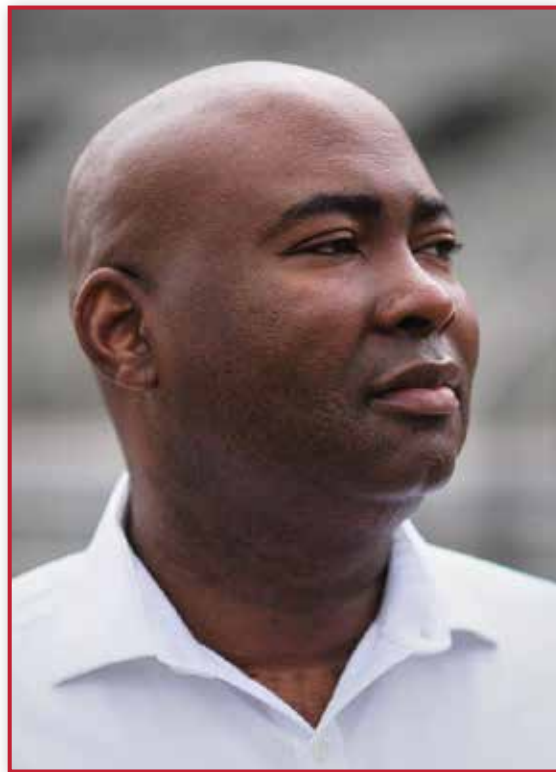




JAIME HARRISON
FOR U.S. SENATE

THE PATH TO VICTORY IN SOUTH CAROLINA



WHY JAIME HARRISON WILL DEFEAT LINDSEY GRAHAM

A MEMORANDUM FROM **JAIME HARRISON'S CAMPAIGN FOR U.S. SENATE**

SUMMARY

Conventional wisdom holds that South Carolina is a deep red state, incapable of delivering a majority to any statewide Democratic candidate. But new polling shows South Carolina is competitive, and demographics are shifting. When Barack Obama ran in both 2008 and 2012, South Carolina performed only a single point lower than Georgia, despite no investment by the presidential campaigns. South Carolina also is a rapidly changing state, and Jaime Harrison is the right candidate to capitalize on these changes. Jaime has an astonishing personal story – his journey from a childhood in poverty to Yale University to Georgetown Law School – is compelling. His work on behalf of South Carolina as a teacher and alongside Congressman Jim Clyburn is inspirational to white and African American voters alike.

SOUTH CAROLINA IS POISED FOR AN UPSET

A perfect storm of demographic change and investment is converging to make South Carolina competitive. The key facts:

- **The Charleston Post & Courier poll administered by Change Research shows Graham underwater**, with only 28% viewing him favorably or somewhat favorably. Graham is also underwater in a generic match-up, with only a low 38% of likely general election voters saying they will definitely or probably vote for him.
- **South Carolina is the ninth fastest-growing state in the country.** The population is projected to grow by 12 percent from 2010 to 2020, adding nearly 600,000 new residents. Many of those moving to the state are from more progressive northern or Midwestern states.
- **There are over 400,000 unregistered people of color in the state.** Democrats and progressive organizations have failed to invest in voter registration or mobilization in South Carolina for decades, resulting in a massively under-registered minority populations.
- **Suburban white voters are moving toward the Democrats.** In South Carolina's 1st Congressional District (which is 75 percent white), Republican support dropped from 58 percent for Mitt Romney to 53 percent for Donald Trump. And in 2018, Democrat Joe Cunningham won this coastal suburban district with 50.6 percent of the vote.
- **A sizeable third-party cohort has consistently siphoned votes away from Graham.** Seven percent of the electorate opted for a third-party candidate in both 2004 and 2008. This group appears to be more Libertarian, taking votes away from Graham.
- **Jaime has shattered fundraising records in South Carolina, raising \$7.5 million so far this cycle.**

THE PATH TO VICTORY IS CLEAR

- Register 25 percent of eligible African American citizens
- Mobilize new and inconsistent voters of color
- Communicate with new South Carolina voters who have no attachment to Graham
- Persuade white suburban voters who are already moving away from Republicans

SOUTH CAROLINA IS RIPE FOR CHANGE

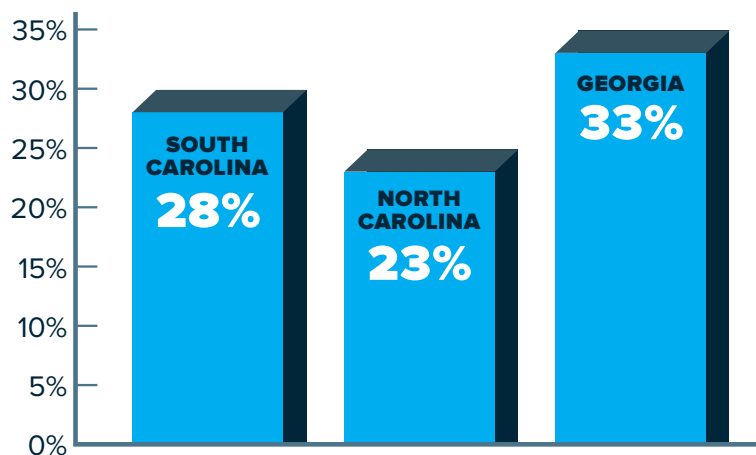
South Carolina is difficult terrain for a Democrat. But across America, Democrats are competing in tough terrain — and winning. The 2018 midterm election was marked by upsets in deeply Republican territory that Democrats hadn't even dreamed of competing in a year prior. The competitive pro-Trump districts that delivered the House majority to Democrats were written off by pundits as unwinnable, particularly for nontraditional candidates of color. Well-funded grassroots campaigns ran disciplined operations that gave Republican incumbents fights that few had thought possible.

Tucked between two states now considered statewide toss-ups, the southeastern dynamics in play in North Carolina and Georgia are also present in South Carolina. The South is changing. As candidates like Stacey Abrams proved in 2018, campaigns that can mobilize the rising electorate of the New South have the opportunity to make history.

“South Carolina is a state that D.C. conventional wisdom has written off as unwinnable, despite rapidly changing demographics,” says **former Georgia House Democratic Leader Stacey Abrams**. “Jaime Harrison’s historic race in South Carolina provides an opportunity for Democrats to apply the lessons we learned and the advancements we made in Georgia last year.”

Few states have South Carolina’s combination of important underlying variables for a Democratic

AFRICAN AMERICAN PERCENTAGE OF REGISTERED VOTERS IN SC, NC, GA



breakthrough:

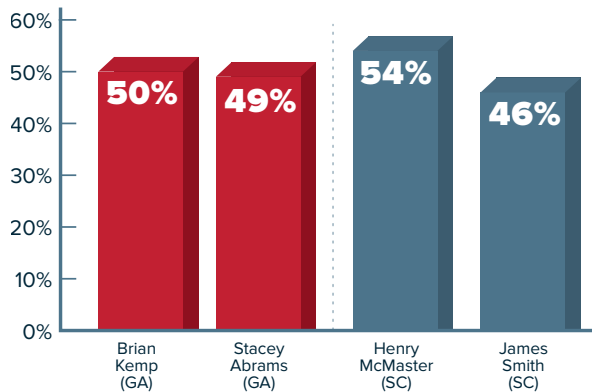
- Twenty-eight percent of the electorate is African American
- Over 400,000 persons of color are eligible to register
- A large swath of college-educated suburban voters are trending Democratic
- An influx of new residents is moving to South Carolina from more progressive states

DEMOCRATS HAVE NOT INVESTED IN SOUTH CAROLINA

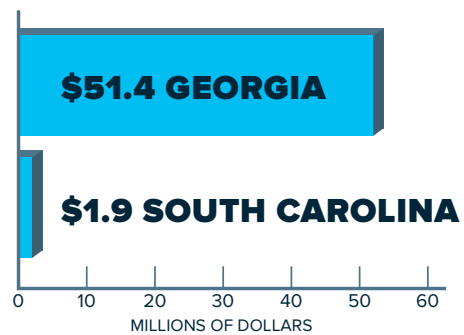
Democrats have not made the kinds of investments required to capitalize on South Carolina’s rapidly changing demographics. In the 2018 South Carolina gubernatorial race, Democrats spent less than \$2 million and lost only by single digits. Next door in Georgia during the same year, Democrats spent over \$40 million, mobilized 800,000 new voters, and lost by less than one percent.

Since 2004, no statewide campaign in South Carolina has received significant outside funding, nor has South Carolina seen aggressive investment in infrastructure and voter registration compared to other states. Home to 434,000 eligible unregistered voters of color, South Carolina needs an

2018 GUBERNATORIAL RESULTS



PARTY AND CANDIDATE SPENDING

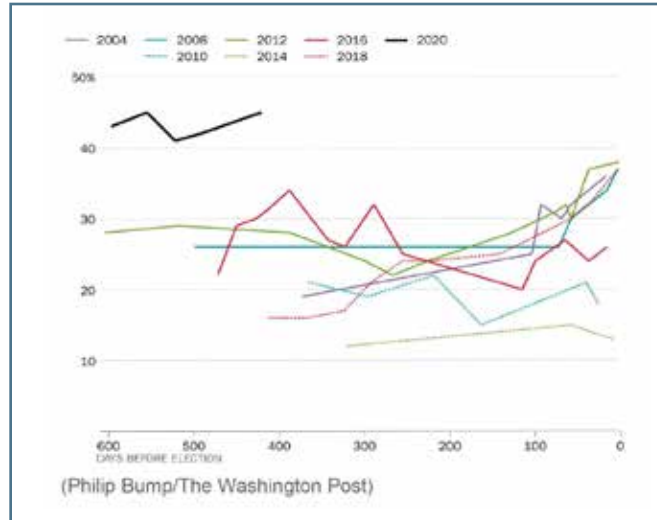


aggressive third-party voter registration and communication effort coupled with a well-funded, inspirational candidate to fuel an upset win for Democrats.

“South Carolina is the perfect example of a state with all the ingredients Democrats need to flip, yet has historically lacked the investments from Democrats to bring it home,” said **Guy Cecil, chair, Priorities USA**. “Jaime’s campaign is on the cusp of making history in the New South, and it is time for us as a party to invest, register, and win.”

Senator Catherine Cortez Masto, chair of the Democratic Senatorial Campaign Committee, said, “Taking back the Senate means competing and making gains in Sunbelt states where demographic changes are transforming the electorate. For far too long, South Carolina has been ignored by Washington conventional wisdom despite its demographics. With a strong candidate in Jaime Harrison, South Carolina is a prime opportunity for Democrats in 2020.”

EXTREMELY ENTHUSIASTIC ABOUT VOTING



CHANGING DEMOGRAPHICS AND ENTHUSIASM FAVOR DEMOCRATS

Recent public polling indicates a trend of college-educated white women and suburban women moving away from Donald Trump and the GOP brand now made in his image. Additionally, both younger and African American voters are currently showing levels of enthusiasm called “hard to fathom” by *The Washington Post*. Across the electorate, *the Post* reports, “Enthusiasm — here, those saying they are extremely enthusiastic about voting — is higher now than even in the final weeks of past presidential contests.” The combination of these factors is creating cracks in the once solidly Republican South, fostering an environment that is ripe for a movement candidate like Jaime Harrison to break through.

“Democrats can compete in places the pundits and pollsters have written off — but only if we campaign boldly as our authentic selves, and focus on the voters and communities who have been overlooked for decades. That’s what Jaime Harrison is doing, and that’s why Lindsey Graham is in for the fight of his life,” said **2018 Florida Democratic gubernatorial nominee Andrew Gillum**.

2008 DROP-OFF VOTERS

Key to changing South Carolina’s electorate is re-energizing the 90,000 registered voters, of whom 30,000 are African American, who came out to vote in the historic election of 2008 but have dropped off since.

Democratic enthusiasm is surging, as we have seen in both public polling and our internal campaign focus groups, reaching levels not seen since 2008.

This electorate expansion target is a high priority. These voters have a proven history of participating when given something to vote for instead of simply something to vote against – and Jaime Harrison is uniquely capable of precisely this kind of inspiring, hopeful leadership.

UNREGISTERED AFRICAN AMERICAN VOTERS

Over 430,000 unregistered eligible African American voters live in South Carolina, according to

data from Catalyst, a leading progressive data agency. Registering these voters must be a top national priority of the Democratic Party.

Between 2008 and 2016, African American turnout in South Carolina fell from 25 percent to 19 percent. Had African American voters maintained their 2008 participation rate in 2016, an additional 126,000 ballots would have been cast in South Carolina, which would have cut Trump's margin of victory in the state in half (from 14 percent to 7 percent). With enthusiasm rising massively, despite little investment in 2018, the African American share of the electorate jumped to 23 percent (a 4 percentage-point increase from 2016), driven primarily by a surge of African American women voters.

JAIME HARRISON IS SOUTH CAROLINA'S MOST FORMIDABLE DEMOCRAT IN YEARS

In 2019, Jaime Harrison has already broken records — in fundraising and in grassroots organizing. In a state where no Democrat has ever spent more than \$6.5 million on an election, Jaime Harrison's campaign has already raised \$7.5 million so far this cycle, with an average contribution of less than \$30. Meanwhile, more South Carolinians have volunteered for Jaime's campaign than any Senate campaign since 2000, when the South Carolina Democratic Party started keeping records.



With less than a year to go before Election Day, the campaign is on track to be the best-funded campaign in South Carolina's history — all because of a hyper-engaged grassroots in South Carolina and around the nation.

Jaime's campaign is talking to voters directly where they are, telling Jaime's uniquely compelling story. Moreover, this campaign is reaching the voters who don't usually hear from Democrats.

Jaime's campaign is built on the marriage of old-fashioned love of country and creative, innovative digital tactics — both of which have been in short supply in South Carolina political campaigns.

The campaign's flagship "Harrison Helps" initiative brings campaign volunteers together with local communities to do volunteer projects, from food drives to resume-building workshops. Through Harrison Helps and partnerships with other programs, Jaime Harrison's campaign will authentically engage with communities never before reached by a political campaign.

"With Jaime Harrison, South Carolina families will have an independent voice, a strong moral

conscience, and a voice that will speak truth to power,” said **Democratic strategist Paul Begala**.

LINDSEY GRAHAM: AN UNPOPULAR INCUMBENT

Senator Graham’s newly shameless political style, combined with a weak history of campaigning, makes him a prime target, especially for a Democratic candidate with an inspirational background and a well-resourced campaign. With President Trump’s approval in South Carolina at only 52 percent, he is not the nearly universally popular figure he is in many other parts of the Deep South.

While Washington, D.C.-based pollsters and pundits roll their eyes at Lindsey Graham’s political pandering and game-playing, on the ground in South Carolina voters take serious offense: they know and feel his lack of leadership affects them personally. In internal Harrison campaign focus groups, ordinary voters resent Graham’s relentless focus on his own self-interest. Graham’s support for President Donald Trump’s agenda is not a dealbreaker — many voters in South Carolina support the president, of course. However, Graham’s shamelessness since Trump’s election has alienated moderate voters, including those who support President Trump.

VOTERS THINK THAT GRAHAM HAS CHANGED

Research by the Harrison for Senate campaign demonstrates how far Graham has fallen in the eyes of hundreds of thousands of South Carolina voters who previously supported him. Notably, our campaign research shows weakness with the same suburban white women voters who have turned against Republicans in recent elections across the South, from Virginia to Kentucky to Louisiana.

QUOTES FROM A RECENT HARRISON CAMPAIGN FOCUS GROUP TELL THE STORY:

- “I think he personifies what happens with the game in Washington. He is so clearly just trying to be re-elected that it has become..., and I used to like Lindsey a lot.” – White college-educated woman
- “He’s become a puppet.” - White woman with some college education
- “In his character and obviously his whole shift...I used to be a big fan years ago and I guess there’s obviously more to him than meets the eye.” – White college-educated woman
- “He is either here, and he’s here, and he’s here and it changes constantly. You can’t really trust what he says at all.” – White college-educated woman

IN 2018, WHITE VOTERS MOVED DECISIVELY TO THE DEMOCRAT

PRESIDENTIAL			CONGRESSIONAL	
2008	2012	2016	2016	2018
Obama - 43	Obama - 40	Clinton - 40	Cherney - 37	Cunningham - 51
McCain - 56	Romney - 58	Trump - 53	Sanford - 59	Arrington - 49

Also problematic for Graham is that a sizeable third-party voter cohort has appeared in both Graham’s 2014 Senate election – fully seven percent. Our campaign’s analysis indicates these are disaffected Republican voters who have had no trouble supporting Nikki Haley for governor or Tim Scott for U.S. Senate, but do not support Lindsey Graham. In a close election, this disaffected Republican vote could easily be decisive.