



TO: Interested Parties
FROM: Kate Bedingfield, Deputy Campaign Manager & Communications Director
DATE: July 26, 2020
RE: 100 Days Until Election Day

Today, we are 100 days out from the most consequential election in the modern history of our country.

This election is a choice between someone who has proven himself to be incapable of leading effectively in times of extreme peril and struggle — and someone who has proven time and again he can deliver the leadership we need when it counts the most, and who has the character to see it through.

Joe Biden is that leader. Joe Biden will be that president. There is no one better prepared or better equipped for this moment.

In 100 days, we're going to make him the president. Here's how:

On Voters' Top Issues, The Choice Is Clear

Over four million Americans have contracted COVID-19, almost 150,000 have died, and tens of millions of Americans have lost their jobs. This is a direct result of one of the most catastrophic failures of presidential leadership in modern American history. Instead of Trump getting the crisis under control, infection rates are skyrocketing in many parts of the country — and after six straight months of a weak, disjointed federal response he still has no strategy for overcoming the worst public health crisis in over 100 years. Instead, he has squandered the sacrifices that so many have made to beat this disease. Americans are scared and deeply worried about the health of their families and their financial future.

Voters watched as Trump disregarded numerous warnings and failed to prepare our nation, while downplaying the threat to the American people and citing Chinese government propaganda to justify his inaction. They've watched as he has never — to this day — implemented a coherent national plan for testing or contact tracing to control the spread. They've watched as he funnels recovery funds to the wealthy and well-connected, meanwhile small businesses — especially minority-owned businesses who are hit hardest by the virus — struggle to get by with little help. They've watched now as he waves the white flag, with aides and allies describing him as “bored” with and “distracted” by the fight against COVID-19, and attempts to change the subject with transparent and offensive diversions.

At the same time, while our nation is ready to tackle the systemic racism that pervades our society, Trump is further dividing us, continuing to use race to sow division for his own political gain and to vainly attempt to distract the American people from his disastrous mismanagement of the response to COVID-19.

Joe Biden understands in his bones the fear and anxiety that working families are experiencing — and he knows what it takes to pull our country out of a recession and create jobs. He knows what it's like to grow up in a family that struggles to make ends meet and has never lost touch with his roots. Throughout this crisis, Biden has laid out clear and specific plans for how our country can get the virus under control and build back our economy to better than where it was before COVID-19.

Biden is going to continue to communicate directly to voters about what he would do as president to help make their lives just a little easier, address our public health and economic crises, and act on meaningful reforms to confront systemic racism.

The conclusion voters continue to draw is straightforward and clear: Joe Biden cares about you and your family, and Donald Trump only cares about himself, the super-wealthy, and corporations — and he doesn't care who he hurts.

Trump Has Spent Over \$60 Million Trying to Define Biden — and Failed

Since April 1, Donald Trump and his allies have spent over \$60 million attacking Joe Biden with an endless rotation of outright lies and willful distortions of the truth — and it has failed. Biden's favorables have only increased, and Trump's decreased.

Trump doesn't have an argument for why he deserves to be reelected, so pouring money into ineffective attacks against his opponent is his only option. In terms Donald Trump understands, it's the only club he's got in his bag.

Moreover, each attack line Trump lobbs at the Vice President is one from a stable of recycled, myopic smears that are reflections of Trump's own weaknesses. Psychologists have a word for it: projection. Every time he reuses one of these untruths, it only further exposes his own vulnerabilities and highlights just how desperate his flailing campaign has become.

And the data back this up: after Trump wasted millions with his desperate, backfiring attacks against Joe Biden regarding China, mental acuity, health care, and crime and safety, multiple polls showed that voters trusted Biden on each score and not Trump

Time after time, Trump's advisers boast that they are certain the upteenth reboot of their anti-Biden messaging will work *this* go-round only to quickly thereafter find themselves on defense, having elevated issues on which Donald Trump's record is extremely vulnerable. Then the process repeats itself.

These smears don't work now — nor have they ever — because voters know Joe Biden. They know his heart, they know his values, and they know his unwavering and deep devotion to making Americans' lives better through public service.

That's exactly why while Donald Trump and his campaign offer negative ad after negative ad, we are making the positive case for Biden. Our ads are anchored by Biden's voice of clarity and moral authority in this perilous moment, and speak directly to what is on Americas' minds: the COVID-19 pandemic, an economic crisis that has left millions jobless, and palpable unrest in the fight for racial justice.

Biden's Path to Victory

With 100 days to go, Biden for President is firing on all cylinders and singularly focused on making Joe Biden the 46th President of the United States.

We aren't focused on polls — we're focused on voters. And, we're building the broad, diverse coalition and ramping up the organization that will defeat Donald Trump.

- The coordinated campaign will have well over 2,000 staff on board in August and tens of thousands of additional volunteers across the country talking to voters, sharing Vice President Biden's vision for the future, and getting more and more Americans involved in our campaign.
- Our email list has grown by 77% since April, and we've nearly doubled the size of our active email list in the last two months, adding millions of new supporters to Team Joe.
- We have outraised the Trump campaign the past two consecutive months, and drastically narrowed the cash gap by \$100 million in just three months. We also outraised Trump online by \$7 million in May and by \$10 million in June.
- On Monday, we will begin a new \$14.5 million ad buy in Florida, Arizona, Wisconsin, Michigan, North Carolina and Pennsylvania -- six states Donald Trump won in 2016 and a clear signal of a campaign on the march.
- This weekend, the campaign is hosting a 100 Days Out Weekend of Action to encourage voters to get involved with the campaign in the last 100 days. It will include over 500 virtual organizing events in battleground states and tens of thousands of shifts scheduled nationwide.

Critically, we're laying the groundwork so that we have multiple paths to 270. During the primary, Biden saw significant support from voters in the suburbs, seniors, African Americans, and independent voters — a powerful coalition that propelled him to win his party's nomination. He continues to perform well with those same demographics against Trump, proving the validity to the campaign's primary argument of electability. The campaign has staff in 17 battleground states and recently added Texas as the seventh state Donald Trump won in 2016 where we are running ads on television and across digital platforms.

Make no mistake, the hard work is only beginning. We are taking nothing for granted, and we are earning every single vote.

When Joe Biden announced he was running for president on April 25, 2019, he said we are in the battle for the soul of the nation. The next 100 days will determine the outcome of that battle.

We intend to win it.

###