



GIVE NOW. WIN LATER.

Why Early Money Matters: Investing in 2019

FACT: Republicans need to flip only 17 seats to take back the House.

With sufficient early money, freshmen House Democrats will:

1. Have war chests large enough to discourage Republican challengers
2. Hire campaign staff
3. Buy TV and radio air-time at lower rates
4. Spend more time in their districts with their constituents/voters

FACT: Many States have regressive voting rules that suppress Democratic turnout.

With early money, local organizations working on issues of relevance to their communities will:

1. Hire staff
2. Register voters, particularly young people and people of color
3. Identify voters who undervote
4. Prepare for robust Get Out The Vote operations in 2020