memorandum to Leader Nancy Pelosi

9/9/2014 6:06 PM

To: Leader Nancy Pelosi

Fr: Missy Kurek, DCCC Deputy Executive Director for Finance, (315) 373-9560 (c)

Dt: Tuesday, September 09, 2014

RE: DCCC Volunteer Recruitment and Commit to Vote Video Recordings

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**Background:**

The DCCC is continuing an aggressive online digital strategy to get supporters to commit to vote and volunteer in the final days of the 2014 election cycle. Part of this strategy is an aggressive push on videos, web ads and emails with surrogates that encourage supporters to take action.

The Leader is one of the most effective messengers to Democratic supporters nationwide. The first video is meant to inspire supporters to volunteer for House races and sign up at [www.dccc.org/volunteer](http://www.dccc.org/volunteer). The second video will encourage supporters to commit to vote online at [www.1millionvotesfor2014.com](http://www.1millionvotesfor2014.com).

Both videos will be recorded with the support of DCCC digital and communications staff.

Both efforts will have a tremendous impact on providing a unique entry point for supporters to join our campaign efforts, as well as sure up their likelihood to vote in an election year that will be all about turnout.

**Audience**

These videos will be blasted out to DCCC grassroots supporters in target districts over email, Facebook, and Twitter, as well as grassroots supporters on the recently-launched Nancy Pelosi for Congress email list. These videos will also be pushed to district specific volunteer and supporter email lists to recruit volunteers.

**Video Scripts**

**Web Video Script #1: DCCC Leader Pelosi Volunteer Recruitment Video Script**

“Equality and fairness… that’s what we’re fighting for this November.  Whether it is equal pay for women, making college more affordable or closing loopholes for companies that ship jobs overseas, the 2014 election is about the fight for equality and fairness.

But Republicans just refuse to see this.

House Republicans refuse to see the challenges of everyday people.  They refuse to see the importance of raising the minimum wage for families that are struggling to put food on their table every day. They refuse to acknowledge that women are still earning less than 75 cents to every dollar earned by a man.  They refuse to see that America is desperate for them to take action to move our country forward, as opposed to simply obstructing our President at every turn.

Well *we* must refuse to sit back.  We *must* take action.

Sign up NOW to volunteer and help us turnout Democrats this fall. We need your help knocking doors, making phone calls and reaching out to your neighbors about the importance of the 2014 congressional elections.”

**Web Video Script #2: DCCC Leader Pelosi Commit to Vote Video Script**

“We’re almost there! Earlier this summer we set a goal of recruiting 1 million voters to commit to vote and already more than 400,000 new voters have pledged to vote in 2014!

We know that in 2012 the top 65 House races were decided by just 1 million votes.  If we continue to gain commitments from 1 million new voters, we will turnout a powerful army of people who can win critical elections this upcoming fall.   But we need your help to hit our goal and get 1 more vote closer to victory in 2014.

That’s why I’m asking you to commit to vote today, post your #1More Commit to Vote photo on your twitter, facebook and Instagram, and CHALLENGE three of your friends on social media to commit today!

Please go to 1millionvotesfor2014.com today to commit to vote and share the opportunity to commit!

We have less than 60 days to win these critical elections and with only two third of voters aware of the 2014 elections, we have a lot of work to do.  But together, I know we can do it.  Thanks for all you do.”