

To: Interested Parties
Fr: Charlie Kelly, Senior Political Advisor
Da: August 18, 2020
Re: Everytown to Spend At Least \$10 Million to Flip Key State Legislative Chambers in 2020

Since Donald Trump's election in 2016, Everytown for Gun Safety Action Fund and Everytown for Gun Safety Victory Fund ("Everytown") have made it a priority to create change in the states, where governors and state legislatures have outsized power to enact common-sense gun safety laws to protect their citizens. Despite a four-year moratorium on gun safety in the White House and the U.S. Senate, gun sense champions in the state legislature have made significant gains in the past four years.

In 2018, Everytown spent more than \$2 million in state legislative races. Our work helped elect and strengthen gun sense majorities in Colorado, New Hampshire, New Mexico, and the Minnesota House. These legislators have already passed landmark gun safety laws in many states — including legislation requiring background checks on all gun sales in Colorado, Nevada, and New Mexico.

Everytown was the largest outside spender in Virginia's 2019 elections, spending \$2.5 million to flip both chambers of the General Assembly to a gun sense majority for the first time in decades. [Polls showed](#) gun safety was the number one issue for Virginians voters in the off-year elections, after Republicans refused to take action in response to a mass shooting in Virginia Beach. Everytown [outspent the NRA](#) by a four-to-one margin in its own backyard, and its grassroots armies of Moms Demand Action and Students Demand Action out-hustled the NRA on the ground, knocking tens of thousands of doors and making more than 100,000 phone calls to elect candidates across the most competitive battleground races.

The end result: Just weeks after the new gun sense majority took office, lawmakers passed sweeping gun safety reforms into law.

As we approach the final few months of the election, we are poised to execute our most expansive effort ever to flip state legislative chambers across the country, paving the way for a new era of gun safety in the states, and giving gun safety allies a seat at the table in critical redistricting fights.

Everytown will spend at least \$10 million to elect gun sense majorities in state legislative chambers this fall. As part of that effort, we will aim to flip state legislative chambers in Arizona, Iowa, Minnesota, North Carolina, Pennsylvania, and Texas — and pick up seats in Florida and Georgia.

This investment represents the beginning of Everytown's electoral spending in state legislative races, and we'll continue to key a close eye on the dynamics of these battlegrounds to see where our resources are needed. We'll invest significantly in paid communication targeting legislative races, including cutting edge digital advertising, direct mail, and television. Of equal importance, we'll also mobilize our grassroots armies of Moms Demand Action and Students Demand Action, which **count more than two million supporters** across these eight states alone, in order to elect gun sense candidates to these state legislatures.

TEXAS: FLIP THE STATE HOUSE TO A GUN SENSE MAJORITY

More than 3,200 Texans are shot and killed every year in Texas — a state that is home to four of the deadliest mass shootings in American history. In spite of that reality, Texas' state legislators have done

nothing to address Texas' gun violence crisis. Rather than pass common-sense gun safety laws that Texans want, lawmakers have taken the state backwards. Even after the El Paso mass shooting — in which a white supremacist gunman specifically targeted the Latino community — galvanized communities across the state in support of gun safety, lawmakers did nothing. In fact, just weeks after the shooting, laws went into effect that weakened Texas' gun laws.

Texas has now emerged as a critical battleground state at every level of the ballot. As population centers around Dallas and Houston have become younger and increasingly diverse, the state House is now in play for the first time in years. We need to flip nine seats to win a gun sense majority in the state House. So we're gearing up to spend at least \$2.5 million to flip the state House chamber, with 80% of our district targets spread across the Dallas and Houston suburbs.

TEXAS OFFENSIVE HOUSE TARGETS: HD-26; HD-54; HD-64; HD-66; HD-67; HD-92; HD-93; HD-94; HD-96; HD-97; HD-108; HD-112; HD-121; HD-126; HD-134; HD-138

TEXAS DEFENSIVE HOUSE TARGETS: HD-45; HD-47; HD-52; HD-102; HD-105; HD-107; HD-113; HD-115; HD-132; HD-135

Everytown for Gun Safety has conducted extensive voter research in Texas, including: [a February survey](#), which found Texas voters support stronger gun laws by a 5:1 margin and that 78% of Texas voters view a candidate's position on guns as "very important" to their vote; an [online discussion board among AAPI voters in the Dallas-Ft. Worth and Houston](#) metro areas, conducted with AAPI Victory Fund and Forward Majority, which demonstrated that AAPI voters across these key battleground regions view gun safety and healthcare as top issues in 2020; and a [messaging survey in July](#), which found that gun safety-themed messages are among the most persuasive among voters in battleground state House districts.

ARIZONA: FLIPPING BOTH LEGISLATIVE CHAMBERS TO A GUN SENSE MAJORITY

More than 1,000 Arizonans are killed by gun violence every year, but Republicans who control Arizona's state legislature have flatly refused to take action to reduce gun violence. In the most recent legislative session, Republicans refused to even consider legislation to disarm domestic abusers — even with calls to local domestic violence hotlines rising amid the coronavirus pandemic. In May, Republicans gaveled out without any action for the second consecutive year.

We need to flip two seats in the state House, and three seats in the state Senate in order to elect a gun sense majority in the state legislature. In order to elect gun sense majorities in both chambers, we'll spend at least \$1.75 million and target nearly a dozen state legislative districts, the vast majority of which are in Maricopa county — the fastest growing county in the country.

ARIZONA OFFENSIVE TARGETS:

HOUSE TARGETS: LD-06; LD-08; LD-11; LD-20; LD-21; LD-23

SENATE TARGETS: LD-06; LD-11; LD-17; LD-20; LD-21

ARIZONA DEFENSIVE TARGETS:

HOUSE TARGETS: LD-17

Everytown for Gun Safety conducted [polling in Arizona](#) in January, which found that Arizona voters support stronger gun laws by an 8:1 margin, and that 78% of Arizona voters consider a candidate's

position on guns “very important” to their vote in 2020. In Maricopa County, the seat of power in Arizona, [59% of voters](#) say they would never vote for a candidate who opposes background checks.

NORTH CAROLINA: ELECT GUN SENSE MAJORITIES IN BOTH CHAMBERS OF THE GENERAL ASSEMBLY

The Republican-controlled North Carolina General Assembly has long-ignored the gun violence crisis in North Carolina, even as more than 1,300 North Carolinians are shot and killed each year. In 2018, gun sense candidates helped break a Republican “supermajority” in the state House and the state Senate. **Now, there are just six seats needed to flip the House and five seats needed to flip the Senate, putting both chambers within striking distance of a gun sense majority.**

We will aggressively contest state legislative races with the goal of electing a gun sense majority in the North Carolina General Assembly. We will spend at least \$1.5 million to defend gun sense champions in competitive races, and to flip key seats in many of the fastest growing and diversifying counties in the state, including many targets in the rapidly-growing and diversifying Charlotte and Research Triangle regions.

NORTH CAROLINA OFFENSIVE TARGETS:

HOUSE TARGETS: HD-01; HD-09; HD-12; HD-20; HD-45; HD-59; HD-63; HD-74; HD-82; HD-83

SENATE TARGETS: SD-07; SD-13; SD-18; SD-24; SD-31; SD-39

NORTH CAROLINA DEFENSIVE TARGETS:

HOUSE TARGETS: HD-37; HD-98

SENATE TARGETS: SD-17; SD-27

Everytown for Gun Safety Action Fund conducted [polling in North Carolina](#) in February, which found that North Carolina voters support stronger gun laws by a 6:1 margin, and 79% of North Carolina voters consider a candidate’s position on guns “very important” to their vote in 2020.

MINNESOTA: FLIPPING THE STATE SENATE TO A GUN SENSE MAJORITY

In 2018, Everytown spent nearly \$1 million to help elect a gun sense Governor in Tim Walz, and a gun sense majority in the Minnesota state House, both of whom pledged to take action on gun safety. The Democratic-led Minnesota state House passed background check and red flag legislation for the second year in a row during the most recent legislative session, but Republicans who control the Senate refused to take them up, gaveling out without any action.

We need to flip two seats in the Minnesota state Senate, and defend the gun sense majority in the state House, in order to have gun sense majorities in both chambers that will pass laws to keep Minnesotans safe. We’ll spend at least \$1 million to flip the Minnesota state Senate to a gun sense majority and defend the majority in the state House, primarily targeting districts around the growing and diversifying Minneapolis and St. Paul suburbs.

MINNESOTA OFFENSIVE TARGETS:

HOUSE TARGET: HD-58A

SENATE TARGETS: SD-14; SD-25; SD-26; SD-34; SD-38; SD-39; SD-44; SD-56

MINNESOTA DEFENSIVE TARGETS:

HOUSE TARGETS: HD-33B; HD-34B; HD-36A; HD-42A; HD-44A; HD-48B;
HD-52B; HD-53B; HD-54A; HD-57B
SENATE TARGETS: SD-46; SD-48; SD-53; SD-54; SD-58; SD-60; SD-65

Everytown for Gun Safety Action Fund conducted [polling in Minnesota](#) in February, which found that Minnesota voters support stronger gun laws by a 5:1 margin, and 74% of Minnesota voters consider a candidate's position on guns "very important" to their vote in 2020.

PENNSYLVANIA: ELECT GUN SENSE MAJORITIES IN BOTH CHAMBERS OF THE STATE LEGISLATURE

In 2018 Everytown played a key role in helping re-elect Governor Tom Wolf. Both Governor Wolf and Attorney General Josh Shapiro have been outspoken in calling for common-sense gun safety laws for Pennsylvania, but instead of taking action, the Republican-controlled state legislature has sought to advance policies that would put more Pennsylvania families at risk of gun violence.

In order to elect gun sense majorities in both chambers of the legislature, we need to flip nine seats in the state House and four seats in the state Senate. We will spend at least \$1 million to flip both chambers in Pennsylvania, targeting districts across the Commonwealth, from western portions of Pennsylvania, to the capitol region, to northeast Pennsylvania, including suburban seats around Pittsburgh, and southeast Pennsylvania and the Lehigh Valley.

PENNSYLVANIA OFFENSIVE TARGETS:

HOUSE TARGETS: HD-13; HD-018; HD-026; HD-028; HD-030; HD-044; HD-105;
HD-106; HD-144; HD-147; HD-152; HD-160; HD-176; HD-189
SENATE TARGETS: SD-13; SD-15; SD-31; SD-49

PENNSYLVANIA DEFENSIVE TARGETS:

SENATE TARGETS: SD-11; SD-19; SD-37

Everytown for Gun Safety Action Fund conducted [polling in Pennsylvania](#) in February, which found that Pennsylvania voters support stronger gun laws by a 9:1 margin, and 78% of Pennsylvania voters consider a candidate's position on guns "very important" to their vote in 2020.

IOWA: FLIPPING THE STATE HOUSE TO A GUN SENSE MAJORITY

In Iowa, the rate of gun deaths has increased more than double the rate nationwide over the last decade. But instead of taking action on gun safety, Republicans in the state House have caved to the gun lobby, blocking critical gun safety legislation — and instead are passing legislation to weaken Iowa gun laws.

We need to flip four seats in the Iowa state House to win a gun sense majority, which could stop Iowa from sliding backwards on gun safety and begin to actually make progress toward strengthening Iowa gun laws. We'll spend at least \$1 million to flip the Iowa state House to a gun sense majority, primarily targeting districts around the growing Des Moines, Cedar Rapids, and Davenport suburbs.

IOWA OFFENSIVE TARGETS: HD-09; HD-16; HD-37; HD-67; HD-82; HD-92; HD-94; HD-95; HD-97; SD-22

IOWA DEFENSIVE TARGETS: HD-14; HD-38; HD-39; HD-42; HD-43; HD-68; HD-71;

Everytown for Gun Safety Action Fund conducted [polling in Iowa](#) in February, which found that Iowa voters support stronger gun laws by a 3:1 margin, and that 75% of Iowa voters consider a candidate's position on guns "very important" to their vote in 2020.

FLORIDA: ELECTING GUN SENSE CHAMPIONS TO THE STATE HOUSE

Despite deadly mass shootings and a gun violence crisis that kills more than 2,500 Floridians every year, the Republican-controlled Florida legislature has blocked bipartisan legislation that would improve the state's background check system and help curb the state's gun violence rate.

FLORIDA OFFENSIVE TARGETS: HD-28; HD-29; HD-89; HD-105; HD-110; HD-115; HD-118; HD-119; HD-120

Florida has been considered the NRA's petri dish for a decade, but gun lobby-backed candidates are out of touch with Florida voters, [75% of whom support](#) background checks.

We'll watch these races closely and invest our resources as needed to flip key Florida House seats and give gun sense champions a seat at the table.

GEORGIA: ELECTING GUN SENSE CHAMPIONS TO THE STATE HOUSE

The rate of gun deaths in Georgia rose 24 percent from 2008 to 2017. But year after year, Republicans in the Georgia House have failed to pass meaningful legislation — including laws that would keep guns out of the hands of domestic abusers. Instead, the legislature chose to weaken gun laws, and voted to allow guns on college campuses.

GEORGIA OFFENSIVE TARGETS: HD-34; HD-35; HD-44; HD-45; HD-49; HD-52; HD-73; HD-109; HD-110

We'll be watching these races to determine where our investments are most needed to flip key Georgia House seats.