



**EMBARGOED UNTIL 5:00 AM ET TUESDAY, SEPTEMBER 15**

**Biden for President Pennsylvania Enters the Fall Strongly Positioned for Victory**

**To:** Interested Parties

**From:** Brendan McPhillips, *Biden for President Pennsylvania* State Director

**Re:** *Biden for President Pennsylvania* enters the fall strongly positioned for victory

**Date:** September 15, 2020

With 7 weeks left until Election Day, *Biden for President Pennsylvania* is in a strong position to win the Keystone State and send Joe Biden and Kamala Harris to the White House.

As President, Joe Biden will restore the soul of our nation, rebuild the backbone of our economy -- the middle class -- and unite our country. President Trump has failed Pennsylvanians. From his mismanagement of the COVID-19 crisis and its economic fallout, to his broken promise in Valley Forge in 2016 that he would "bring back manufacturing," President Trump has made Pennsylvanians' lives worse.

Pennsylvania is ready for a real leader -- and Joe Biden is the right candidate with the right message for voters and the right vision for the future. He cares about issues important to voters, like stopping the spread of COVID, the economy, and health care.

Across the state, our campaign is running a voter contact program focused on quality conversations with voters across Pennsylvania to meet voters where they are and earn every vote.

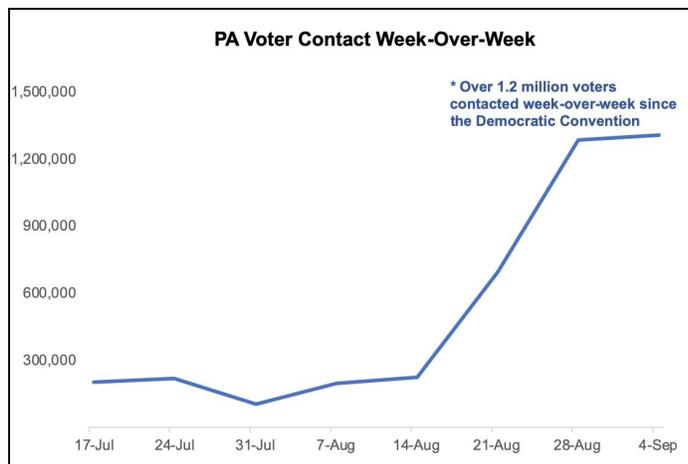
**Joe Biden is the leader Pennsylvania needs and we're strongly positioned for victory**

- Joe Biden is best suited to lead Pennsylvania forward. Joe has a plan to create good-paying, union jobs in Northeast and Western Pennsylvania - areas that have been directly hurt by President Trump's trade wars and tax policies that helped corporations and the wealthy over working Pennsylvanians.
- President Trump won Pennsylvania by just over 44,000 votes in 2016 but he's facing strong headwinds in 2020. In 2018, Democratic women picked up four congressional seats in Pennsylvania, including flipping three from red to blue. These wins were made possible by increased turnout among suburban voters, especially suburban women in the counties around Philadelphia. Democrats also won statewide races by running against key elements of Trump's agenda, including his attacks on health care and public schools. We intend to continue this trend in 2020.
- Nearly 8,000 Pennsylvanians have died from COVID-19 and the unemployment rate has surged to double-digits because President Trump failed to act. Joe Biden has a plan to get the virus under control and build our economy back better than before.



### We aren't taking a single Pennsylvanian for granted

- Pennsylvanians know that Vice President Biden is the right choice. He's currently +4.3 according to Real Clear Politics. In fact, [538](#) shows that President Trump has not led a single poll in PA this cycle.
- But, even with that solid lead, our campaign is putting in the work to connect with voters across the Commonwealth.
- In the last 3 months, we have reached out to voters across the Commonwealth through 4.9 million phone calls and text messages. Tens of thousands of volunteers have participated in our virtual events, phonebanks, textbanks, training, and meetings since the June primary.
- Since the week of the Democratic Convention, we have seen a 350% increase in people signing up to volunteer and participate in our Pennsylvania campaign.
- Organizing virtually has allowed us to reach voters in creative ways that engage them on the phones and online. For example, in the absence of Labor Day parades, Pennsylvania Union members submitted videos via our [Soapboxx](#) platform to explain why they support Joe Biden. We're also hosting weekly community organizing meetings in every region of the state to bring together friends and neighbors to share their personal stories about why they're supporting Joe Biden, including "[North Philly Con Leche,](#)" [MontCo Fun Hat Party,](#) [Lebanon County volunteers for Joe,](#) and [Mon Valley Day of Action.](#)



Organic videos submitted on Labor Day via [Soapboxx](#)



### **We are building a strong and diverse coalition**

- Our coalition in Pennsylvania includes [farmers](#) and [union workers](#) from Pittsburgh, African American and Latino voters in Philadelphia, diverse communities in Erie and Bethlehem, [Republicans](#) from every part of the state, and more.
- We've brought on coalition directors to engage and activate key communities, including women, Latino voters, Asian-Americans, Jewish voters, Black Americans, veterans, labor, and rural communities. In rural communities alone since the primary, we've held over 250 events and engaged 140,000 supporters in rural areas that voted for Trump in 2016.
- Over the next two months, you will see our campaign continue to engage these constituencies in real and meaningful ways.

### **We are meeting the moment with effective organizing**

- Mobilizing and engaging supporters during a global pandemic is an unprecedented situation, but it has also provided us an opportunity to meet voters where they are. Our phone contact rates are higher than they have ever been, and we are having more meaningful conversations.
- Our campaign has been running an aggressive paid media program in Pennsylvania since June, including TV and digital ads in Philadelphia, Pittsburgh, Johnstown, Wilkes-Barre/Scranton, Harrisburg, and Erie, and Black and Spanish language radio ads in key markets across the state.
- We also are producing localized content to make sure voters in Pennsylvania know that their neighbors and networks are supporting Joe Biden. For example, we distributed a [digital ad](#) in the Scranton market featuring testimonials of Scranton residents describing why they are supporting Joe Biden in advance of Donald Trump's visit to the area.



*Our Scranton digital ad, featuring Scrantonites and targeted to Scranton*



### **We are helping voters understand how to cast their ballot**

- Our campaign has launched the largest and best-resourced voter protection program in history. In Pennsylvania, we have a team of over 400 lawyers and thousands of volunteers fighting to ensure that all eligible voters can vote and that their vote will count.
- We are also engaging in a large-scale voter education campaign to ensure that Pennsylvanians know how and when to cast their ballot. [IWillVote.com/PA](https://www.willvote.com/PA) includes new resources to walk voters through the process of casting their ballot, and we'll be launching a robust digital program featuring voters and elected officials highlighting the easy and convenient ways to vote early.

### **Where we go from here**

- In the coming weeks, you will see our campaign mobilize our resources to ensure that Pennsylvanians can make their voices heard at the ballot box -- whether that is via mail or in person.
- We will also be conducting lit drops and be opening Voter Activation Centers across the state to ensure that voters can get the information they need about our campaign no matter where in Pennsylvania they live.
- And you will see our campaign continue to meet voters where they are. We will use all of the tools at our disposal -- including our surrogate program, local media engagement, paid media, and more -- to persuade and mobilize every eligible voter to cast their ballot for Joe Biden and Kamala Harris.

There are 49 days until November 3rd and *Biden for President Pennsylvania* is going to use every single one of them to persuade and mobilize Pennsylvanians to cast their ballot for Joe Biden and Kamala Harris.