



1200 Pennsylvania Ave NW #4383

Washington, DC 20044

**To: Friends of Joe Biden, Unite the Country, and other interested parties**  
**From: Steve Schale**  
**Date: July 17, 2020**  
**Re: 109 Days Out**

---

Friends,

As the week comes to a close, I wanted to take a few minutes of your time to bring you up to speed on where we are at Unite the Country, how the race is shaping up, where we see our role in helping elect the next President of the United States, and how you can help.

When we started Unite the Country back in late October, our goal was to ensure the Vice President had some additional firepower to push back against the attacks that Donald Trump was leveling against him. Since our start, thanks to your support, we have spent more than \$40 million to bolster his candidacy throughout the nomination fight - including when times were pretty tough, through today, as we work to put the Vice President on strong footing heading into the final stretch of the general election.

### **What we've been up to**

The truth, in the general election phase of the cycle, the campaign is the dominant force -- as they should be. The Vice President's fundraising has been phenomenal - and yesterday, they announced they were in striking distance in terms of cash on hand compared to the Trump operation. Given where we were in the tough weeks in February, or even late March as the nomination was essentially locked up, this is a truly remarkable fact. Many of you have stepped up to support the joint DNC/Biden project to help make this happen.

Our role now is much more focused: we want to help raise and strengthen the foundation. Our research over the past few months has made several things clear: Joe Biden entered the general election generally well-liked, but also undefined, voters are looking for an option to Trump, and these same voters want to learn more about Joe Biden, his history, and his vision for America. We also know that we entered this phase with work to do within the African American and Latino communities, and with younger voters across all demographics.

[www.unitethecountry.com](http://www.unitethecountry.com)

<p>Paid for by Unite the Country, <a href="http://unitethecountry.com">unitethecountry.com</a> And not authorized by any candidate or candidate's committee</p>
---

In the general election, UTC has leveraged our resources to tell Biden's affirmative story with ads like "[Plan](#)," "[Deserve](#)" and "[Timeline](#)" which highlight Biden's record of leadership on the economy and his plans to curb COVID-19, which remain the top issues for most voters. UTC's multi-channel campaign includes tested television ads in battleground state markets, dovetailed by digital communication as streaming hours increase for the vast majority of Americans. Our recent digital ads, "[Recovery](#)" and "[Never Quit](#)," target suburban women in the upper Midwest battleground states who are trending away from the disastrous Trump presidency.

***I am particularly proud that when we look at the Open Labs ad testing, every single month between March and now, Unite the Country has had the best testing ad - or in some cases, multiple ads, among all the outside groups who are running advertising.***

Our mission is simple: make damn good ads that move the needle with the voters who will decide this election.

To this end, recent studies have shown that positive messages about Joe Biden are frequently the most persuasive way to push back on Donald Trump's attacks. OpenLabs testing found the nine most recent Biden positive (or Biden-heavy contrast) ads tested, yielded an average Biden net favorability increase of 5 points. Of five negative ads the Trump campaign and America First have run or are running, the average net favorability decrease is 2.9 points.

People know who Trump is - that isn't in doubt. And furthermore, a race to the bottom is what Trump wants - a campaign between the lesser of two evils, one where he can try to force a choice based on false equivalence. We believe this is one of the mistakes of 2016. In 2016, 85% of ads that were run by outside groups were negative, and prior to our investments, we were heading down this road again.

### **What we are doing today.**

We are focused on boosting Biden with the groups of voters that make up a winning Democratic coalition in November: suburban women, labor households, Black voters, Latino voters, and young progressives.

[www.unitethecountry.com](http://www.unitethecountry.com)

Paid for by Unite the Country, [unitethecountry.com](http://unitethecountry.com)  
And not authorized by any candidate or candidate's committee

This week, we launched a six-million-dollar investment in a multi-channel campaign to strengthen Vice President Biden with three core groups: suburban women, African Americans, and Latino voters between now and the Democratic convention in mid-August.

For the first part of that campaign, this week, we launched the first in a series of ads aimed at engaging Black persuadable voters who will be critical to any success Vice President Biden has in 2020. Our early communication with those voters began with the ad, "[This is America](#)." This series of ads will target Black voters in six critical states: Florida, Michigan, Minnesota, North Carolina, Pennsylvania and Wisconsin. Over the next four weeks, Unite the Country will invest more than \$1 million, through a combination of digital targeting, and urban radio - the largest early investment in African American persuasion by any organization this cycle.

Secondly, we are ramping up our television advertising in Arizona, Pennsylvania, and Wisconsin. In the latter two states, we will be airing the "Timeline" spot, and in Arizona, we will be going up with a spot focusing on President Biden's plans to tackle the coronavirus. As mentioned earlier, both of these spots were the two top testing spots in their field among all the outside groups running ads this cycle.

Alongside these ads, we will be ramping up our digital spend, targeted primarily at college-educated suburban women - adding in an investment in North Carolina, as well as Latino digital and radio program in Arizona. With additional resources, we would take this Latino effort into Florida, where polling shows a real need to define Joe Biden, particularly among non-Cuban Hispanics in South Florida, as well as expand our digital footprint in the key suburban and exurban counties in Florida that are likely to decide the outcome there.

Overall, our initial plan was to spend \$10 million pre-convention campaign to support Biden because we know Trump is going to throw whatever he's got at Joe Biden, no matter how low or incendiary or untrue. With this investment, we will surpass our pre-convention goal.

### **What is next?**

The race today looks very good for Joe Biden, but we understand that we live in a moment where the world can change in an instant, and the truth is, for all the noise about an expanded map, our job is single-focused: getting Joe Biden to 270 electoral votes, and we are going to remain laser focused on investing in the places that make that path more secure.

[www.unitethecountry.com](http://www.unitethecountry.com)

Paid for by Unite the Country, [unitethecountry.com](http://unitethecountry.com)  
And not authorized by any candidate or candidate's committee



1200 Pennsylvania Ave NW #4383

Washington, DC 20044

The math looks like this.

The Clinton states get Biden to 232 electoral votes. We continue to monitor places like Minnesota, Nevada, and New Hampshire, and are prepared to invest there if necessary.

Add Michigan, which is the strongest of the 2016 Trump states, and we get to 248.

Add Pennsylvania, and we get to 268.

To date, we have invested the most in Michigan, and in this next round of spending, roughly 1/3<sup>rd</sup> of our total spend will be in Pennsylvania.

Beyond here, any number of options exist - and while our research shows both states moving from toss-ups to lean Biden states, we have to remember that any reasonable path to the White House will go through either state.

Furthermore, while the campaign grows its investments in battleground states, we will continue to focus on the constituencies we will need to win in November: suburban women, African Americans, and Latino voters. We will continue to produce content that is second to none when it comes to persuading the voters critical to a Joe Biden win, and we will continue to invest in the communities where your dollars are spent most efficiently.

We've been a frugal organization from Day One. We are a small team of utility players, and we are focused solely on electing Joe Biden. We've also been slowly setting aside money to cover our overhead expenses, which are now fully funded for the rest of the year, meaning that literally every dollar will go into paid communications. Every single dollar.

We appreciate the support you have given us, and we hope to continue to earn your trust and your help. As always, I am happy to hop on the phone and talk through our plans with anyone individually. Hope everyone has a nice weekend and is remaining healthy.

[www.unitethecountry.com](http://www.unitethecountry.com)

Paid for by Unite the Country, [unitethecountry.com](http://unitethecountry.com)  
And not authorized by any candidate or candidate's committee