

BRADY 2018: NATIONAL ELECTORAL REPORT

Brady Campaign



To Prevent Gun Violence

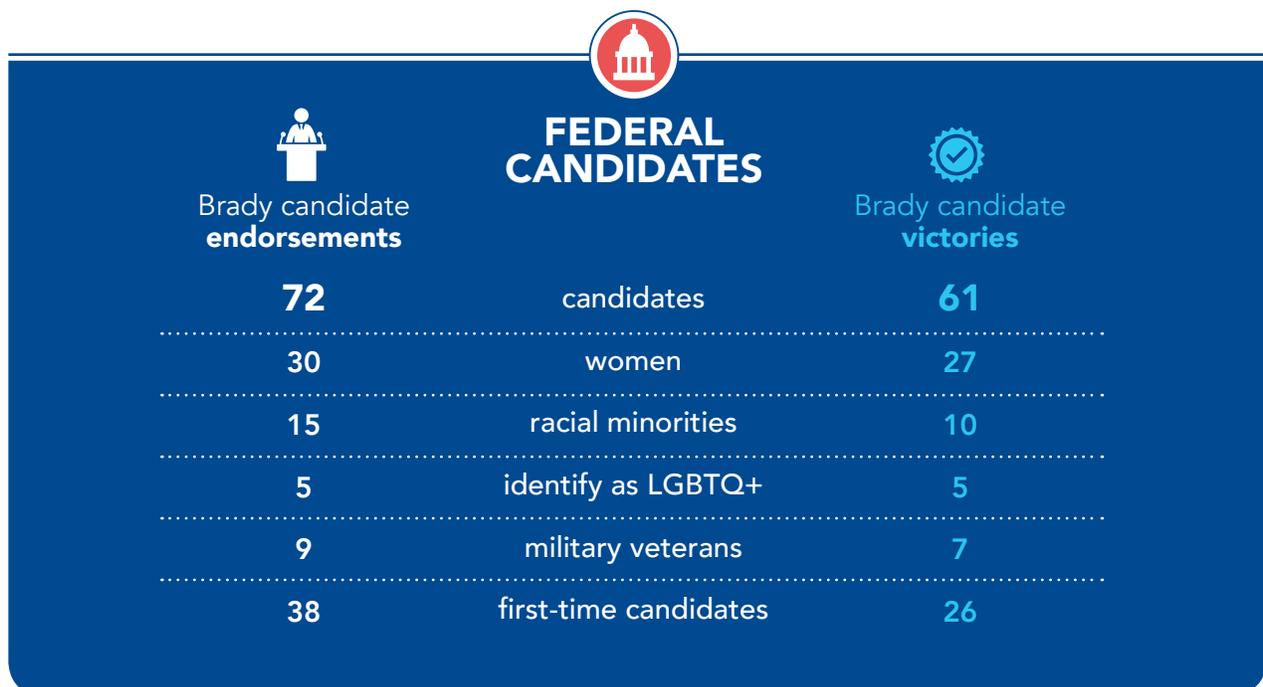
INTRODUCTION

The 2018 midterms were a major victory for the future of gun violence prevention (GVP). In key races across the country, NRA-backed lawmakers with a long history of blocking even basic progress towards passing sensible gun laws, were defeated by candidates who ran and won on a GVP platform. Brady is proud of its work to support these candidates and many other GVP champions who successfully defended their seats to finally secure a gun violence prevention majority in the U.S. House of Representatives, and address the epidemic of gun violence in America with action that goes beyond “thoughts and prayers.”

The Brady Campaign mounted an unprecedented grassroots effort, harnessing our chapter support and renewed activism on our issue across the country. Over 500 Brady volunteers dedicated nearly 5,000 hours of electoral work for GVP candidates, helping them narrow the margins to victory by phone-banking, door-knocking, and talking to voters. This work was augmented by Brady PAC, a sister organization which provided direct contributions to its endorsed candidates and

undertook independent expenditures targeting hotly contested races where GVP champions unseated A-rated NRA candidates, such as those in Virginia’s 2nd and 7th congressional districts, won by Elaine Luria and Abigail Spanberger, respectively, as well as with Senator Chris Murphy’s NR8 Initiative.

Brady further enhanced its electoral activities by leveraging key partnerships with groups like Rock the Vote, the American Federation of Teachers, The Last Weekend, and Brady PAC to secure a GVP majority in both the U.S. House of Representatives and key state legislatures across the country. The ingredients for this success were set in motion in 2018 by student-spurred activism following the horrific shooting in Parkland, FL and the growing public sentiment that the status quo was no longer acceptable. Polling of voters in the run up to the election showed that gun reform was one of the most important topics on Americans’ minds going into the midterms. In exit polls, gun policy was consistently cited as one of the four most important issues facing the country,¹ and over 60 percent of voters, regardless of party affiliation, said they wanted to see stronger gun laws enacted.²





Brady candidate
endorsements

43

candidates

25

women

12

racial minorities

2

identify as LGBTQ+

1

military veterans



Brady candidate
victories

24

9

8

1

0

STATE AND LOCAL CANDIDATES

Polling conducted by Brady, in partnership with the American Federation of Teachers, underscored that gun violence prevention measures encapsulated in Brady's Three Point Plan have strong support among voters across the nation: strengthening the background check system, banning assault weapons and high capacity magazines, and enacting extreme risk laws. A survey of voter attitudes in 11 battleground districts showed that voters across the political spectrum were more likely to vote for candidates who support strong GVP policies than those who oppose them. The election results bore out this prediction. While two federal

racers are still pending, for those races that have been decided, 87 percent of Brady-endorsed candidates won their elections.

As we look toward further GVP gains in 2019 and 2020, the key ingredients to victory in 2018 will provide the platform for future success: a strong and diverse candidate endorsement process, thought leadership with committed Brady-endorsed GVP champions, and grassroots activism that harnesses the energy of our powerful chapter presence and our nation's youth. These elements combined will ensure future victory for the GVP movement.



I am extremely grateful for the support the Brady Campaign gave me. The people of my district care about the epidemic of gun violence in our country and want to pass sensible gun violence prevention measures so that they can rest easy knowing their kids are safe at school. The Brady Campaign's support amplified and reinforced my message. I look forward to working with the Brady Campaign to pass sensible legislation, from mandating universal background checks to restoring the assault weapons ban."

— Tom Malinowski, Congressman-elect New Jersey 7th District

TARGETED RACES

Brady focused on nine races where newcomers were running against entrenched NRA-backed incumbents, also known as the “Notorious Nine.” Brady-endorsed candidates prevailed in eight of the nine races, dealing a blow to the gun industry lobby’s network of surrogates on Capitol Hill. These victories reflect an endorsement of GVP as a winning issue, and an unequivocal repudiation of the unchecked, anti-gun safety policies of this Administration and their gun industry apologists in Congress.

Brady-endorsed candidates like Harley Rouda, whose passion for gun violence prevention became a signature issue for voters in the campaign, defeated staunch NRA supporters like California Republican Congressman Dana Rohrabacher, a top recipient of NRA funding.

Rohrabacher, a 30-year incumbent who voted **against** the Brady background check bill when it passed Congress in 1993, won re-election in 2016 by a margin of 17 points. Congressman-elect Rouda was steadfastly supported by Brady and its chapter advocates in California, who helped drive get out the vote efforts with newer voting populations in the district, including voters aged 18-29, women, and minority populations. Rouda’s win closely mirrored the victories of other political newcomers who unseated gun industry stalwarts across the country.

In addition, Brady concentrated on select open seats and defending returning GVP champions. (See graphic on page 5 for detailed results of the Notorious Nine races and other key open and defending seats).



“

When I spoke after our race was called, I thanked supporters who had been motivated by core issues to get involved in advocacy groups and fight for change. The Brady Campaign was a dynamic factor in our race, helping to channel the energy of people who are passionate about reducing gun violence in our country. I am grateful for the support, and look forward to working with Brady in the future on passing common sense reforms to save lives.”

— Jennifer Wexton, Congresswoman-elect Virginia 10th District

NOTORIOUS NINE

**BRADY ENDORSED
CANDIDATE**

**ELECTION
RESULTS**

CA
10



JEFF
DENHAM



JOSH
HARDER



VICTORY

CA
25



STEVE
KNIGHT



KATIE
HILL



VICTORY

CA
45



MIMI
WALTERS



KATIE
PORTER



VICTORY

CA
48



DANA
ROHRBACHER



HARLEY
ROUDA



VICTORY

CO
6



MIKE
COFFMAN



JASON
CROW



VICTORY

FL
16



VERN
BUCHANAN



DAVID
SHAPIRO



LOSS

NJ
3



TOM
MACARTHUR



ANDY
KIM



VICTORY

NY
19



JOHN
FASO



ANTONIO
DELGADO



VICTORY

VA
10



BARBARA
COMSTOCK



JENNIFER
WEXTON



VICTORY

**PRIORITY
OPEN SEAT VICTORIES**

CA
49



MIKE
LEVIN

NV
3



SUSIE
LEE

NV
4



STEVEN
HORSFORD

PA
7



SUSAN
WILD

WA
8



KIM
SCHRIER

NY
25



JOE
MORELLE

**REELECTED
GVP CHAMPIONS**

CA
24



SALUD
CARBAJAL

FL
7



STEPHANIE
MURPHY

BRADY CANDIDATE ENDORSEMENT PROCESS

All candidates, regardless of political party affiliation or ideology, were given the opportunity to seek Brady's endorsement. The endorsement process was based on candidate support for certain key GVP issues, and in particular, the Brady "Three Point Plan."

Months before the election, and just days after the shooting at Marjory Stoneman Douglas High School in Parkland, Florida, the Brady Campaign announced a strategy advocating passage of three key pieces of legislation to immediately curb the public health epidemic of gun violence in America.³

The Brady Three Point Plan calls for:

1

Expanded background checks

Today in America, an estimated 1 in 5 guns is sold without a background check. This gap in federal gun laws leads to tragic consequences. Currently, people barred from purchasing guns under federal law can still walk into a gun show or log on to sites like Armslist and purchase dangerous assault-style weapons in a matter of minutes. Despite congressional inaction, 97% of the American public — including gun owners — supports expanding background checks to include virtually all gun sales.⁴

2

Limitations on assault weapons and high-capacity ammunition magazines

Assault weapons and high-capacity magazines have long been the weapons of choice for mass shooters. These guns have been used in the tragic shootings at the Tree of Life synagogue, Marjory Stoneman Douglas High School, the Las Vegas Route 91 music festival, Pulse nightclub, Sutherland Springs church, Aurora movie theatre, and Sandy Hook Elementary School, among many others. Brady firmly believes that these weapons of war have no place on American streets, and about 60 percent of the American public agrees.⁵

3

Implementation of extreme risk laws to temporarily remove guns from people at risk of harming themselves or others

In cases where individuals are not prohibited from buying or owning guns, extreme risk laws allow law enforcement and family members to bring a petition to civil court to temporarily remove guns and prohibit the purchase of more where the person is at risk of harming themselves or others. There must be funded outreach and education programs to ensure awareness that these laws exist, particularly for at-risk communities. These laws are in effect in 12 states nationwide.

All candidates for federal office endorsed by Brady agreed that they would advocate for and support Brady's Three Point Plan, and state and local office holders committed to supporting companion measures at the state level. These positions help shape the comprehensive policy agenda for the gun violence prevention movement that is essential to combating the epidemic of gun violence in America. This agenda recognizes that effectively styming gun violence requires not just one policy solution, but a multi-faceted approach — a view that was expressed repeatedly by Brady-endorsed candidates on the campaign trail.

THOUGHT LEADERSHIP: CRAFTING A WINNING GVP NARRATIVE

In 2018, it was not enough for a candidate to say they would support gun violence prevention legislation. Brady supported candidates in districts across the United States to make gun violence prevention a part of their platform, and worked to educate them in detail about solutions they could promote on the campaign trail. This proactive approach was informed and supported by “Brady Books” prepared for endorsed candidates. These informational packets covered both the national and local issues surrounding gun violence, explained how to most effectively discuss the complex topic of gun violence, and offered a plethora of common-sense solutions that appealed to their unique districts. The candidates embraced these Brady Books and seized on gun violence prevention as a pivotal and winning issue in their races. On the campaign trail, in debates, canvasses, and town halls nationwide, guns and common-sense gun safety policies were discussed among the top priority issues in many races.

Military veterans like Mike Thompson, Ruben Gallego, Jason Crow, Mikie Sherrill, and Elaine Luria leveraged their training and experience with firearms to discuss the unique dangers posed by assault-style rifles and the responsibility involved in being a gun owner. Democrats running in traditionally Republican-leaning districts like CA-48 and VA-07 emphasized that common-sense gun reform is completely compatible with responsible gun ownership and the Second Amendment. And a new crop of Brady-endorsed Republican candidates like Brian Fitzpatrick and Chris Smith ran and won with a commitment to saving lives through supporting gun violence prevention.

Brady worked closely with all of these candidates to ensure they were educated on the issue and ready, if successful in their races, to push for a legislative agenda focused on ensuring the safety of all Americans.



This was a hard-fought campaign, and I’m grateful for the support and efforts of the Brady Campaign in knocking on doors, making phone calls, and getting Nevadans out to vote. I know firsthand how devastating gun violence can be for a family, and I want for every child what I want for my own—for them to be safe at school and in our communities. I look forward to working with Brady and other gun safety champions from across the country to make gun safety a priority and to fight for common-sense solutions from day one.”

— Steven Horsford, Congressman-elect Nevada 4th District

GRASSROOTS MOBILIZATION

Brady's grassroots volunteers were essential to electing a pro-GVP Congress. The 2018 midterms invigorated a diverse grassroots base of new voters and long-time Brady supporters, women and men, veterans and law enforcement officers, LGBTQ+ individuals, evangelicals and atheists, gun owners and those who have never handled a firearm. Individuals from diverse backgrounds came together for one common cause: saving lives through gun violence prevention. The main strength of our grassroots was its diversity.

Brady's chapters were a central element of its grassroots strategy. Veteran grassroots GVP activists were vital in both generating support for Brady's endorsed candidates and furthering Brady's role as a thought leader in GVP policy and strategy. Throughout the election cycle, Brady Chapter members became go-to resources for messaging on gun violence prevention, and valuable drivers of Get Out the Vote efforts. Chapter relationships with candidates were solidified through the delivery of Brady Books,

8400+ calls to Brady supporters in swing districts/states

4,000+ Hours

500+ Volunteers

29 Phone banks

19 Canvass launches

9 Rallies and other major events

by hosting canvas kickoffs, and by serving as regular fixtures at in-office phone banks.

Chapter members also helped educate their communities about GVP. From coast-to-coast, Brady chapters hosted town halls, panels, and house meetings that brought together subject matter experts, activists, and lawmakers to inform voters about the importance of prioritizing gun violence prevention in the midterms.



Brady Campaign Sarasota Chapter

The Sarasota chapter co-hosted an event with the local chapter of Vets for Peace to educate voters about the dangers of weapons of war in places of peace. The event featured Brady's VP of Programs, Lt. Colonel Kyleanne Hunter, who spoke about her combat experience. The venue was packed to capacity.

Sue Hannon & Sussex County Chapter

Our chapter leader in Sussex County, Sue Hannon (pictured right, with Mikie Sherrill), not only held weekly canvasses from the local library for Mikie Sherrill's campaign, but also hosted the county's first Concert Across America to end gun violence. Sue's hard work has made waves across the community. Local democratic leaders asked her to run for the Town Council to demonstrate that gun violence prevention is a major community issue in a classically Republican area.



Carol Landale & the San Diego Chapter

Carole (pictured center) leads San Diego Chapter. In the lead-up to the midterms, she canvassed 42 times, phonebanked more than 20 times, and completed dozens of textbanking shifts for gun violence prevention candidates.

HARNESSING THE YOUTH VOTE: TEAM ENOUGH

Across the landscape of this year's decisive GVP win in the U.S. House of Representatives, the role of the youth vote was center stage, led by young people across America like those at the helm of Brady's youth initiative, Team ENOUGH. Team ENOUGH was founded in the aftermath of March for Our Lives as a diverse group of students led by an equally diverse and enthusiastic Executive Council. Channeling the voices of young people and activating them in meaningful ways — from lobbying in the halls of Congress, to speaking at events about how guns affect teens, to registering new voters in the run up to the midterms election — Team ENOUGH has helped spur this youth movement to both vote and take the lead in ensuring that GVP remains a priority for the new Congress.

For this younger generation, gun violence is deeply personal. A recent survey of “the Columbine Generation,” or those coming of age during the era of devastating school shootings, showcased how fear of those shootings was reflected in their voting priorities. Seventy percent of youth aged 14 to 29 said that gun laws should be stricter, and when asked to rank the most important issue facing America's future, “school shootings” topped a long list of choices, beating out access to higher education, healthcare reform, and job creation.⁶

Polling this year showed that the youth vote was a meaningful force: young voters aged 18-29 voted at the highest rates in at least 25 years and these voters broke for the Democratic party by a 2 to 1 margin.⁷

In 17 states, voter participation before election day had already surpassed the total of votes in 2014, and the youth vote was a key driver.⁸ These states saw a three- to five-fold increase in early voting by those under the age of 30 before November had begun.⁹ In particular, Georgia's youth early voting increased by 362 percent over 2014, Nevada's by 409 percent, and Florida's by 111 percent.¹⁰



Aalayah Eastmond (pictured center with fellow Team ENOUGH Executive Council members) is a survivor of the Marjory Stoneman Douglas shooting in Parkland, Florida and spoke at the March for Our Lives in Washington, DC. She testified before the Senate Judiciary Committee during the Kavanaugh hearings, and spoke at multiple events across the country for GVP champions. She is an outspoken advocate for impacted communities and people of color and was a leader in drafting a Student Bill of Rights with Brady, the American Federation of Teachers, and the National Education Association.



Team ENOUGH members canvassing for Andy Kim (NJ-03) with Congresswoman Barbara Lee and Congressman Dan Kildee.

IMPACT OF THE ELECTION: 2020 STARTS TODAY

The success of Brady's strategy in electing a pro-GVP House of Representatives lays the foundation for 2020 and beyond. The 2018 midterm election saw record turnout, approaching levels usually only seen during presidential races. At least 113 million voters, nearly half of the eligible electorate, cast ballots this year, a 36% increase from the 2014 midterm election.¹¹ In exit polls, gun policy was consistently cited as one of the most important issues facing the country.¹² Brady will leverage this momentum to hold the Congress accountable for their promise to pass life-saving GVP laws.

New House leadership is poised to make expanded Brady background checks one of its top policy priorities in 2019. Additionally, there is wide consensus for prioritizing extreme risk orders, closing loopholes in the system, and addressing assault weapons, high-capacity magazines, ghost guns, and devices like bump stocks. Gun violence prevention champions in Congress will fight for new dedicated funding for GVP research at the Centers for Disease Control and other entities, and provide more oversight of the regulatory work done (or not done) by the Bureau of Alcohol, Tobacco, Firearms, and Explosives. Incoming

chairs of a number of relevant House committees, including Representatives Frank Pallone, Elijah Cummings, Nita Lowey, and Jerrold Nadler, will be empowered to hold hearings, call witnesses, and pass meaningful legislation on gun violence prevention.

For the first time in nearly a decade, members of the House of Representatives will enter their roles having pledged to stand firm on key elements of gun violence reform included in the Brady Three Point Plan. Given the urgency of this issue to voters, Senators who are running for reelection in 2020 will have to consider commitment to GVP as a part of their platform. As the presidential primaries get underway, Brady will leverage concrete research on GVP measures and voter enthusiasm to harness and promote successful alternatives to President Trump's pro-NRA positions.

In the years between today and the 2020 election, the Brady Campaign will build upon its recent successes, focusing on a robust endorsement strategy, thought leadership, and growing grassroots engagement to continue to solidify its place as the preeminent national gun violence prevention organization.



In my first campaign and now in my re-election, I've run as an unapologetic advocate for common-sense gun safety reform. I've been proud to fight for gun safety in Congress, and I'll be prouder to do it alongside the remarkable, newly-elected men and women who will be standing beside me in the years to come. My thanks go out to the Brady Campaign for their dedication to this important issue and to getting the vote out in our district so that we can continue our efforts to save lives. Let's get to work!"

— Congresswoman Stephanie Murphy, Florida 7th District

ENDNOTES

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3 To learn more about Brady's "Three Point Plan," visit <http://www.bradycampaign.org/turn-your-outrage-into-action>.

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11 Maggie Astor and Liam Stack, "Midterm Election Turnout Was Up. How Much? We Don't Yet Know.," The New York Times, Nov. 9, 2018, available at <https://www.nytimes.com/2018/11/09/us/politics/election-turnout.html>.

12 "NBC News Exit Poll: Health Care Replaces Economy As Most Important Issue for Voters, Early Exit Poll Shows.

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