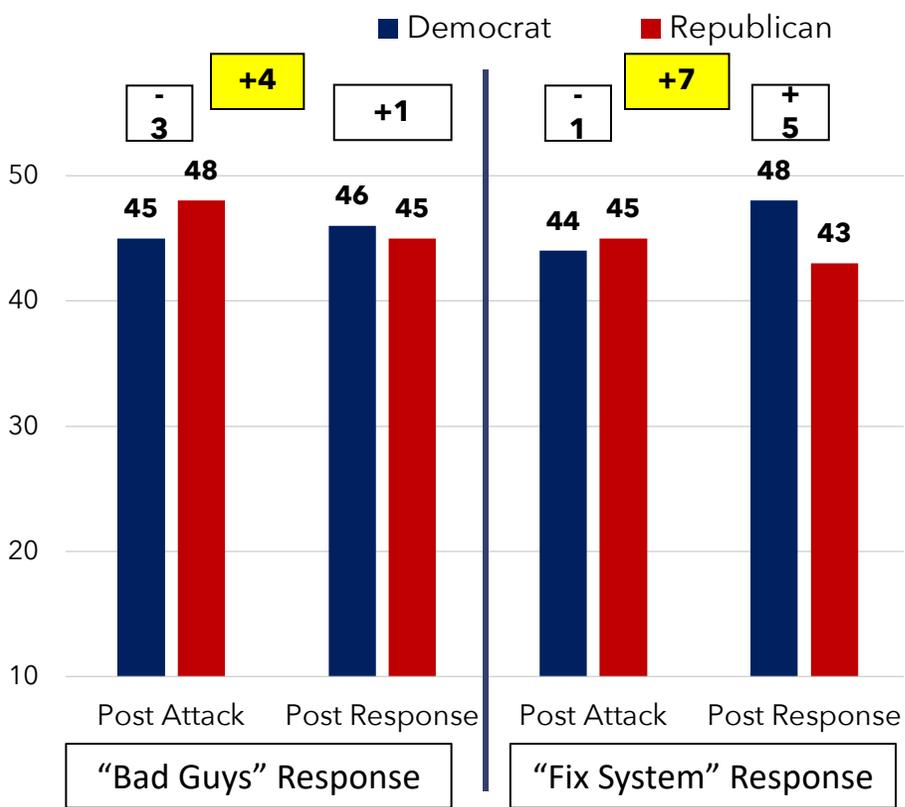
- WISCONSIN (2017)**
- Rural voters +30
 - Smwt Conservative +24
 - Non-college Indep +21
- MONTANA (2017)**
- Moderate Men +21
 - Non-college Indep +18
 - Rural voters +17
- NEVADA (2016)**
- Latinos +24
 - Non-white men +22
 - Independents +17

ECU/ALG Polls, April 21-26, 2017, 800 interviews in WI and MT, margin of error: +/-3.46%; ECU/GQR Poll, July 23-27, 2016, margin of error: +/- 3.46%.

We should not fear the “Hypocrisy Argument”

The best response? Fix the system

ATTACKED FOR HYPOCRISY? Focusing on the need to defeat candidates who support the status quo on money in politics is a very effective response to charges of hypocrisy, and is far more effective than a more defensive response focused on a candidate's lack of control over outside groups.



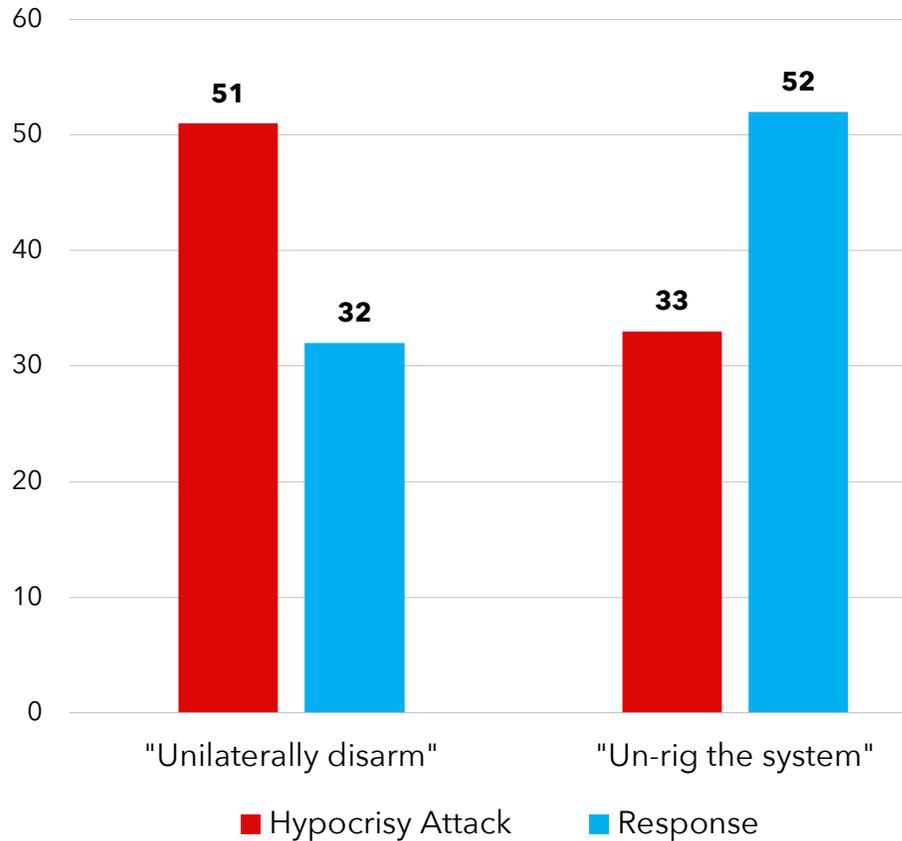
HYPOCRISY ATTACK: The Republican candidate says that the Democrat is a hypocrite. Democrats also take millions of dollars of secret contributions from special interests like liberal labor unions and trial lawyers, which cost Americans billions of dollar in frivolous lawsuits. They have their own set of billionaire funders, like Tom Steyer, a liberal environmentalist who pushes an agenda against energy independence leading to higher gas prices. Democrats are just as beholden to special interests as Republicans.

"BAD GUYS" RESPONSE: The truth is politicians who take secret millions from CEOs and their corporations push an agenda that costs Americans every day in higher taxes and higher costs for things like prescriptions drugs and health care. These politicians push policies that help CEOs send jobs overseas and keep their profits, at the expense of American families. These politicians are bought and paid for by big corporations, and the results is American families pay with higher costs and taxes.

"FIX THE SYSTEM" RESPONSE: The Democrat says that the only way to solve the problem is to actually fix the broken system, when given the opportunity the Republican has voted against making changes. The Democrat supports plans to stop special interests from spending unlimited amounts of money so that the politicians pay more attention to real people.

Past data yielded similar results

Past results has shown that responding to hypocrisy attack with focus on fixing the system yields the best results.



HYPOCRISY ATTACK: Candidates who want to reduce the role of special interests but still take contributions from them and allow them to spend money on their behalf are hypocrites. If they want to reform our politics, they should not accept money from special interests or allow them to spend money on their behalf.

"UNILATERALLY DISARM" RESPONSE: If one candidate refuses to accept the money while the other does not, it creates an unequal playing field that will allow the special interests to win. Candidates cannot legally control special interests or how much money they spend anyway.

"UN-RIG THE SYSTEM" RESPONSE: The only way to reduce the influence of special interests and change our political system is to defeat candidates who want to allow special interests to continue spending unlimited amounts of money to influence our elections. We must elect candidates who support limits on how much special interests can spend on our elections.

Successful Case Studies

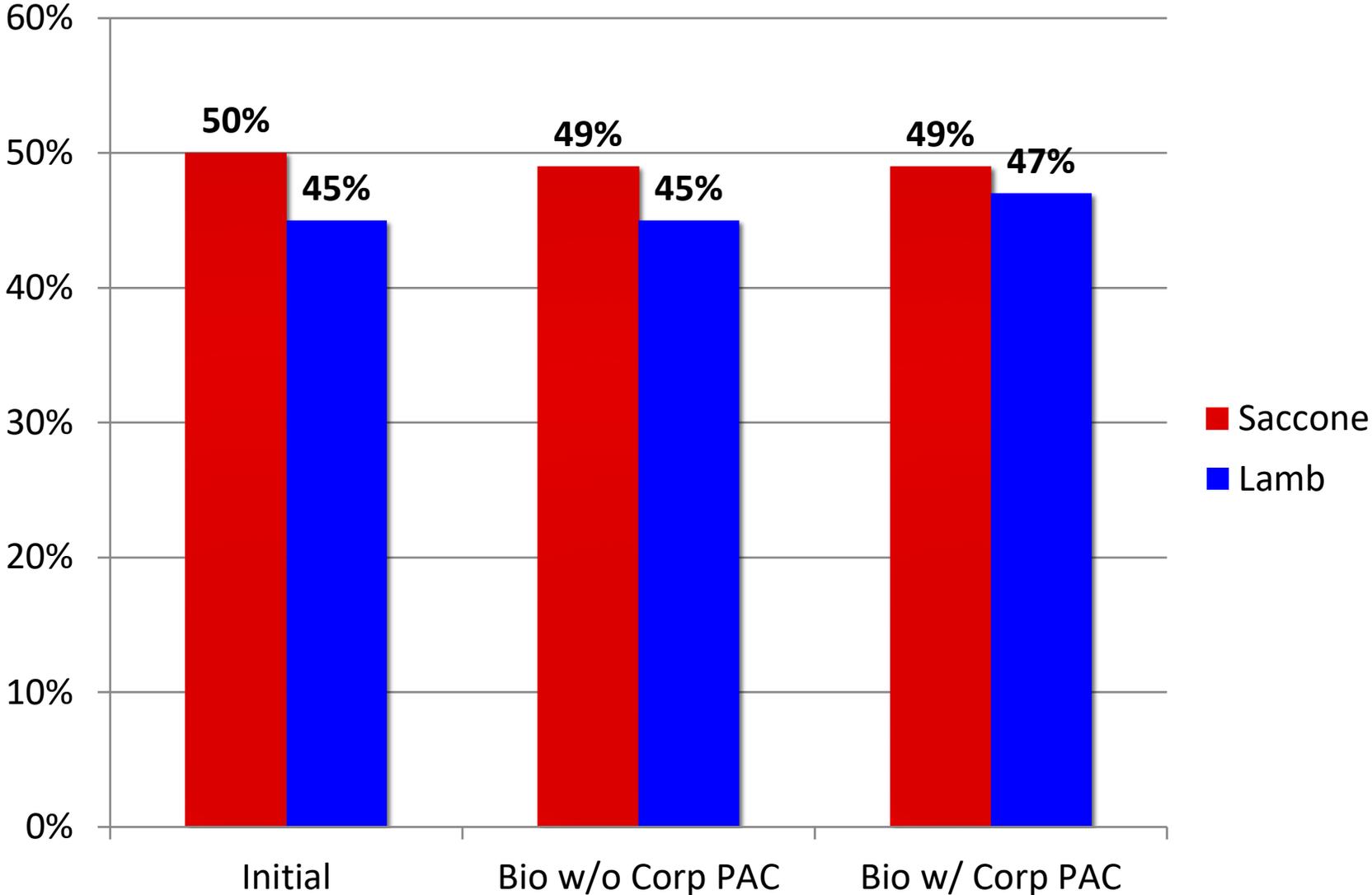
Conor Lamb's No Corporate PAC Pledge: A Case Study on Winning in Battleground Districts

- End Citizens United was the first group to endorse Lamb in his longshot upset bid to win a Trump +20 district
 - Lamb committed to **rejecting corporate PAC money** as part of his announcement
- Lamb heavily incorporated his no corporate PAC commitment and money in politics themes throughout campaign
- ECU was the first non-party outside group on the air in support of Lamb
- This messaging helped Lamb **gain voter trust, enhance his economic message, draw contrast with Saccone**
- Lamb raised more than \$3 million in grassroots donations, including \$300,000 from ECU members
- This issue was **critical for Lamb** and can **help Democrats everywhere, especially the ones running in Trump districts** where voters are fed up with the system that they justifiably believe is rigged against them



And was critical in the recent Special Election

When voters heard balanced bios of both candidates, the vote improved 3 points (from Lamb down 5 to Lamb down 2) when they heard about his no corporate PAC pledge.



ECU/Global Strategy Group Poll, Feb. 1-5, 2018, 400 interviews, margin of error: +/-4.9%

Post-Election Polling Showed No Corporate PAC Money Was A Winning Message For Lamb

- More than **75%** of voters knew that Lamb had refused corporate special interest money in his campaign
- His rejection of Corporate Special Interest money was listed as the **2nd biggest reason for voting for him** – behind only protecting Social Security and Medicare. It topped other important issues like being a veteran, protecting workers, etc.
 - **Included 28% of Trump voters & 26% of Independent voters**
- Almost 50% of the electorate said that Lamb’s decision to reject money from corporations made him more likely to vote for him – including 20% of Trump voters & 61% of Independents
- **85% of voters believe special interest money in politics is a problem and a whopping 95% of voters believe that politicians in Washington promote policies that help special interest groups who donate to their campaigns.**

ECU Poll, PPP Poll, PA-18, 3/26-3/27 2018, 538 Voters

Nevada 2016 Case Study

- In late July, an ECU survey showed Catherine Cortez Masto underperforming Joe Heck with key voters, including Hispanics and Independents.
- ECU tested a battery of **reform** messages vs. a battery of **Traditional Democratic** messages, finding that the reform track moved key demographics



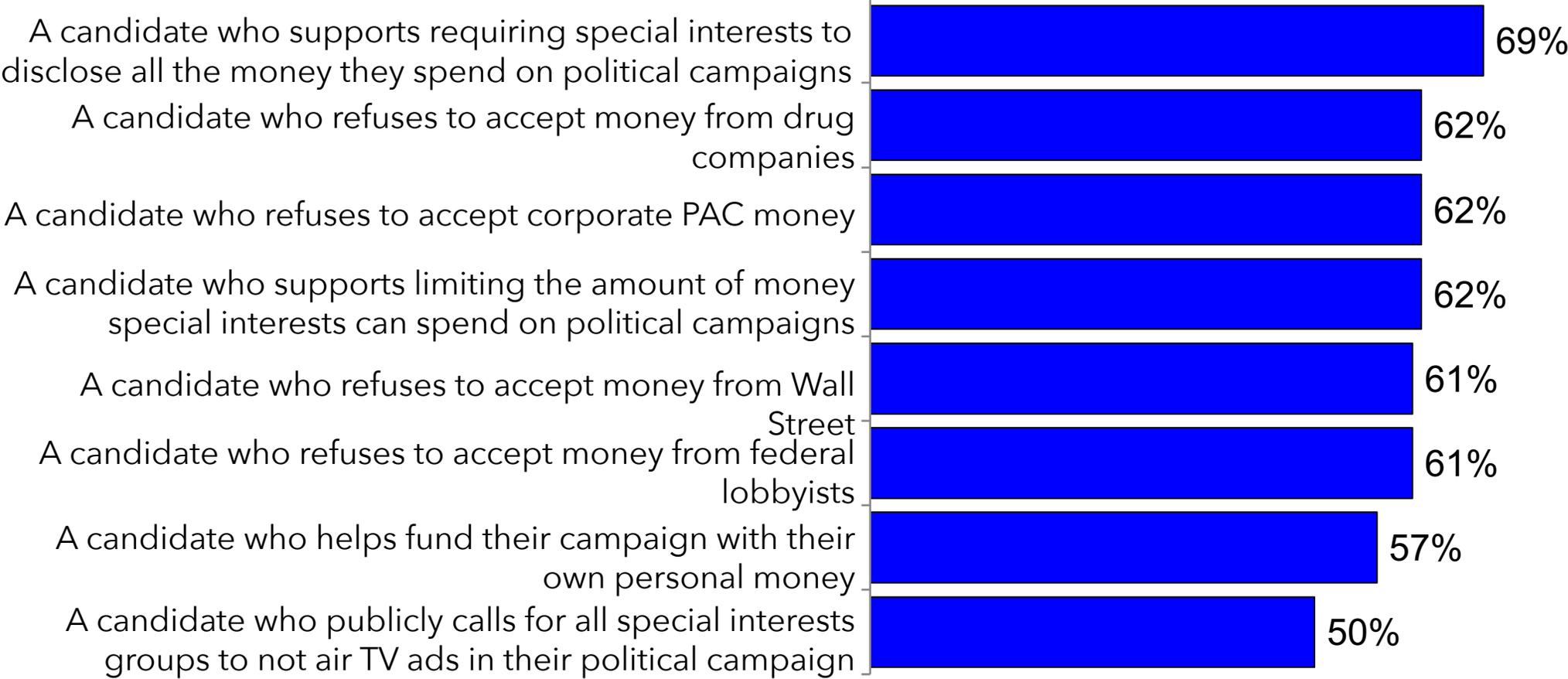
	Full Sample	Reform Track		Conventional Track	
	Initial Vote	Post Doubts	Net Diff.	Post Doubts	Net Diff.
Total	45-50	48-48	+7	46-48	+5
Independent	37-55	44-52	+17	35-52	-2
Unaffiliated	40-57	56-41	+24	35-59	-1
Hispanic	52-42	64-33	+24	53-41	+10

- ECU then ran two TV ads on money in politics
- A follow-up poll found that 1) the race had closed among key groups, and 2) there was clear recognition of the ads in open-ends.

Taking the No Corporate PAC Pledge

Demonstrating seriousness on reform

Total Serious About Reform (8-10)



ECU/Normington Petts Poll, September 2017, 1000 interviews in congressional battleground districts, margin of error: +/-3.1%

The No Corporate Tax Pledge is popular in a variety of geographies and used in various ways...

*"Corporate special interests are using their money to drown out the voices of everyday people. Instead of cutting taxes for the middle class and lowering the costs of prescription drugs, politicians who promised to change the system are being bought and paid for by special interests and padding the bottom line of corporations. We need to stop the flood of unlimited and undisclosed money from special interests trying to buy our elections. **That's why I am refusing to accept Corporate PAC money in this election, because I am running to represent everyone not just those with the biggest checks.**"*

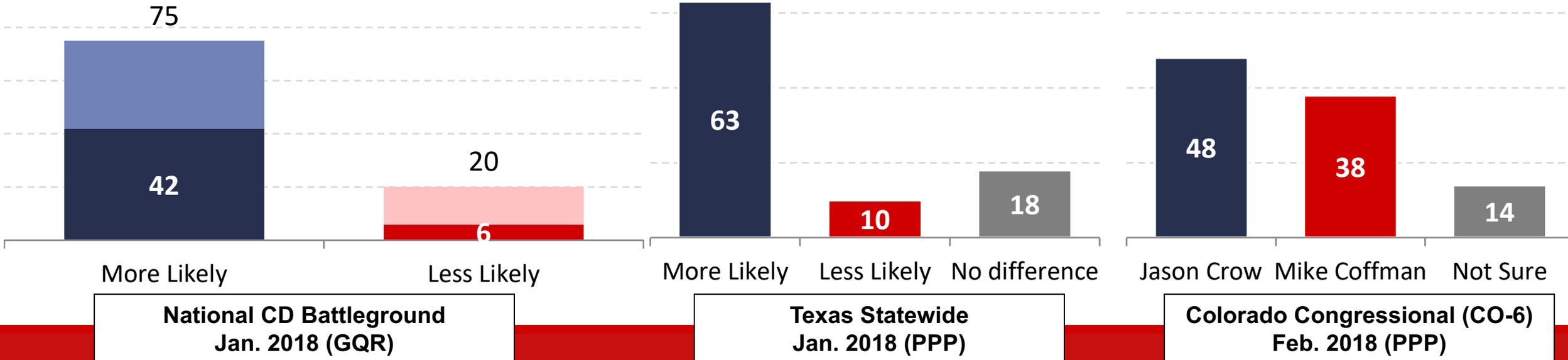
Would you be more likely or less likely to support a candidate who has pledged to not take any money from corporate special interests or would it not make a difference?

Jason Crow is not taking a dime from corporate special interest PACs. His campaign is primarily funded by individuals. If elected, Jason Crow will work for the people of Colorado not special interests in Washington. Mike Coffman accepted \$1.6 million from corporate PACs and just voted to give corporations a huge tax cut. Let me ask you again, who would you vote for?

■ Much More Likely ■ Somewhat More Likely
■ Much Less Likely ■ Somewhat Less Likely

■ More Likely ■ Less Likely ■ No difference

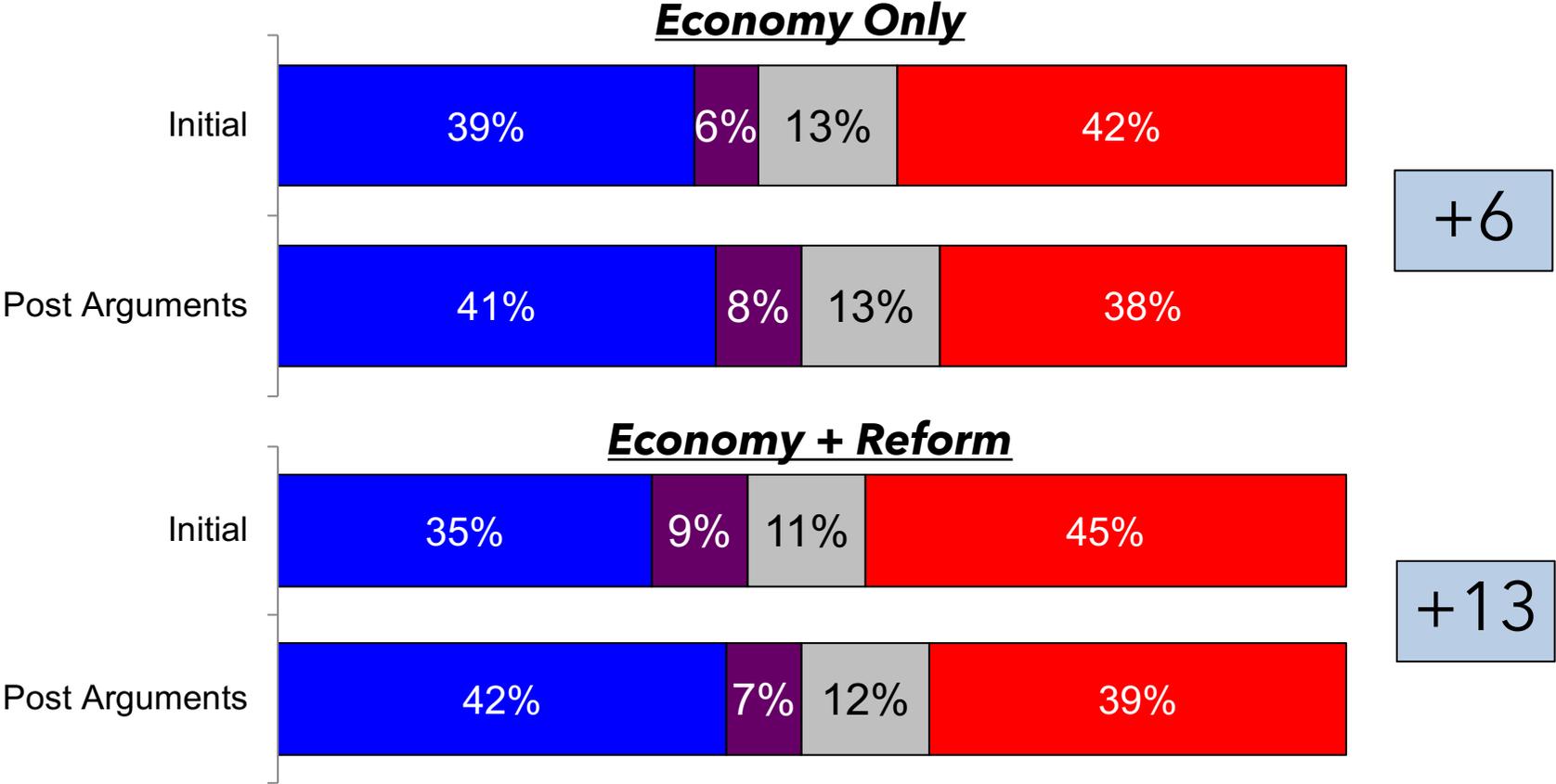
■ Jason Crow ■ Mike Coffman ■ Not Sure



Language and Message

Economic messaging that included reform did a better job moving attitudes about which party would be better at “creating jobs and increasing incomes.”

■ Democrat ■ Neither ■ Both/DK ■ Republican



ECU/Normington Petts Poll, September 2017, 1000 interviews in congressional battleground districts, margin of error: +/-3.1%

Messages and policies in general are popular, but certain language is not as effective

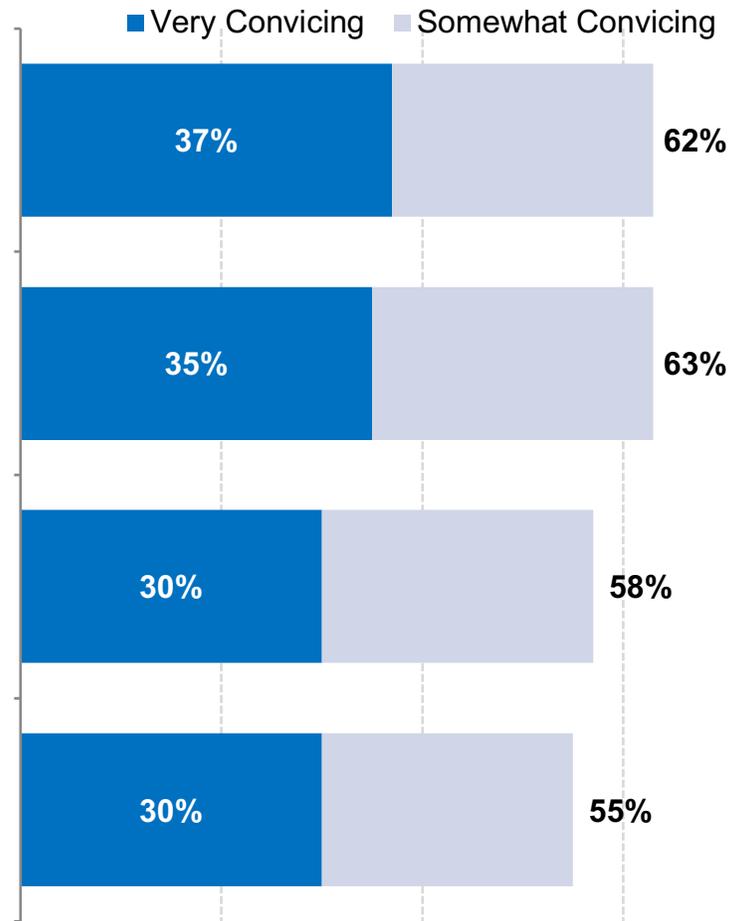
In general, keep it simple and don't rely too much on unfamiliar terms.

Language that works:

- Drowning out people's voices
- Refusing Corporate PAC money
- **(for negatives)** Bought and paid for by special interests

Language that doesn't:

- Draining the swamp
- Overturning Citizens United – or anything specific to the court decision
- Don't be overly technical



Because our system allows for unlimited, secret donations, it is possible for foreign companies and governments to influence American elections without the public knowing. We need to eliminate the possibility that countries can influence our elections and politicians.

Corporate special interests are flooding our elections drowning out the voices of everyday people. We need to eliminate the ability of special interests to make secret donations to political campaigns, known as "dark money" and require full disclosure of all political spending. And politicians should not be allowed to accept any corporate PAC money.

Corporations can spend millions of dollars on a campaign while middle class voters cannot. We need to end the system of corporations making unlimited campaign donations, making it easier for corporations to use their money and influence to get special tax breaks, protect tax loopholes, and other benefits not available to ordinary Americans.

Special interests have too much influence at the expense of regular people. Republicans in congress receive millions of dollars from pharmaceutical companies to fund their campaigns. This has led to tax breaks for those corporations while Americans watch the costs of prescription drugs continue to rise.

Takeaways

Final Takeaways

1. **Reform is a winning issue in the current political environment.** Democrats have an inherent advantage on this issue and it is an important tool in the kit for the midterm elections.
2. Politicians are the bad guys, not the special interests. In races with challengers it's an easy connection for voters to make. **Too much money in politics is causing dysfunction → Politicians are to blame → the incumbent Republican is a problem because s/he receives millions in campaign donations from special interests → Vote Democrat!**
3. **Messages on reducing the influence of money in politics are effective at moving swing voters** towards Democratic candidates than typical Dem vs. Rep debate
4. Voters are hungry for change, but Democrats are currently forced to focus on blocking bad Republican legislation. That can risk casting the party as defenders of the status quo. **This issue gives Democrats a unique opportunity to be the party of change.**