



To: Interested Parties
Fr: Charlie Kelly, Senior Political Advisor
Da: May 12, 2020
Re: Gun Sense Majority: Arizona

Earlier this year, Everytown for Gun Safety Victory Fund and Everytown for Gun Safety Action Fund (together “Everytown”) announced our largest and most well-resourced election effort ever. In 2020, we will spend at least \$60 million — double what we spent during the 2018 midterms — in order to elect gun sense candidates up and down the ballot.

Arizona will be a major focus of those efforts, which is why we’re launching a new program, “Gun Sense Majority: Arizona,” and committing to invest at least \$5 million in the state in order to elect gun sense candidates. Among the fastest-growing states in the nation, we believe Arizona is now competitive at every level of the ballot. As it grows increasingly diverse with significant population growth in urban-suburban centers like Maricopa County, the time is now to invest heavily in order to elect new leaders who will prioritize gun safety. As part of this program, we’ll dedicate our financial resources and mobilize our unmatched grassroots army to ensure Vice President Biden wins Arizona, to defeat unelected Senator Martha McSally and elect Captain Mark Kelly in one of the country’s top U.S. Senate races, and to elect gun sense majorities in both chambers of the state legislature, which has ignored Arizona’s gun violence crisis for years.

The electoral program will build on our recent election successes:

- In 2019, the Everytown Action Fund and Victory Fund together spent \$2.5 million and marshaled our grassroots volunteers to flip both of Virginia’s legislative chambers to gun sense majorities for the first time in more than two decades. Investing in smart paid media strategies, 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 outspending the NRA in its own backyard.
- 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 — as well as several gun sense Governors, Attorneys General and gun sense majorities in key state legislatures.



The launch of “Gun Sense Majority: Arizona” represents our commitment to making sure that Arizonans — the overwhelming majority of whom support common-sense gun safety laws — are finally represented by state and federal office-holders who share those priorities. As part of this effort, we’ll focus heavily on Maricopa County, which consistently tops the nation in year-to-year population growth, and which notably rejected NRA-backed candidates such as Martha McSally in 2018. We believe that Maricopa County may be the most important swing county in the nation this year, and will invest accordingly in the county to ensure that gun sense candidates carry it at every level.

GUN SENSE MAJORITY: ARIZONA

Our [polling](#) of likely November 2020 voters in Arizona affirms that gun safety is a top issue for voters across the state, including in key battleground areas. Arizonans overwhelmingly support stronger gun violence prevention laws and rate gun safety as a top priority for the 2020 elections. In fact, opposing background checks on all gun sales is one of the most **toxic** positions a candidate for office can take in the eyes of Arizona voters.

- By a more than eight-to-one margin, Arizonans want stronger versus weaker gun laws (50% stronger/6% less strong).
- Overwhelming majorities of voters support specific gun violence prevention policies, including blocking domestic abusers from owning guns (89%) and requiring background checks on all gun sales (85%).
- Three-quarters of Arizona voters (75%) consider a candidate’s position on guns “very important” to their vote in 2020.
- The majority of Arizona voters (57%) say they would **never** vote for a candidate who opposes background checks on all gun sales, including 58% of independent voters, 50% of Republican women, and 59% of Maricopa County voters.

These attitudes underline just how out of step President Donald Trump, unelected Senator Martha McSally, and NRA-backed legislators who control the state Senate and state House are with Arizona voters. Everytown’s paid media and grassroots volunteer networks will make clear how these incumbents’ dangerous inaction on gun violence is threatening the safety and well-being of Arizonans.



Specifically, we'll target our resources in Arizona this year to:

Elect a Gun Sense President

Arizona is a critical battleground state in the presidential election, and we'll work to ensure Vice President Joe Biden wins the state over President Trump. President Trump may have carried Arizona in 2016, but he failed to win a majority of voters in the state. The 2016 presidential race in Arizona was decided by its closest margin in two decades. Arizonans voted against the Trump agenda in the 2018 midterm elections, and poll after poll shows that Vice President Biden will be competitive across Arizona.

Elect a Gun Sense U.S. Senator

The contrast between Captain Mark Kelly and unelected Senator Martha McSally on gun violence prevention issues could not be clearer. Mark Kelly, alongside his wife Congresswoman Gabby Giffords, has spent much of his civilian life fighting for gun violence prevention and working to protect Americans from gun violence.

Meanwhile, unelected Senator McSally has benefited from hundreds of thousands of dollars from the gun lobby and put their dangerous priorities ahead of Arizonans' safety. Arizonans rejected McSally in 2018 — and we will use every tool at our disposal to communicate with voters about the clear choice in this marquee Senate race.

Flip Both Chambers of the Arizona Legislature to Gun Sense Majorities

For years, those who control the state legislature have refused to take action to reduce gun violence, and this year's legislative session has been no exception. Both chambers in the Arizona legislature put forward bipartisan legislation to reduce gun violence this past legislative session. However, the chambers' anti-gun safety leadership prevented the life-saving legislation from even getting a vote.

Majorities hang in the balance in both chambers this year, with three seats deciding control of the state Senate and just two seats deciding control of the state House. In order to elect gun sense majorities in both chambers this year, we will make targeted investments in key battleground districts — the vast majority of which are in Maricopa County.

Our preliminary race targets include: House and Senate races in **legislative districts 6, 17, 18, 20, and 21.**



Protect Our Gun Sense Majority in the U.S. House

2018 was a historic wave election for gun sense candidates running for the U.S. House, and we are also committed to defending this gun sense majority in 2020. We will closely monitor Arizona U.S. House races with gun sense candidates that may be in play this cycle, and are prepared to strategically invest in any races where a gun sense incumbent is at risk or where a gun sense challenger has a chance of flipping a seat.

HOW WE'LL DO IT

To elect gun sense candidates up and down the ballot in Arizona, Everytown will deploy our proven two-pronged electoral strategy of major financial investments matched by grassroots volunteer power.

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, especially amid the COVID-19 pandemic. We'll design ads to target urban-to-suburban voters (particularly women and those in Maricopa County), young people, Spanish-speaking voters, and other key constituencies.

Grassroots Field Program

Boasting nearly six million supporters nationwide and nearly 200,000 in Arizona, Everytown's grassroots networks of Moms Demand Action and Students Demand Action will take on an unprecedented role in our electoral efforts this year. Volunteers in Arizona are already engaging candidates as part of our Moms Demand Action Gun Sense Candidate program, which recognizes candidates who demonstrate that they will govern with gun safety in mind.

Since the COVID-19 pandemic upended campaigns, Everytown is already on the cutting edge of campaigning in this new reality. Our work to effectively move organizing tools online has made [national news](#), and we recently launched a virtual Students Demand Action field office in Arizona — through which we will be registering [thousands of new young voters across the state](#).

“Gun Sense Majority: Arizona” represents Everytown's largest electoral investment ever in the Grand Canyon State. We're making Arizona a top 2020 priority, and by combining innovative paid media strategies with the power of our grassroots, we'll do what it takes to elect gun sense candidates across the state.