



**To:** Interested Parties  
**Fr:** Jennifer Ridder, Campaign Manager  
**Re:** Shifting Race, New Ad  
**Da:** November 6, 2019

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At close to midnight last Friday, dedicated supporters held up foam boots and chanted “We Want Steve” at the top of their lungs inside an arena in downtown Des Moines. Even as the clean up crew stacked chairs, Bullock supporters were fired up to cheer on Governor Bullock as he closed out five hours of speeches at the annual Liberty & Justice Celebration. That type of enthusiasm may not make national news, but it’s palpable on the ground in Iowa — and it’s exactly the kind of commitment required for success three months from now on a cold Caucus night in February.

### **Going on Air**

The Bullock campaign will build on this support in Iowa as we release our first flight of TV ads ([here](#) and [here](#)) that will run statewide beginning today. These ads remind voters that beating Trump will require winning back the places we’ve lost. It’s not enough to win the popular vote, to win the White House we have to succeed in the Electoral College. Steve is the only candidate in this race who has won a Trump state and a significant share of Trump voters. Heck, the way the race has taken shape, sometimes we wonder if Steve is the only candidate who’s even talked to a Trump voter.

### **An Inflection Point**

The Democratic primary is rapidly changing — and Governor Bullock is best positioned to take advantage. In just the last week, we have seen strong candidates cut staff, change strategies, and drop out. Alarming [new polls](#) show the current leading candidates losing key battleground states to Donald Trump — and Democratic voters are nervously looking around for a candidate who can win. These shifts create new openings just as Iowa voters are starting to tune in and narrow their choices.

The instability in the top-tiers of candidates is due, in part, to concerns that these candidates have abandoned the strategy that won us 40 House seats in 2018 and the Kentucky Governor’s Mansion in 2019. Instead of focusing on the concerns of working families, too many candidates seem to be letting the Twitterverse shape their strategy. But the reality is that voters aren’t looking for candidates who parrot the latest Beltway obsession; they’re looking for leaders who have serious solutions to their everyday challenges.

That’s how Governor Bullock has won three times in a Trump state, and it’s exactly the approach we need to win back the White House.

### **We Can Win Back Red States — If We Show Up**

Tuesday night’s election results offer lessons to national Democrats. When we nominate candidates who campaign on everyday issues, not on partisan posturing, we can expand our coalition and add these so-called “red states” to the Democratic column.

The 2020 election has to be about winning races from the State House all the way to the White House. As the only candidate who has won a Trump state, Governor Bullock is best positioned to build the type of broad coalition that will be necessary to win the nomination and beat Trump next November.

**This is Urgent**

We are now less than 90 days out from Caucus. We have built a strong ground game in Iowa and our TV ads will help Iowans learn more about what makes Steve the best candidate to beat Donald Trump and get our country back on track. But we can't do this alone. Your help is crucial to keeping our ad on the air, building our campaign, and winning this race. That's why we need you to donate today. Please go to [www.stevebullock.com/give](http://www.stevebullock.com/give) to make sure we have the resources to win.