

PROGRESSIVE CHANGE
CAMPAIGN COMMITTEE
BOLDPROGRESSIVES.ORG



2014
ELECTORAL
REPORT

PCCC MODEL



-  VOTER CONTACT
-  FUNDRAISING
-  VOLUNTEERS
-  TECHNOLOGY
-  TRAINING
-  EXPERTS
-  MESSAGING

"The PCCC was with me since before there was a beginning. When PCCC members donate millions in small-dollar donations and make millions of phone calls for progressive candidates, leaders in Washington, D.C. take notice."

- Elizabeth Warren, Nov. 1, 2014

HOW IT WORKS...

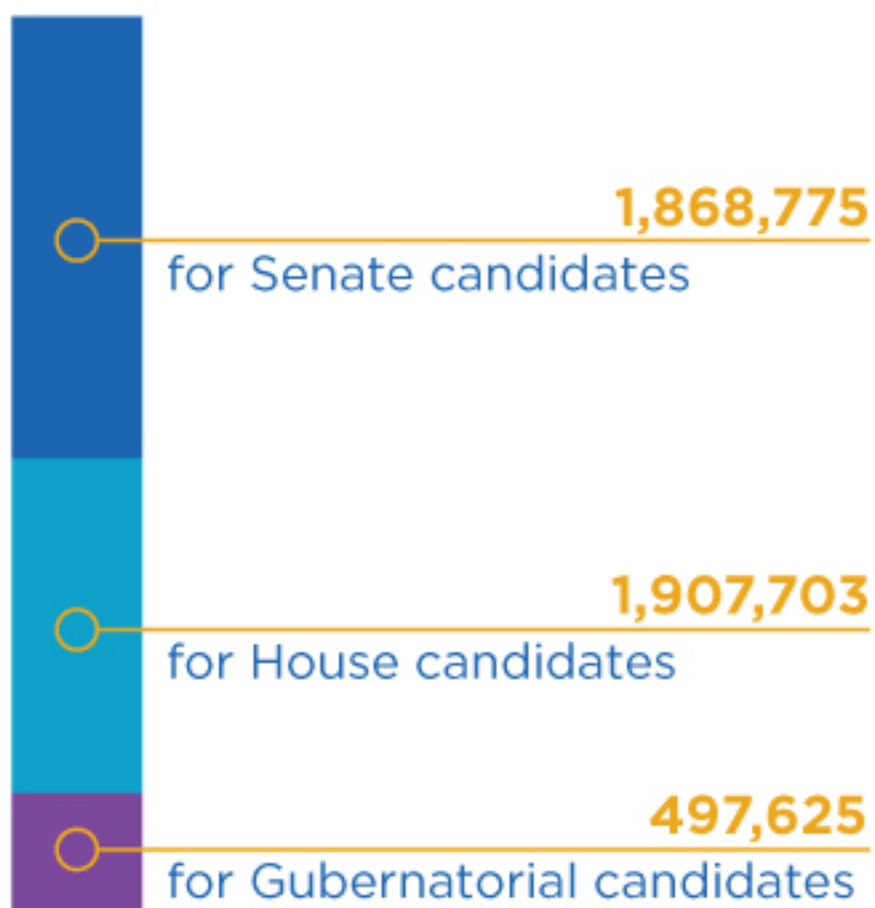


VOTER CONTACT

Through our **CALL OUT THE VOTE** program, we made over

4,007,487

phone calls for progressive candidates.



Unlike other call programs, we **DOUBLED** our effectiveness by making sure that data was instantly transferred back to the campaigns each night, handing them thousands of newly identified supporters to add to their **GET OUT THE VOTE** programs.



FUNDRAISING

**RAISED NEARLY
\$1.5 MILLION**

**FROM
197,681
DONATIONS**

most of the donations were



All of those times you chipped in really added up! Our fundraising shows the huge strength of the progressive movement, and what we can do together.



VOLUNTEERS

5,800+

volunteers joined our **CALL OUT THE VOTE** program.

1,000+

volunteers connected with local campaign offices where they could have the greatest impact.

"The best experience is when someone at first says they weren't going to vote because they don't know the candidate, and I can give them some information and convince them to vote for our candidate. That makes it worth it."

- Marcy Bergman, Agoura Hills, CA

HOW IT WORKS...



TECHNOLOGY

Our campaign technology was used by **150 CANDIDATES** this cycle.

Candidates used our tools to:

- ▶ **BUILD WEBSITES**
- ▶ **MANAGE FUNDRAISING**
- ▶ **ORGANIZE VOLUNTEERS**
- ▶ **DOWNLOAD GUIDES AND RESOURCES**
- ▶ **AND MORE**

Our incredible **GET OUT THE VOTE** tool helped tens of thousands of voters on Election Day find their polling location. Even more great tools are coming in 2015!

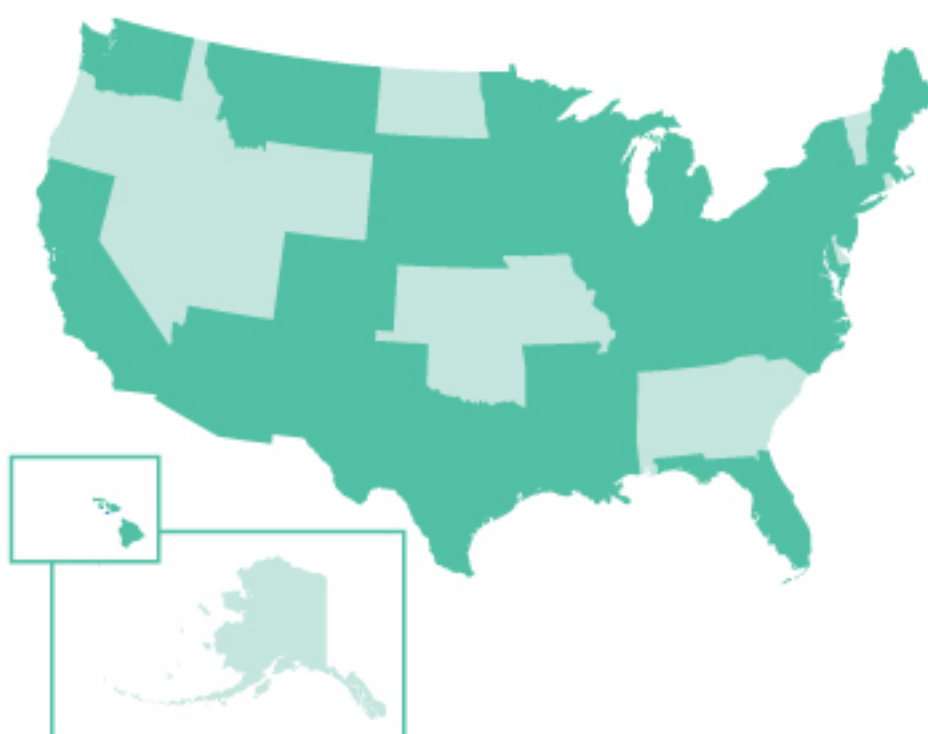


TRAINING

Our training program, the **P100 PROJECT**, trained over **600**

- **CANDIDATES**
- **FIELD DIRECTORS**
- **FINANCE DIRECTORS**
- **COMMUNICATIONS DIRECTORS**

this year from across the United States.



■ **P100 STATES**



EXPERTS

Our field, finance, and communications experts work hand-in-hand with progressive candidates and campaign staff every single day to make sure they are running the strongest operations possible.

DIRECTOR OF FINANCE SUPPORT



Sarah Badawi

Sarah worked on Elizabeth Warren's campaign. Now she coaches candidates one-on-one to help them raise more money.

DIRECTOR OF FIELD SUPPORT



Kayla Wingbermuehle

Kayla helps candidates build cutting-edge grassroots operations.

DIR. OF COMMUNICATIONS SUPPORT



TJ Helustetter

TJ helps campaigns develop their message and integrate bold progressive ideas into their mail, TV ads, and news coverage.

HOW IT WORKS...



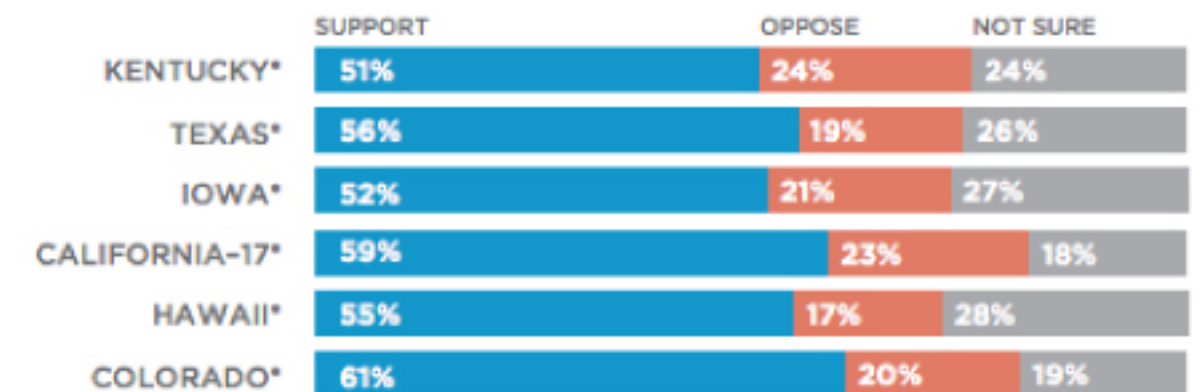
MESSAGING

During our trainings, we shared winning progressive polling with candidates -- and top-tier Senate candidates campaigned on the **BIG IDEA** of **EXPANDING SOCIAL SECURITY BENEFITS**.

We also organized **BIG** national pushes on **MINIMUM WAGE, SOCIAL SECURITY,** and **MONEY IN POLITICS**, which helped our candidates generate headlines on the campaign trail.

INCREASE SOCIAL SECURITY BENEFITS

A proposal in Congress would increase Social Security benefits, resulting in a worker at age 75 receiving \$452 more in benefits per year and a worker at age 85 receiving \$807 more per year. Do you support or oppose this proposal?



Do you support or oppose the idea of increasing Social Security benefits and paying for that increase by having the wealthy pay the same rate into Social Security as everyone else?



INDEPENDENT EXPENDITURES

In addition to our work directly with candidates, **the PCCC was commissioned by reform group Mayday PAC to run \$6 million in independent expenditure campaigns against corrupt politicians.** We used best practices, featured PCCC members in TV ads, and made races competitive that nobody saw coming -- driving national news. This work sent a signal to all members of Congress that no matter how powerful or safe they think they are, **if they oppose reform and sell out to corporate interests, they could scramble for their political lives.**

WE CREATED HEADLINES LIKE THIS...

ABC NEWS

"Meet the Elizabeth Warren Democrats"

DIGITAL TRENDS

"NET NEUTRALITY FINDS NEW CHAMPION IN AL FRANKEN"

THE SAN FRANCISCO CHRONICAL

"REP. HONDA SAYS IT'S TIME TO 'SCRAP THE CAP' ON SOCIAL SECURITY PAYROLL TAX"

C-SPAN

"Rep. Mark Pocan Praises PCCC Members on the House Floor"

AP

"SCHATZ PROMOTES SOCIAL SECURITY LEGISLATION"

THE NEW YORK TIMES

"DEMOCRATS TURN TO MINIMUM WAGE AS 2014 STRATEGY"

THE WASHINGTON POST

"Elizabeth Warren: Don't Cut Social Security. Expand It!"

THE HUFFINGTON POST

"PROGRESSIVES LAY OUT CAMPAIGN FINANCE REFORM PRINCIPLES"

MINNEAPOLIS STAR TRIBUNE

"CAMPUS RALLY TO TOUT FRANKEN-BACKED STUDENT LOAN BILL"

BY THE NUMBERS...

**AL
FRANKEN**

435,191 CALLS
MADE

\$80,967

FROM **8,887** DONATIONS

**MIKE
HONDA**

28,056 CALLS
MADE

\$25,989

FROM **5,251** DONATIONS

**JEFF
MERKLEY**

178,695 CALLS
MADE

\$93,468

FROM **11,052** DONATIONS

**RICK
NOLAN**

47,965 CALLS
MADE

\$34,283

FROM **5,918** DONATIONS

**BONNIE
WATSON
COLEMAN**

182,347 CALLS
MADE

\$35,237

FROM **7,251** DONATIONS

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- Elizabeth Warren,
Nov. 1, 2014



Kesha Rau

Won Vermont State Representative
using PCCC campaign technology.



Bonnie Watson Coleman
Completed PCCC P100
Training.



"I think everyone remembers that I won by 312 votes, so every one of these calls makes an enormous difference -- and it could be the call that wins it for me."

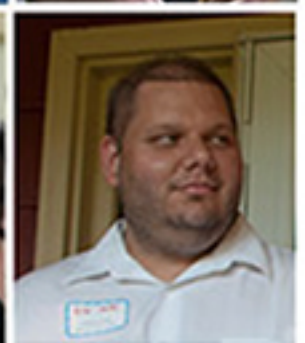
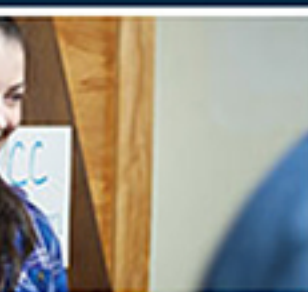
- Al Franken

Kaniela Iuga

Won Hawaii State Representative
after completing PCCC P100 Training
and using PCCC campaign technology.



OUR TEAM!



MEET SOME WARREN WING CANDIDATES...



IN 2013 PCCC MADE EXPANDING SOCIAL SECURITY AN ISSUE...

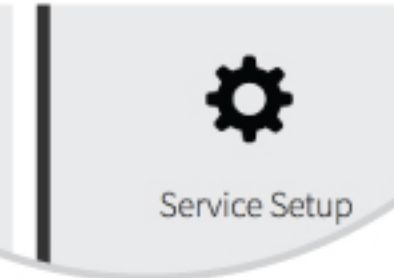
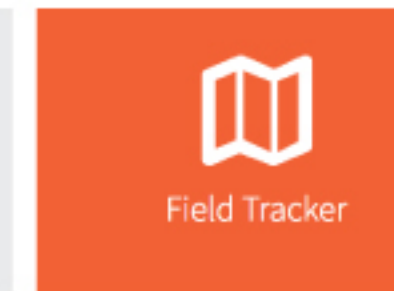
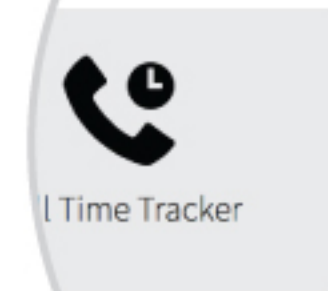
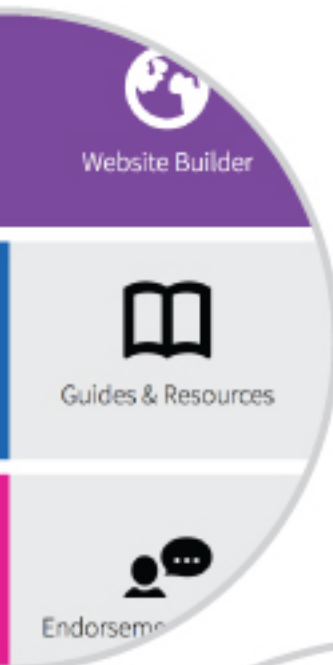


...IN 2014 CANDIDATES CAMPAIGNED ON IT

LEARN MORE ABOUT OUR CAMPAIGN TECHNOLOGY...



PIES
by BOLDPROGRESSIVES.ORG



WHAT IS PIES?

PIES (Progressive Infrastructure is Excellent Stuff) is a set of online tools that makes it easier to start and run an amazing campaign. You can use PIES for your field, finance, press and digital needs.



WEBSITE BUILDER

Make your own website in minutes.



EMAIL BLASTER

Draft and send emails in bulk.



SOCIAL LINK BUILDER

Get shorter links for better sharing.



WIN NUMBER CALCULATOR

Calculate you win number.



GUIDES AND RESOURCES

Access over 50 template and guides.



CALL TIME TRACKER

Track and manage your call time.



FIELD TRACKER

Monitor your field program.



PRESS LIST MANAGER

Organize your press contacts.



ENDORSEMENT DIRECTORY

Manage quotes about your campaign.



EVENT MANAGER

Organize events and manage attendance.



Request an account at CampaignPies.com

THE PCCC P100 TRAINING PROGRAM



The P100 Training Program is a project of the Progressive Change Campaign Committee. Our trainings equip hundreds of candidates, campaign staff, and volunteers around the country with the tools they need to run smart, competent campaigns from Day One. Our trainings use hands-on exercises to make sure folks don't just learn -- but can also do. We're changing the world by changing who holds power!

P100Training.com

WHAT DOES P100 TEACH?

- ▶ CANDIDATE TRAININGS
- ▶ FUNDRAISING TRAININGS
- ▶ FIELD TRAININGS
- ▶ MEDIA TRAININGS
- ▶ DIGITAL TRAININGS

In one year,
we've trained over

**500
PEOPLE
IN 14
STATES**



WHAT'S NEXT?

We're excited for 2016. This is our chance to build a progressive Congress, not just a Democratic one. Here's what we already have in the works:

THE **BIG IDEAS** PROJECT

THE BIG IDEAS PROJECT:

It's time to set a new agenda for the Democratic Party. Voters want big ideas. We'll be working with a group of policy experts and policymakers -- and citizens like you! -- to come up with big ideas and bring them to Washington.

P STREET:

P Street is the progressive alternative to K Street, our bold progressive sister organization that does Capitol Hill lobbying. We're organizing progressive congressional staffers and connecting them to progressive experts.

PRESIDENTIAL IMPACT:

The week after the November election, we're sending our first organizer to New Hampshire. We'll make sure that all candidates for president take a position on Elizabeth Warren's agenda of reforming Wall Street, reducing student debt, and expanding Social Security benefits.

CANDIDATE TRAININGS:

We'll be holding mass mobilizations in several cities across the United States this spring to train thousands of activists to run for state and local office. Stay tuned! We want you to think about stepping up to the plate.

CANDIDATE RECRUITMENT:

We're working right now to identify the closest 2016 races, and start recruiting the brightest stars to run. If you want to nominate someone to run -- or you are thinking about running yourself -- let us know.



KEY LINKS

If you want to learn more or volunteer to be part of any of these projects...



TRAINING PROGRAM: P100Training.com



TECHNOLOGY: CampaignPies.com



RUNNING FOR OFFICE: <http://boldprogressives.org/running-for-office/>



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Not authorized by any candidate or candidate's committee.