



PRESIDENT OBAMA'S PRESIDENTIAL PARTNERS

XXXXXXXXXXXXXXXXXXXXFull NameXXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXAddress 1XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXAddress 2XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXAddress 3XXXXXXXXXXXXXXXXXXXX
 XXXXXXXXXXXXXXXXXXXXCity State ZipXXXXXXXXXXXXXXXXXXXX



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PRESIDENT OBAMA'S PRESIDENTIAL PARTNERS

[Name]
[Address]
[City, State Zip]

Dear [Name],

As a member of *President Obama's Presidential Partners*, you are politically-savvy. You have long understood the importance of November's midterm congressional elections.

But across the country, as the media begins to focus on these races and as campaign ads begin to fill our airwaves, the rest of America is about to wake up and realize that there is an election going on. And what they think it's about will depend on what we do in the remaining weeks.

As of the end of June, Karl Rove's American Crossroads Super PAC and its affiliate Crossroads GPS had already reserved about \$20 million worth of air time through November 4th. That's chump change compared to the nearly \$290 million the billionaire Koch bothers and their allies are expected to spend in their unrelenting quest to get Tea Party candidates and Republicans elected in the midterms.

To say Democrats have a tough road ahead is an understatement. In states like **Georgia, North Carolina, Arkansas and Michigan**, we have races that could come down to narrow margins. Meanwhile, in 2014, changes to state election laws have been passed, implemented or put on the ballot in over a dozen states—leaving many voters less certain than ever about where, when or even how to cast their ballot in these midterm elections.

So the question becomes *can Democrats win in 2014? **You bet we can.*** But it is going to take grit. It's going to take the grassroots. And it's going to take you. We cannot win in November without an outpouring of support right now from our party's most dedicated leaders ... especially from members of *President Obama's Presidential Partners, including you.*

You've been involved and engaged throughout this campaign season, and your commitment is more important than ever as we enter these final weeks. Can President Obama count on your support at this critical moment?

[FIRST NAME], in the past you have been a very generous supporter. Can you make a gift of at least \$AMT1 once again? If you can afford to give ... maybe \$AMT2 or even \$AMT3 ... please do so. We need every cent.

To give you a sense of where things stand—and where we're headed—I've enclosed our DNC Election 2014 Master Map. It is quite literally our map to victory, showing where the races are, which ones are currently in a dead heat, and where the Republicans and their Super PAC funders are putting up their most aggressive fights.

(over, please)

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Page Two

You'll immediately see that there are 36 governors races, 36 U.S. Senate seats, and all 435 House seats on the line this year. And let's not forget that control of nearly every state legislature is also at stake.

In a presidential election year, you'd already be seeing yard signs up and bumper stickers on the road. But this year, with resources low and people still not taking notice that the election is just several weeks away, much of what people are seeing and hearing has been bought and paid for by Karl Rove and the Koch brothers. Plus the Republican National Committee has spent money running attack ads in 40 media markets beginning in January.

With a clear financial advantage and an early (and ugly) start in the media, many Republicans think they have this election all sewn up already. I bet **Mitch McConnell** is already measuring the drapes in the Senate majority leader's office!

But while Republicans will certainly outspend us, they will not outwork us. And with your help, we will use the remaining weeks to maximize the media, phones, and good old fashioned shoe leather to make voters realize how crucial this election is to their families, communities and country. We also need to help them understand that, due to a very cynical and calculated Republican strategy, some voters may need to jump through extra hoops this year to exercise their constitutional right to vote.

As your map shows, since 2011, changes to election laws have been passed, implemented or put on the ballot in over a dozen states.

- **New Hampshire** passed a confusing voter identification law that allows election officials to decide whether certain identification is "legitimate" or not.
- **Wisconsin** recently passed a law which reduces early voting hours and makes voting less convenient for working families.
- **North Carolina** has eliminated same-day voter registration, cut early voting by a week, and ended Sunday early voting—in addition to making it more difficult for young people to vote.

In many cases, these laws are passed off as inconsequential—but voters will quickly find out otherwise. For instance, in **Cincinnati, Ohio**, a proposal has been made to move the polling place for early voting from downtown to the outskirts of the city. Our Democratic Secretary of State candidate went to see for herself what this move would mean to voters. It took nearly two hours by bus to reach the new polling site. This could have a huge impact on early voting, especially when you consider that over 1,800,000 Ohioans utilized early voting options in 2012.

This is the kind of information the DNC is gathering so we can help voters and make a difference on the ground. But all of this takes resources ... which we are depending upon you and other members of *President Obama's Presidential Partners* to provide. Our goal is to recruit thousands of poll workers across the country to oversee the voting process and make sure every voter understands how to cast their ballot. We've also launched a national online voter registration and education tool, *IWillVote.com*, to give voters in every state the information they need to register and vote.

We'll have a presence nationwide, because **every vote matters**. That's why our people are on the ground in all fifty states working hard to register voters and protect their rights to go to the polls on Election Day. We are focusing additional attention in states where we are most gravely concerned with the voting process and how barriers could affect the outcome of the election ... including **Florida, Ohio, Texas, Wisconsin** and **North Carolina**.

(next page, please)

Your map highlights other states where access to voting is on the line—and you can trust that we are watching this issue very carefully and putting our full force into ensuring everyone’s unencumbered access to the polls.

Your map also shows some of the races where these votes will matter most.

For instance, in **Wisconsin**, polls show **Gov. Scott Walker** is neck and neck with Democratic challenger Mary Burke. But the Koch brothers have made supporting Scott Walker their pet project. As David Koch said of Walker two years ago, “We’ve spent a lot of money in Wisconsin. We’re going to spend more.”

And as if the Koch brothers’ bankroll weren’t enough, Scott Walker recently spoke at a Republican conference in Las Vegas—meeting privately with none other than GOP financier Sheldon Adelson.

Walker has presidential aspirations and this is a chance to topple his political climb. But it will take a flurry of activity on the ground to make it happen.

Likewise, we see the opportunity to oust **Pennsylvania Governor Tom Corbett**. Pennsylvania voters have had enough of their Republican governor’s attacks on education, women and families—and they’re ready to make a better choice for their state. But Republicans are not going to give up easy. We need to be knocking on doors across the Keystone State to make sure every Democrat gets to the polls.

Then there is the U.S. Senate, where we are fighting with everything we have to keep our Democratic majority. Republicans need to pick up six seats to win back power, and they’ve been spending buckets of money to do just that.

In January, the Republican National Committee launched radio ads targeting some of our most esteemed Democratic Senators—like Senator Mark Udall in **Colorado**, whose race against Republican challenger **Rep. Cory Gardner** is considered too close to call. In the House, Cory Gardner received a 0% rating from both Planned Parenthood Action Fund and the National Education Association. We cannot let him in the Senate!

Likewise, we need to do everything we can to protect Sens. Mark Pryor of **Arkansas**, Mary Landrieu of **Louisiana**, and Kay Hagan of **North Carolina**. Republicans are determined to take these seats. We need to be even more determined to keep them.

From campaigns for governor, to Congress, to down-ballot elections like secretary of state, victory will be determined by who best speaks to what is in the hearts of voters. The Republicans’ negative advertising and scare tactics are powerful. But they are not as powerful—nor as frightening—as the truth of what will happen if Republicans win in November.

They’ll keep up their attempts to repeal Obamacare ... cut off funding for Planned Parenthood ... strangle our National Parks system ... continue to deny and do-nothing on climate change ... and to tell women that they don’t deserve to make their own health care decisions or even make as much money as men.

(over, please)

Page Four

But voters need to know the truth, and the billionaire Koch brothers and their allies have pledged \$290 million to this election to try to hide it. Meanwhile, Karl Rove's American Crossroads and Crossroads GPS has committed over \$20 million for attack ads to run between now and Election Day. You're going to see these ads on the air across the nation 24-hours a day, 7 days a week until the polls close on November 4th.

How can we counter their efforts and win on Election Day? Through your immediate support, we can beat them by ...

... registering as many voters as possible. It's a simple formula. When more Americans vote, Democrats win. When Americans don't vote, Republicans win.

... protecting the right to vote. While the Dems promote voting, the GOP does everything possible to make it more difficult to cast a ballot. That's why we must fight tooth-and-nail to defeat their cynical voter suppression efforts.

... getting our message out. President Obama and the Democratic Party have achieved so much for this nation over the past six years, and we must not allow the GOP/Tea Party to spread lies about our successes.

And to have the funds necessary to do this vital work, we need the support of each and every member of *President Obama's Presidential Partners*, including you. [FIRST NAME], can we count on you to send a contribution of at least \$HPC today? If you can give more, please do. Every dollar counts—and there is so much on the line.

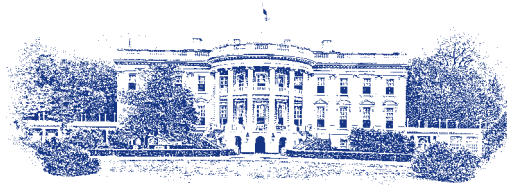
There are races in every state, and we need Democrats everywhere to get to the polls. Please continue to invest in our Party. This is when we need you most.

Sincerely,



Congresswoman Debbie Wasserman Schultz
DNC Chair

P.S. The enclosed map tells a story of an urgent election with neck-and-neck races and crucial issues on the line. But the outcome of the story is not yet written. Please send a donation today so that the map you hold in your hands is indeed a map to victory. We know what it will take to win. We just need your help to carry out our plans from **North Carolina**, to **Montana**, to your elections in [State]. Please be generous!



PRESIDENT OBAMA'S PRESIDENTIAL PARTNERS

FROM: Donor name
 ADDRESS
 ADDRESS
 CITY, STATE ZIP

TO: Democratic National Committee
 c/o Congresswoman Debbie Wasserman Schultz
 430 South Capitol Street, SE
 Washington, DC 20003

I care about Democratic victories in 2014! With neck-and-neck elections in states across the country, new voting restrictions in effect in over a dozen states, and Republican Super PACs planning to spend hundreds of millions of dollars, Democrats need every bit of help we can get in these final weeks before Election Day. I'm pleased to support the DNC's grassroots efforts in states, cities, towns and neighborhoods nationwide. Every handshake and phone call counts!

Contribution Amount:

HPC \$HPC+50% \$HPC+100% Other _____

Every day counts! Please be generous and respond right away.

To make your contribution right away, go to www.democrats.org/2014Map

Please make your check payable to the DNC and return it with this form in the envelope provided to the Democratic National Committee, 430 South Capitol St., SE, Washington, DC 20003. Please see reverse side to charge your contribution.

Please complete the information on the reverse as required by law.

If you have an email address, please let us know so we can send you special updates.

Email address: _____



I prefer to charge my gift of \$ _____ to: Visa MasterCard American Express Discover

Card #:

Exp. Date: —

Signature: _____

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Federal law requires us to use our best efforts to collect and report the name, mailing address, occupation, and name of employer of individuals whose contributions exceed \$200 in a calendar year. The DNC can accept contributions from an individual of up to \$32,400 in a calendar year. Corporate and labor union contributions are prohibited.

The DNC does not accept contributions from currently registered federal lobbyists, registered foreign agents, political action committees, or minors under the age of 16.

Name: _____

Current address: _____

Telephone no.: Home: _____ Office: _____

Current occupation: _____ Self-employed

Employer: _____

Email address: _____

Federal law prohibits foreign nationals, except lawfully admitted permanent residents of the U.S., from contributing to the DNC. Contributions must be made from the donor's personal funds. Please certify the following information by checking one of the following and signing below:

If an individual: I am a citizen of the United States _____ (or) I am a lawfully admitted permanent resident of the United States _____

The funds I am donating are not being provided to me by another person or entity for the purpose of making this contribution.

Signature: _____

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Contributions to the DNC will be spent for DNC activities and programs as the DNC determines within its sole discretion, and will not be earmarked for a particular candidate.

PRESIDENT BARACK OBAMA

Dear Friend,

I call it an “enthusiasm gap.” It’s the difference in excitement too many Democrats feel between a presidential election year and the midterms. But just because I have a name for it doesn’t mean I’m willing to accept it or throw up my hands in defeat.

I know that as Democrats, we care about the future of our families, communities and country just as much in a midterm year as during a presidential election year.

Unfortunately, history shows us that too many Democrats stay home during the midterms. We cannot have that this year. Far too much is at stake.

That’s why I’m asking for your help. I am depending upon you, as a member of my *Presidential Partners*, to be a leader in this process and to help me keep the heart of our party beating with energy and enthusiasm. Every time you support the DNC (and you have been very generous), you help fuel our efforts to knock on doors, make phone calls, and correct more than a few mistruths from the other side.

As we move into the final stretch of this campaign season, I urge you to stay engaged and continue your support. As a member of my *Presidential Partners*, you have always been there when I needed you, and I know that I can count on you again during this urgent election. We need your immediate support to expand the electorate, and build on the data and technology infrastructure we’ve been creating for over a decade. We need to inspire the grassroots and push back on the lies and misinformation from those who can’t win on the truth.

We need to stay focused on what we believe, and we need to inspire every Democrat everywhere to get to the polls. If we can do that—with your help—we won’t just win in November, we’ll win for America and for our future.

With gratitude,



President Barack Obama

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Democratic National Committee: Election 2014 Master Map

[Name], from our political department to our communications team, everyone at the DNC is living and breathing by this map these days. Here is your copy so you can follow along—and help however you can!



Battleground States

- S = Senate Races
- H = House Races
- ★ = Governors' Races
- ✓ = I Will Vote online tool available to voters
- 🇺🇸 = States where Republican Super PACs have spent money against Democrats
- 🏛️ = New voter restrictions passed or pending
- 🛡️ = Targeted states for DNC voter expansion efforts

Number of House seats in each state

Last updated: [maildate]

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Tea Party Republicans
have put Colorado's
Senator Mark Udall in
the crosshairs. Udall
is a leader in our
party and we need to
protect him!

Republican Governor
Rick Scott is at
it again!

He's exploring every
way to resume the
state's controversial
voter purge program
aimed at taking
alleged "non-
citizens" off the
voting rolls.

Montana's Republican-
controlled legislature
passed a measure to
put a proposal to
restrict voter
registration on the
2014 ballot.

The Koch brothers
have made supporting
Wisconsin Gov. Scott
Walker a priority. But
polls have Walker and
Democratic challenger
Mary Burke neck and
neck!

Karl Rove's
Crossroads GPS has
already slated
about \$5.1 million
for attack ads in
North Carolina
after Labor Day.
Senator Kay Hagan
needs our help!

Polls show a good chance that Republican Gov. Tom Corbett in Pennsylvania can be defeated. He dealt one too many blows to the state's education system, and voters are ready to hold him accountable!

This is a big year
in the U.S. Senate.
36 seats are up
this year, and
Democrats need to
defend 21 of them.