

CONGRESSIONAL LEADERSHIP FUND



TO: Congressional Leadership Fund Donors & Allies
FROM: Dan Conston, President
RE: How Republicans Win Back the House in 2020

BIG PICTURE: Republicans need to win 18 seats to recapture the House Majority.

We enter the 2020 election cycle with a clear path back to the Majority.

Democrats occupy **13 congressional seats** that President Trump won by **more than 6 points**, many of which he won by 10-plus.

If we win in these districts, Republicans need to beat just **5 of the remaining 42** vulnerable House Democrats to win back the Majority. The overall offensive battleground is **55-seats deep**.

THE MATH BACK

- 1) **Trump Country** – Democrats hold 31 seats that President Trump won in 2016. These seats represent a tremendous opportunity for Republicans to gain a significant number of seats. The 13 strong Trump districts mentioned above are largely more rural and culturally conservative districts – favorable terrain for Republicans. Trump won an additional 18 districts (>5 points) that Democrats currently hold, many of which we are similarly well positioned to compete in and win with strong candidates.

In a recent [poll](#) of 10 Trump-won House districts now represented by Democrats, a clear majority supported President Trump's policies (54%-43%), a plurality supported his job performance, and a commanding majority supported his position on border security (+26). We can win the Majority through Trump Country alone, and it is clear that President Trump will be an asset.

Districts: MN-07, NY-22, OK-05, SC-01, ME-02, NM-02, NY-11, PA-08, NY-19, UT-04, MI-08, VA-07, NJ-03, NJ-02, WI-03, MI-11, IA-02, IL-14, IA-01, IA-03, VA-02, PA-17, NY-18, NH-01, GA-06, MN-02, AZ-01, NJ-05, NV-03, NJ-11, IL-17

- 2) **Opportunity Districts (24 seats)** – Most of these districts are outside major cities with high average median incomes and higher than average levels of college education. President Trump nearly won 10 of these districts (>3 or less) in 2016. Strong compelling candidates will ensure we are competitive here. There are an additional 14 districts in which Republicans have historically been successful. These districts represent both a challenge and an opportunity. If Republicans want to regain an enduring House Majority, we must perform better in these suburban districts. How do we do that? House Republicans should

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make efforts to lay out a positive suburban agenda, coupled with the clear economic contrast that the new Democratic party will afford us.

Winning the Suburbs: Socialism vs. Economic Opportunity – House Democrats are already promoting extreme policies, including a plan to eliminate private health insurance, an unaffordable Green New Deal, a 70% tax rate, and openly anti-Semitic commentary – and it is just March. The presidential primary and insurgent freshman are sure to only drive their party’s agenda further left and provide a clear choice for voters moving forward: economic opportunity or socialism. Republicans can win in the suburbs and beyond by making this strong contrast.

Districts: OR-04, NJ-07, PA-07, KS-03, TX-07, CA-48, TX-32, CA-10, WA-08, FL-13, AZ-02, NV-04, CA-45, CA-25, IL-06, FL-07, CA-49, CA-39, CO-06, MN-03, VA-10, CA-21, FL-26, FL-27

COUNTERACTING THE GREEN WAVE

Despite the significant sums CLF and House GOP allies raised, House Republicans were outspent by \$150 million between Labor Day and Election Day on television advertising alone. Republican candidates suffered without a GOP-version of Act Blue and were swamped by a massive influx of late-money from liberal billionaires, including \$56 million from Michael Bloomberg alone. Counteracting both of these phenomena is critical to Republicans’ success this cycle and one key reason that early giving to CLF is so important.

KEYS TO VICTORY

Republicans can win back the House Majority just through Trump Country. We also will be far more competitive in the suburbs if this election becomes a choice between economic opportunity and socialism.

By recruiting compelling candidates who can run strong campaigns, producing a positive suburban agenda, and presenting a clear choice for voters between socialism and economic opportunity, we position ourselves for victory. Early funding to CLF is critical to ensuring we then compete for the Majority.

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