



TO: Interested Parties
FROM: Aryeh Alex, Conservation Ohio State Director
DATE: Friday, November 2, 2018
RE: FINAL COUNTDOWN TO 2018 MIDTERM ELECTION
CONTACT: David Miller, 419-944-1986, dmiller@conservationohpac.org

Executive Summary

This election cycle, Conservation Ohio burst on to the Ohio political scene, set out to make a splash, and delivered in a huge way. With our skilled leadership, experts in field, digital, and communications, and support from both in-state and national partners, we excelled in every facet of operations. Our support of US Senator Sherrod Brown even earned him the accusation from his opponent of being in the pocket of “Big Environment,” a charge we sure don’t mind.

With a strong slate of endorsed environmental champions in Rich Cordray, Betty Sutton, Sherrod Brown, and Danny O’Connor, we kicked our work into high gear to help push them across the finish line.

We started our massive canvass operation in July, months before independent expenditure operations typically begin. We would eventually get to a strong team of 79 canvassers who reached out to 277,000 voters across Cleveland, Columbus, Lorain, and Toledo, with our partner LCV Victory Fund heading up a field program in Cincinnati. This number will grow to nearly 350,000 by the time the polls close on November 6.

We knew to make an impact we had to rethink how things have historically been done in Ohio. Our program invested early in Ohio-specific polling and other research, which influenced our strategy and tactics across field and digital. We continually refined our messaging by monitoring real-time reactions in the field and online and then pushed those results back for further testing.

With healthcare and the economy as established top-of-mind issues for Ohio voters, we sought to incorporate our environmental priorities within the frame of these existing topics, focusing on clean energy jobs and public health. We found that this created far more opportunity to have the candidates and media engage with our issues, rather than wrestling attention from the issues the candidates had tested and knew would move voters.

Another change from previous election cycles was our heavy focus on digital, with \$500,000 of our total \$3.3 million spend focused on digital ads on Facebook and pre-roll video. Based on our research and polling, we targeted Ohio women to persuade them to vote for our endorsed candidates.

The real revelation of the cycle was our cohesion with fellow Ohio independent expenditure operations. We partnered with For Our Future Ohio, America Votes, and Planned Parenthood Votes Ohio, and were able to pool resources and skills in order for each group to own their lane, ensuring as a group we could maximize resources and opportunities. Conservation Ohio’s prowess was evident, with Hannah Tyler serving as the GOTV Digital lead, and Kate McCleese serving as GOTV Field lead. Our coalition depended on our leadership, and we delivered.

By the end of the election, Conservation Ohio was a true powerhouse, critical to coalition success, serving as a hub of skill, talent, and resources to push Cordray, Sutton, Brown, and O’Connor towards victory.

Overview

During the 2018 election cycle, Conservation Ohio (CO) did something no one believed we could do. We led a statewide coalition to bring a governor's race that started with the Democrat down by almost 10 points to a tie in the final days. We ran one of the largest independent expenditure (IE) midterm campaigns in Ohio history at a **total investment of \$3.3 million**, and met voters where they were in all aspects of their lives. Whether at the door, in their mailboxes, on Facebook, while watching YouTube videos or the evening news, CO has and will continue to relentlessly pursue every last vote until the polls close on November 6.



This feat would be considered significant for a long-standing organization, let alone one that has only been in existence for under a year. CO was created at the start of 2018, as an entity within the Ohio Environmental Council Action Fund family of organizations, with the singular focus of electing environmental and public health champions up and down the ballot. The 2016 election proved that the same old campaign tactics would no longer cut it in Ohio or across the Midwest. We could not rely on national tactics and entities to run campaigns in our state. We needed a uniquely Ohio approach run by people who live in and believe in our state. So, we got to work redrawing what a campaign to take back our state would look like from the ground up.



CO brought the best and brightest political minds to this work. From media relations, to field, to digital, to fundraising, our team led cohesive strategies to reach targeted voters in a consistent, strategic way—and not just within our organization. Our team led statewide coalition efforts in each of these areas. We started our voter outreach programs earlier than ever to give ourselves the time to have authentic conversations with Ohioans, learn where our voting base was coming from, and give the very people who past administrations had failed hope in new leadership.

By elevating environmental issues, CO helped draw the stark contrast between our endorsed candidates and their opponents. Investing more than \$3 million to elect Rich Cordray as governor, Betty Sutton as lieutenant governor, Danny O'Connor to the U.S. House of Representatives in Ohio's 12th District, and re-elect Sherrod Brown to the United States Senate, we made a big splash, and delivered. These environmental champions are dedicated to conservation values and committed to defending clean air and clean water for all Ohioans. We went to bat for them and knocked it out of the park.

Our work did not go unnoticed. In fact, one of our endorsed candidates, U.S. Senator Sherrod Brown, was attacked by Republicans for his support from "Big Environment." After years of the environmental movement being disregarded as a means to motivate voters, we have suddenly joined the ranks of some of the most powerful progressive organizations in Ohio and the nation. **Our organization was on par with our friends in labor in terms of both our**

ability to attract investments and willingness to do the hard work of reaching voters in every corner of the state. In Ohio, this is unheard of.

Healthcare and the economy dominated the conversation across the board in this election. While this could have been discouraging for an environmental group, CO pushed the envelope and thought past issues to understand Ohioans' values. We thought about the specific voter we needed to talk to and identified exactly who they were in the crosstabs of every poll, at the table in every focus group, and in profiles on every social channel. Between the lines of all these issues at the top of Ohioans' minds were several common themes. Parents want safety and opportunity for their children, and middle class Ohioans want leaders who will fight for them, not their campaign donors.



When the time came for us to go up on TV, we didn't do so with the same old messages about climate change and clean air. We had a child talk about this election from the perspective of what it feels like to have an asthma attack. We called DeWine out for siding with the interests of big polluters at the expense of our youngest Ohioans' health and safety. [This ad cut through the noise](#) of the election to put a laser focus on the failures of DeWine, and the need for a change in leadership.

We put together a plan for this campaign, executed and exceeded it, and are heading into Election Day with the confidence that we did all we could to elect our champions. Our theory of change is that by having authentic, long-term, meaningful relationships with decision makers, and grasstop leaders throughout the community, we can educate the public on our issues, move a broad and diverse coalition to take action, and hold politicians accountable. We also believe that issue groups have a key role to play in elections as trusted messengers that can mobilize voters around their priority issues.



Throughout this campaign, we have worked with our talented organizers who have deep connections to their regions to help facilitate conversations with voters. We worked with grasstop leaders to help spread our messages, and because of these efforts, we were able to move the needle on environmental topics.

We still have a final GOTV sprint before polls close on Tuesday night, but one thing is clear: **Ohio's environmental community is a political force to be reckoned with and conservation values can galvanize voters to action.**

With our strong team and incredible investments from folks who believed in us, we built the biggest environmental program ever seen in Ohio.

Here's how we did it:

Over \$3 Million Invested

Our \$3.3 million in electoral spending supported direct voter contact, digital persuasion and mobilization, and television ads.

- **Field:** \$825,000 door-to-door canvass in Cleveland, Columbus, Lorain, and Toledo
- **Field:** \$800,000 door-to-door canvass in Cincinnati by our national affiliate
- **Digital/SMS:** \$500,000 digital program focused on persuading and turning out voters for Cordray and Sutton
- **Television Ad:** \$525,000 [ad buy](#) in Cincinnati highlighting Mike DeWine's history of standing up for corporate polluters over Ohio kids
- **Contributions:** \$650,000 to A Stronger Ohio, the Democratic Governors Association's Ohio super PAC, for additional television buys throughout the state

Coalition Work

Unique to this election cycle was the level of cohesion and strength among independent expenditure groups in Ohio. Partnering with America Votes, For Our Future Ohio, Planned Parenthood Votes Ohio, and numerous other advocacy organizations, this group of IE organizations coordinated strategy, resources, staffing, and ensured that we wouldn't step on each others' toes or duplicate resources.

For Our Future Ohio's communications director Daniel van Hoogstraten said, "Conservation Ohio played a vital role in the largest and most well-organized midterm GOTV operation in our state's history. Kate McCleese and Hannah Tyler in particular ran a robust and effective program that seamlessly coordinated field and digital and helped push us over the finish line."

Conservation Ohio's team members also held leadership roles in this coalition effort. Our State Director, Aryeh Alex was a senior advisor to the coalition. Our Deputy Director, Hannah Tyler, was the Digital Director for the entire IE coalition, and our Field Director, Kate McCleese, served as the Field Director for the entire coalition. Their leadership proved the power of our organization,

utilizing our top talent to lead coalition efforts. In addition, David Miller, our Communications Director, was a communications advisor for GOTV.

In past years each capacity - field, communications, digital, research - has operated in silos without systems to ensure the knowledge gleaned from one area could improve and refine the strategy as a whole. This cycle, field was not just treated as the primary mode of voter contact, but as a means of both influencing voters and gathering intel on what messages were resonating. Often, our communications table would alert our other capacity teams to new ads and messaging strategies emerging in the race. Field experts would monitor for which issues were coming up at the doors. Communications and digital would create strong messaging to counter or further a narrative



and push back to field to improve at-the-door interactions. All the while, our innovative shared research structure would test and poll to understand what was actually sticking, the most damaging lines of attack against DeWine, and emerging issues that required further research.

Barriers between different organizations were essentially removed this cycle. Progressive IE groups all came together to operate as a single team with a clear goal in mind. Without this level of coordination and collaboration, this would be an entirely different race.

"During this cycle, Conservation Ohio has emerged as a true leader in Ohio's progressive movement," said Lindsay Stewart, Deputy State Director America Votes Ohio. "Their program has been a shining example of a great way to engage voters on issues that truly impact their lives, and their leadership in the coalition has been invaluable to moving all of our programs forward."

Research Showed a Competitive Race From Start to Finish

We invested early in state-based research, keeping voter data coming in constantly in order to update and refine our messaging and tactics. We partnered with Battleground Research, utilizing polling, focus groups, online qualitative boards, and mobilization research to determine the top issues Ohioans cared about this cycle in order to strategically and effectively talk about our issues.



We learned that women and African Americans were most likely to be moved by our messaging, and focusing on how families will be impacted by the environment would be most effective. Our research allowed us to target voters who would be most impacted by the candidates' relative positions on these issues.

Through our work with our coalition, we've utilized a tracking poll to get a good gauge of where Ohioans are leaning in this race. On August 9, DeWine was up six points. On September 25, we still saw DeWine up 5 points. However, as we began to reach parity with the

DeWine team on TV and digital, thanks to generous investments in our work from groups like LCV, we began to see some quick changes. On October 5, we saw DeWine's lead shrink to 1 point. On October 19, our poll indicated for the first time a Cordray lead of one point. With parity on TV and digital, Cordray's message has taken hold, and he's gaining momentum at exactly the right time.

Conservation Ohio Knocked on Over 277,032 People's Doors

We started talking to voters earlier than ever this cycle before in Ohio because we know that face-to-face conversations are still the most effective way to make an impact with a voter. We also know that in the era of social media, voters are getting their information in different ways. A cookie-cutter approach simply does not work in Ohio. Our operation needed to match the way people make political decisions and fully integrate our door-to-door program with our online program.

At the outset of the cycle, the environment was not at the top of the list of issues people considered when deciding for whom to vote. Through a unique training program instituted for our canvassers, we used our massive operation to reach voters where they were, connect the dots, and elevate our issues to show the critical impact environmental policy has in our communities. The conversations we were having with voters across the state were influencing the conversations we were having with voters online and vice versa. By the end of the cycle, the environment had become front and center to the extent that Cordray himself brought our issues into the limelight during the final debate of the governor's race. He took valuable time during his discourse to highlight his endorsement from our partner organization, the Ohio Environmental Council Action Fund.



Voter mobilization is key to electing environmental champions up and down the ballot. That's why Conservation Ohio prioritized direct voter contact and worked diligently to ensure every conversation we had was meaningful, yet intentional.

Our emphasis on quality did not sacrifice quantity, as we ended up running one of the largest field programs in Ohio's history. Since launching on July 6, our field program has reached voters across Ohio:

- 277,032 (as of 11/1) people's doors knocked to reach persuadable voters in Cuyahoga County (Cleveland), Franklin County (Columbus), Lorain County (Lorain), and Lucas County (Toledo)
- Our national affiliate, LCV Victory Fund will have knocked on over 157,000 doors in Hamilton County (Cincinnati) in support of environmental champion, US Senator Sherrod Brown by the time polls close on Election Day.

Our strong team of 79 organizers was led by amazing people in Cleveland, Columbus, Lorain, and Toledo who strived to not only develop a team, but build new progressive champions in our communities. We elevated strong canvassers to be leads and train other canvassers.



Utilizing our regional organizers in Toledo and Lorain as leaders for their regions, we built power in each part of the state based around our well-connected, seasoned operatives.

In Cleveland, our canvasser David Kovacs said, "I love canvassing with Conservation Ohio because we support candidates that will keep Ohio healthy and clean. I know I'm making my parents proud by doing good work for Ohio."

We created campaign literature based in both polling research and the values Ohioans are sharing with us at their doors. Here is our first lit piece, used in the field from July to September:

CONSERVATION OHIO

RICH CORDRAY FOR Governor

FIGHTING FOR A HEALTHIER, STRONGER OHIO

SAFE, RELIABLE DRINKING WATER
RICH CORDRAY believes no Ohioan should have to worry about the water that comes out of their faucet. That's why he will keep our water affordable and safe.

CLEAN AIR
 Rich knows the air we breathe affects us all. He will strengthen Ohio's renewable energy standard so we can reduce pollution and improve air quality. He will prioritize clean air by investing in wind energy that brings new jobs to our state.

PROTECTING OUR LAND
 Rich knows our commitment to public land not only leads to healthier Ohioans, but to more dollars for local communities. He will defend our access to clean, safe parks and public lands.

PAID FOR BY CONSERVATION OHIO PAC (WWW.CONSERVATIONOHIOPAC.ORG) AND NOT AUTHORIZED BY ANY CANDIDATE, CANDIDATE'S COMMITTEE, OR POLITICAL PARTY.

WHO WILL FIGHT FOR YOU?



MIKE DEWINE



RICH CORDRAY

HEALTH CARE	
X Wants massive cuts to families' and seniors' health care ¹	✓ Will protect Medicaid and Ohio's health care options
EDUCATION	
X Collected over \$12,000 from ECOT while they stole millions for local schools ²	✓ Will make lifelong investments in our children's education
JOBS	
X Sends our jobs to the highest bidders and gives special access to his friends ³	✓ Built his career on getting money back for working families
ENVIRONMENT	
X Ranks in the bottom third on protecting our environment ⁴	✓ Will strengthen our renewable energy and decrease our dependence on foreign energy

KNOW THE FACTS: 1. Cleveland.com, 4/6/18 2. WOSU, 5/14/18 3. Dayton Daily News, 7/19/14 4. League of Conservation Voters

Once we began to collect data and stories in the field, we updated our messaging and rolled out a second lit piece, used in the field from September to late October:

RICH CORDRAY for Governor & BETTY SUTTON for Lt. Governor

HAVE THE ANSWERS

Rich and Betty understand the value of public education. That's why they'll **stop taxpayer dollars going to for-profit, online schools**, make **investments in pre-K**, and ensure Ohio's students, teachers, and parents receive the resources they need.

No Ohioan should have to worry about the quality of water they drink or the air they breathe. That's why Rich and Betty will fight to keep your **water affordable and safe** and **prioritize clean air** that brings jobs to our communities.

The opioid crisis continues to ravage our state, and families worry about the rising costs of their family's healthcare. As Governor and Lieutenant Governor, Rich and Betty will ensure **every Ohioan has access to the care they need**. They will **protect Medicaid expansion** so we can put an end to the drug crisis.

EARLY VOTING IS NOW OPEN
ELECTION DAY IS NOV. 6

FIND YOUR VOTING INFORMATION AT
MyOhio.vote

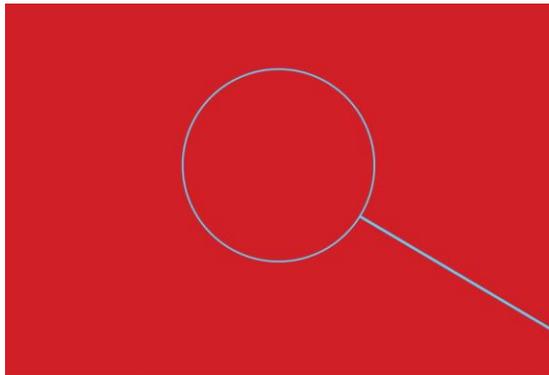
PAID FOR BY CONSERVATION OHIO PAC (WWW.CONSERVATIONOHIO.PAC.ORG) AND NOT AUTHORIZED BY ANY CANDIDATE, CANDIDATE'S COMMITTEE, OR POLITICAL PARTY.

FOR PROFIT, ONLINE SCHOOLS	CORPORATE POLLUTERS	ELIMINATING HEALTHCARE
This candidate took \$40,000 in contributions and looked the other way as ECOT stole nearly \$600 million from public schools ^{1,2}	Sued to block clean water safeguards that protect the drinking water of Ohio families while taking \$500,000+ from polluters and the energy industry ^{3,4}	A politician who sued to take away healthcare from 800,000 Ohioans while accepting more than \$2.6 mil in donations from insurance and healthcare industries ^{5,6}
WHO IS MIKE DEWINE?	WHO IS MIKE DEWINE?	WHO IS MIKE DEWINE?
Ohioans are losing at this game of JEOPARDY!		\$0

Know The Facts. 1. Cleveland Plain Dealer, 7/8/18 2. WOSU, 6/7/18 3. Columbus Dispatch, 6/30/15 4. Follow The Money 5. Columbus Dispatch, 4/17/18. Washington Post, 7/13/18 6. Open Secrets



In the final weeks of the campaign, our coalition passed out GOTV door hangers to help spread the message.



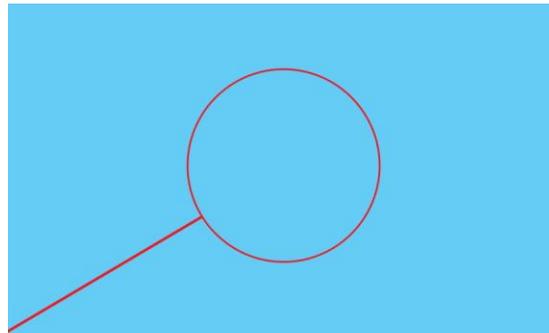
Richard Cordray for Governor
Betty Sutton for Lt. Governor

YOUR VOTE MATTERS

DON'T REGRET NOT MAKING YOUR VOICE HEARD.

EARLY VOTING IS
NOW OPEN
ELECTION DAY IS
TUESDAY, NOVEMBER 6

Go to www.MyOhio.Vote



DON'T REGRET

NOT MAKING YOUR VOICE HEARD

Ohio's elections are close, and this year will be no different. In 2016, if just half of the people who didn't vote had actually voted, we would have different leaders today. This year, don't stay home and regret your decision. Vote for the people and issues that matter.

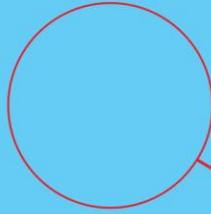
VOTING IN OHIO IS EASY AND CONVENIENT. YOU CAN:

- 1 VOTE EARLY IN PERSON** Early vote is now open and people are casting their ballot because they know the results will matter. Go to www.MyOhio.Vote to see where and when you can vote early.
- 2 VOTE BY MAIL** Voting from the comfort of your own home is a convenient way to make sure your voice is heard. Go to www.MyOhio.Vote to learn about voting by mail.
- 3 VOTE ON ELECTION DAY** People across Ohio can cast their vote between 6:30 AM and 7:30 PM on Tuesday, November 6.

*Too many stayed at home in the past,
and they're making sure they
don't miss their chance this year.*

FOR MORE INFORMATION ON VOTING GO TO
www.MyOhio.Vote

Paid for by America Votes Action Fund (www.americavotes.org) and not authorized by any candidate or candidate's committee.



IT'S TIME FOR LEADERS WHO FIGHT FOR US



RICHARD CORDRAY for Governor
and **BETTY SUTTON** for Lt. Governor



STEVE DETTELBACH for Attorney General
ZACK SPACE for Auditor

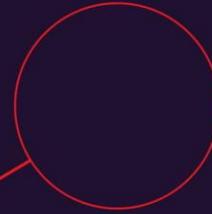
KATHLEEN CLYDE for Secretary of State

ROB RICHARDSON for Treasurer

SHERROD BROWN for U.S. Senator

Go to www.MYOHIO.VOTE

EARLY VOTING IS **STILL OPEN**
ELECTION DAY IS **TUESDAY, NOVEMBER 6**



DON'T REGRET MISSING OUT ON VOTING

OHIO IS KNOWN FOR CLOSE ELECTIONS.
THIS YEAR WILL BE NO DIFFERENT.

- ✓ Healthcare is on the ballot
- ✓ Equal opportunity is on the ballot
- ✓ Justice is on the ballot

Vote for **Rich Cordray, Betty Sutton, Sen. Sherrod Brown**, and all of our candidates for change.

WHEN ARE YOU VOTING?

BEFORE NOVEMBER 6

Go to www.MyOhio.Vote for a list of early voting hours near you.

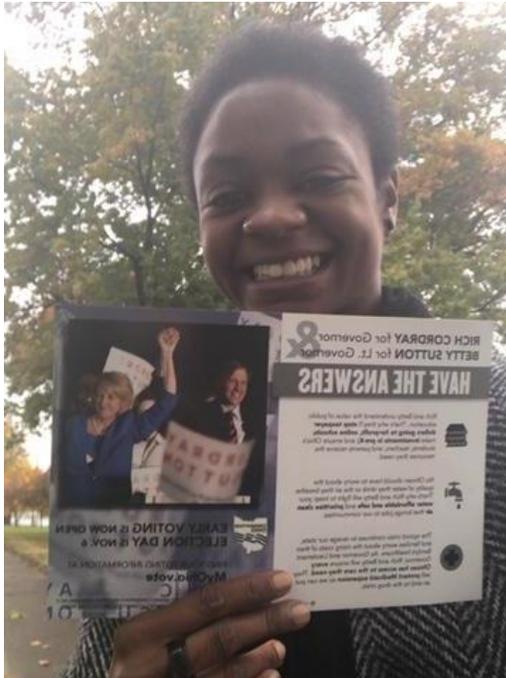
ON TUESDAY, NOVEMBER 6

Polls will be open between 6:30 AM to 7:30 PM. Go to www.MyOhio.Vote to find your polling place.

Go to www.MYOHIO.VOTE to learn more

Paid for by America Votes Action Fund (www.americavotes.org) and not authorized by any candidate or candidate's committee.

Our Digital Prowess Made a Difference



Few organizations in the state or country can keep up with the digital know-how CO brought to the game in Ohio this year. We moved Ohio IE groups from treating digital like TV and a means to blanket messages across the internet, to using it as a highly strategic means of reaching specific voters with the messages our research showed to be the most impactful. Before any investment came to the state, we had a plan for how to utilize paid digital to win this election.

CO has expert staff in-house who not only created highly strategic plans for our own program this cycle, but led IE groups in Ohio to develop innovative, joint digital plans. From the outset, CO had a very clear vision of a digital program that would overlay onto our massive and robust field program. This layered approach allowed us to continually engage the same pool of voters in the state identified as our best persuasion and base audiences.

As of Friday, November 2nd CO had invested nearly \$500,000 in digital and as a result achieved:

- 3.4 million video views
- 5.4 million impressions

CO built a strong narrative leading up to Election Day based on polling, research, and the anticipated plans of our opponents. From the outset, Cordray had very low name ID compared to DeWine. We chose to utilize our first round of digital ads to deliver positive Cordray ads to persuadable voters that needed to know more about Cordray's record.

Boosting Richard Cordray's name ID

Conservation Ohio 
 Written by Jess Willard [?] · August 28 at 5:23 PM · 

Rich Cordray stood up to President Trump's policies that benefit the wealthy at the expense of the middle class - and he will continue to fight for all of us as Ohio's next Governor.



Rich will fight Trump to protect Ohio [Learn More](#)

Conservation Ohio
 Published by Jess Willard [?] · August 28 at 11:22 AM · 

Rich Cordray knows that when you turn on your faucet, you expect the water to be safe for you and your family. Cordray has a comprehensive infrastructure plan that will keep our water safe and clean and improve the quality for generations to come.



Rich Cordray: Fighting for a healthy Ohio [Learn More](#)

Conservation Ohio 
 Written by Jess Willard [?] · August 28 at 5:07 PM · 

You should never have to choose between your health or putting food on the table, medicine for your kids, or paying your mortgage. As our next Governor, Rich Cordray will stand up for affordable healthcare for all Ohioans.



A healthy Ohio, means a healthy future [Learn More](#)

Conservation Ohio
 Published by Jess Willard [?] · August 28 at 11:22 AM · 

There's only one candidate for Governor who understands pollution hurts Ohioans in too many ways to ignore. Rich Cordray will fight for cleaner air, safe water, and beautiful parks so that your children and grandchildren will inherit a healthy Ohio.



Rich Cordray: Standing up for the environment [Learn More](#)

Going on the attack against DeWine

As our research showed Cordray’s name ID on the rise we adjusted the narrative to show the stark contrast between DeWine and Cordray on the important themes Ohio-specific polling showed to be the most persuasive. Across multiple issues areas, messages about DeWine selling out for special interests and making decisions to benefit donors over Ohioans stood out as the strongest lines of attack. We found multiple ways to thread this theme through environmental and public health issues to deliver credible, impactful messages to Ohio voters.

Multiple rounds of focus groups and polling also showed that women were a key persuadable demographic, and are also more likely than other groups to trust environmental organizations and messengers. To reach this critical group of voters, [we doubled down on creative](#) that would resonate with women in key parts of the state, relying on images and themes that showed the risk DeWine would pose to children.

Conservation Ohio
Sponsored · Paid for by Conservation Ohio and n... · 🌐

When the Rover Pipeline polluted a pristine wetland and spilled next to a drinking water source, Mike DeWine did nothing for 7 months. Why does DeWine care more about a pipeline than the health of our children?

0:06 / 0:30

“The Rover Pipeline spills again, in the same spot where it spilled 2 million gallons last year.”

Conservation Ohio
Sponsored · Paid for by Conservation Ohio and n... · 🌐

Mike DeWine put millions of Ohioans’ drinking water at risk when he sued to block commonsense protections for our streams and rivers. That’s just wrong.

conservationohpac.org
Mike DeWine put donors before our kids. [LEARN MORE](#)

Conservation Ohio
Sponsored · Paid for by Conservation Ohio and n... · 🌐

Mike DeWine sued to make it easier for coal plants to pollute our air and it’s making our children sick. DeWine puts his donors before our kids.

conservationohpac.org
Mike DeWine puts donors before our kids. [LEARN MORE](#)

SMS

In the last four days of the election, CO will launch an innovative SMS program with our partners at For Our Future Ohio focusing on reaching voters whose doors we knocked but were unable to talk to. The total spend on the program will \$8,000 and we will contact nearly 70,000 high priority GOTV targets at the most critical moment of the election.

Knowing our audience and turning out the vote

CO continued to reach out to women voters through the final weeks of the campaign with compelling emotional content based on our Ohio-specific motivation research. Additionally, our research demonstrated that Rich Cordray’s endorsement from President Obama was a powerful motivator to turn out our base voters. We strategically launched these ads in key media markets, adjusting our budget to invest most heavily in areas where our field numbers and polling showed underperformance from likely Democratic voters.

Conservation Ohio
Published by Jess Willard [?] · October 24 at 4:37 PM · 🌐

Don't have any regrets this November. VOTE. Make your voice heard - when we don't vote, the wrong people get put in charge. Early voting has started and Election Day is November 6th!

MyOhio.Vote

MYOHIO.VOTE
Don't have any regrets. Vote!

Learn More

Conservation Ohio
Published by Jess Willard [?] · October 24 at 4:27 PM · 🌐

Even with two little girls and a hectic schedule, this mom is not going to miss the chance to vote and make her voice heard. Voting is too easy and too important to let November 6th come and go. Put it on your to-do list: Vote!

MyOhio.Vote

me from voting. Their future will be affected by

MYOHIO.VOTE
Voting is easy! Vote on November 6th.

Learn More

Sharing Strong Organic Social Media Content

We found tremendous success with organic social media, sharing stories of Ohio voters like one of our organizers, David Kovacs, [who shared the story](#) of how Rich Cordray helped his family. In addition to our [various](#) “man on the street” videos, we utilized organic social content to help push Rich Cordray forward. We created and utilized a “Nerds for Cordray” brand, highlighting Cordray’s “nerdy” streak and encouraging him to lean into the persona. We used this brand to tweet about every instance when Rich did something considering “nerdy,” including talking about environmental issues. This brand was embraced by the campaign and even utilized on social media. Former Ohio First Lady Frances Strickland made t-shirts with a logo she made for Nerds For Cordray and took a picture with Cordray wearing the shirt. The Ohio Democratic Party then went on to sell shirts featuring Frances’ logo.





Environmental Messaging Breaks Through

With a race that focused on the economy and healthcare, we made it our mission to make clean energy jobs and access to clean air and water touchpoints in this race. With a wide difference between the candidates' stances on these issues, Ohio environmental voters saw a clear distinction between Cordray and DeWine.

Media around Ohio have picked up on this distinction, with the Columbus Dispatch [highlighting](#) the differences between the candidates, saying:

“DeWine sees a responsibility to protect natural resources and Ohioans’ health, but dislikes what he calls ‘government overreach’ from Washington, D.C. He noted he fought Obama administration action to extend clean-water standards to even small creeks and streams. He also fought against federal attempts to reduce pollution from coal-fired power plants.

Cordray stresses the need to improve the quality of the rivers and streams that provide drinking water to 90 percent of Ohioans, yet nearly half of which don’t meet clean-water standards. He says ‘we must remain constantly on guard to ensure that all Ohioans can benefit from a clean and healthy environment.’”

In Toledo, where water issues are top of mind, the Toledo Blade continuously touched on our issues [saying in an editorial](#) that “in Toledo, which did not host a general-election debate this year, voters have been denied the chance to watch the major-party nominees answer questions about their comparative plans to clean up Lake Erie.”

Meanwhile, Rich Cordray has made air and water major topics in his campaign. During the second gubernatorial debate, [Cordray mentioned his endorsement](#) from our partner organization, The Ohio Environmental Council Action Fund, and he has [taken time to learn](#) about Lake Erie issues firsthand. He said, “as governor, I’m going to push hard to protect this lake, bring people to the table, get this problem solved, and get moving so we can get this solution to cleanse the lake over the long term.”

In their endorsement of Cordray for governor, [The Columbus Dispatch said](#) that “Cordray offers a more forward-looking vision for clean energy, [and] protecting Lake Erie.” Crain’s Cleveland endorsed Richard Cordray [by saying](#) that “we believe Cordray is the better choice and deserves your vote on Nov. 6. He presents a more forward-looking approach on...clean energy.”

Taking the Environmental Message on the Road



Our team took the environmental message to all corners of Ohio, with press conferences featuring local elected leaders in Toledo, Lorain, Columbus, and Athens. These press events gave local politicians an opportunity to praise Rich Cordray's positions on the environment. Our communications director attended each event to differentiate Cordray from Mike DeWine's appalling environmental record.

"I have two young children, and they deserve an opportunity at a healthy future, free from unnecessary breathing issues and dirty water. This couldn't be more important.

Rich Cordray is the only candidate in this race who has a robust plan to embrace the future utilizing clean energy, and ensure we have clean drinking water across the state."

- Columbus City Councilmember Elizabeth Brown

The Environment Plays in a Special Election for Congress

With the eyes of the nation upon the suburbs of Columbus for the August special election in Ohio's 12th Congressional District, we [launched an all-out effort](#) to help push LCV Action Fund-endorsed candidate Danny O'Connor, with canvassing, digital ads, and a mail piece into the special election. The district, which included rural and suburban communities, and which Donald Trump had won by an overwhelming 11 points in 2016, was thought to be a solid Republican seat.

We saw this race as both an opportunity to build up a candidate who supported our issues and a perfect dry run for November. To that end, we invested in the race. We knocked on 10,816 people's doors to support O'Connor and received over 25,000 impressions in digital ads.

Here is a copy of the lit we carried in OH-12:



DANNY O'CONNOR
FOR CONGRESS

VOTE TUESDAY,
AUGUST
7

1145 Chesapeake Ave., Ste. 1
Columbus, OH 43212

Danny O'Connor for Congress



On Tuesday, August 7th we can elect Danny O'Connor and put an end to one-party rule in our community. As our next member of Congress, Danny O'Connor will:

- ✓ Stop Trump's harmful agenda and the partisan dysfunction in Washington
- ✓ Prevent big, corporate polluters from sending politicians to Congress
- ✓ End the Republican corporate tax giveaway that hurts middle-class families
- ✓ Take on drug and insurance companies so people get the healthcare they deserve

Vote Tuesday, August 7

PAID FOR BY CONSERVATION OHIO PAC (WWW.CONSERVATIONOHPAC.ORG) AND NOT AUTHORIZED BY ANY CANDIDATE, CANDIDATE'S COMMITTEE, OR POLITICAL PARTY.

Most importantly, this special election prepared us for November. O'Connor didn't come up with the win in August (losing by only 1,564 votes), but he is well positioned for success on November 6.

Conservation Ohio Recognized as a Driving Force This Election Cycle

In many campaign cycles in Ohio, independent expenditures are typically behind the scenes and fueled by national operatives, often resulting in a lack of media coverage. In 2018, our efforts were highlighted in media outlets routinely as a major force supporting environmental champions. We helped drive the conversation from start to finish:

As highlighted in the [Cleveland Plain Dealer](#), our TV and digital spends have made a splash:

Going digital: Conservation Ohio, which has already purchased about \$600,000 in TV time on behalf of Democrat Richard Cordray, announced Thursday it is spending \$250,000 on pro-Cordray digital ads - a huge amount for a state-level digital ad campaign. The ads will be targeted to women across the state.

WOSU, 9/19/18

[Environmental Groups Back Richard Cordray, Pointing To Green Energy Standards](#)

Cleveland Plain Dealer, 10/11/18

[The Ohio governor's race isn't as boring as expected: Capitol Letter](#)

Columbus Dispatch, 7/30/18

[Money from outside Ohio fuels next week's central Ohio congressional election](#)

Cleveland Plain Dealer, 7/16/18

[Ohio hosts pension crisis hearing: Capitol Letter](#)



Cleveland Plain Dealer, 10/9/18

[Richard Cordray, Mike DeWine do what they need to do in final debate: Capitol Letter](#)

Cleveland Plain Dealer, 11/1/18

[Campaigns use text messages to get out the vote](#)

Moving Forward

With environmental champions in the governor's mansion, and returning to the U.S. Senate, Ohio is primed to move forward with programs that clean up our air and water, while moving forward in the clean energy economy.

With fixes to wind setbacks, our renewable energy standards, Lake Erie's toxic algae blooms, dilapidated water infrastructure and more on the docket for the next governor of Ohio, we are in great shape to ensure positive movement on these fronts.

At the same time, Ohio will be well positioned to protect our environment from extreme steps taken by the federal EPA in Washington.

Making progress is not possible without leaders who will put our communities ahead of polluters, which is why we spent more than \$3 million in this race, to elect candidates committed to conservation, and willing to provide consistent leadership to protect, preserve and improve Ohio's environment.

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