



**To: Interested Parties**  
**Fr: Chris Carr, Political Director**  
**Da: February 19, 2020**  
**Re: Gun Sense Majority: Texas**

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Last month, Everytown for Gun Safety Victory Fund and Everytown for Gun Safety Action Fund (together “Everytown”) announced our largest and most well-resourced electoral effort ever. **In total, we will invest at least \$60 million** — double what we spent during the 2018 elections — in order to elect a new gun sense president and win competitive races up and down the ballot.

We believe that Texas, as it becomes younger and increasingly diverse, can be the next emerging battleground state with gun safety as the tipping point — **so in 2020 we will launch a new political effort, “Gun Sense Majority: Texas,” and invest at least \$8 million in the state.** We believe there are opportunities to elect gun sense candidates up and down the ballot, from the Statehouse to the U.S. Congress — with potential for competitive statewide races at the U.S. Senate and presidential levels.

The electoral program will build on our recent election successes:

- In 2019, the Action Fund and Victory Fund together spent \$2.5 million and mobilized our grassroots army in Virginia to flip both of Virginia’s legislative chambers to a gun sense majority for the first time in more than two decades. Investing in smart strategies across a broad paid media landscape, with our grassroots volunteer networks Moms Demand Action and Students Demand Action knocking tens of thousands of doors and making more than 100,000 phone calls, we were the largest outside investor and grassroots effort in Virginia’s 2019 elections — outhustling and significantly outspending the NRA.
- We spent \$30 million during the 2018 midterms, successfully electing a gun sense majority in the U.S. House of Representatives — where candidates ran unabashedly on a platform of reducing gun violence — several gun sense Governors and Attorneys General, and gun sense majorities in key state legislatures such as Colorado, Minnesota and Nevada.

With the announcement of “Gun Sense Majority: Texas,” we are launching an unprecedented financial and grassroots effort that will begin with making important gains in the state House, defending recently elected Texas gun sense champions in the U.S. House, flipping key congressional seats in the suburbs, and growing the voting electorate in order to make Texas competitive up and down the ballot.



## GUN SENSE MAJORITY: TEXAS

Recently conducted [polling](#) shows that a majority of Texas voters want to see stronger gun laws; that gun safety is a top-tier issue, particularly in battleground State House districts; that voters overwhelmingly support individual gun safety measures; and that opposition to background checks on all gun sales is disqualifying to a majority of voters.

- Texas voters support stronger gun laws by a 5:1 margin (51% stronger/9% less strong). And in battleground districts, voters support stronger gun laws by an even larger 54% to 10% margin.
- Over three-quarters of Texas voters (78% statewide; 86% of battleground voters), including 84% of voters who support stronger gun laws, consider a candidate's position on guns "very important" to their vote in 2020.
- Vast majorities of voters statewide and in battleground districts — including undecided voters, gun owners, Latino voters and suburban women — support individual gun safety measures, including blocking domestic abusers from having guns (91% statewide; 89% in battleground districts), requiring background checks on all gun sales (87% statewide; 82% in battleground districts), and red flag laws (80% statewide; 77% in battleground districts).
- Sixty percent of voters, including a majority of Republican women (57%) and voters in battleground districts (58%) say they would never vote for a candidate who doesn't support background checks on all gun sales. Compared with other candidate positions on issues like health care, national security and immigration, opposition to background checks on all gun sales is **the single most** disqualifying candidate position among suburban women by a nine-point margin, and tied for the top among Latino voters by a three-point margin.

In spite of this, political leaders in Texas are catering to the gun lobby — this includes the enactment of new laws to weaken Texas' existing gun laws after the mass shootings in El Paso and Odessa-Midland last year. But, in a state that has seen five of the 20 deadliest mass shootings in the U.S. over the last 30 years, it's clear that voters are tired of inaction and ready to elect candidates who will work to reduce gun violence. We'll direct our resources this year to:

### **Elect A Gun Sense Majority In The Texas State House**

Moms Demand Action Gun Sense Candidates flipped 9 seats in the State House in 2018. Similar to Virginia in 2019, nearly all of the battleground seats in Texas are housed in the fast-growing suburbs, where our polling shows gun safety is a winning issue. In fact, more than 80% of the offensive targets are in the Dallas/Fort Worth and Houston metro areas.



**Texas now stands just nine seats short of a gun sense majority in the State House, and candidates running statewide on a gun safety platform won nine of the offensive target districts in 2018 or 2016 — coming within two points in several more.** As part of our Texas program, we'll engage in races where there are gun sense candidates who will work to advance gun safety. Districts where there are opportunities to re-elect gun sense candidates, and defeat gun lobby-backed candidates, include:

OFFENSIVE RACE TARGETS: HD-14; HD-26; HD-28; HD-29; HD-54; HD-64; HD-66; HD-67; HD-92; HD-93; HD-94; HD-96; HD-97; HD-108; HD-112; HD-121; HD-126; HD-129; HD-133; HD-134; HD-138

DEFENSIVE RACE TARGETS: HD-45; HD-47; HD-102; HD-132; HD-135; HD-136

### **Send Gun Sense Champions To The U.S. House Of Representatives**

2018 victories like those by Everytown-endorsed candidates Reps. Lizzie Pannill Fletcher (TX-07) and Colin Allred (TX-32) in key suburban districts show that the political calculus is fundamentally changing in Texas. Gun lobby candidates for the House are reeling, many incumbents are retiring rather than face competitive elections, and those still running, with close ties to the NRA, are facing their most challenging races in years.

OFFENSIVE RACE TARGETS: TX-02; TX-10; TX-21; TX-22; TX-23; TX-24; TX-31

DEFENSIVE RACE TARGETS: TX-07; TX-32

## **HOW WE'LL DO IT**

To elect gun sense candidates across Texas, Everytown will deploy our proven electoral strategy of marrying financial investments in these races with the power of our grassroots army on the ground.

### **Digital, TV and Mail**

Everytown will focus our investments on persuasion and mobilization, and will leverage all the tools at our disposal, including cutting edge creative content for TV and direct mail, and a sophisticated digital program designed to reach voters where they are. We'll design ads to target suburban voters (particularly women), young people, and other key constituencies. These efforts will include Spanish-language ads, digital creative specific to African-American voters, and ads targeting the fast-growing Asian-American communities.



### **Grassroots Field Program**

Boasting nearly six million supporters nationwide and nearly 400,000 in Texas, Everytown's grassroots networks of Moms Demand Action and Students Demand Action will take on an unprecedented role in our political programming. Volunteers are already engaging with candidates as part of our Moms Demand Action Gun Sense Candidate program, which recognizes candidates who demonstrate they will govern with gun safety in mind. Given the size of our movement in Texas and the sheer number of electoral targets in the fast-growing suburbs of Dallas/Fort Worth and Houston, we'll mobilize our grassroots supporters to knock doors, make phone calls, and register thousands of new Texas voters this cycle.

Using innovative strategies and harnessing the power of the grassroots, "Gun Sense Majority: Texas" will serve as one of our signature efforts for the 2020 elections and among the largest state investments ever for Everytown for Gun Safety Action Fund and Victory Fund.