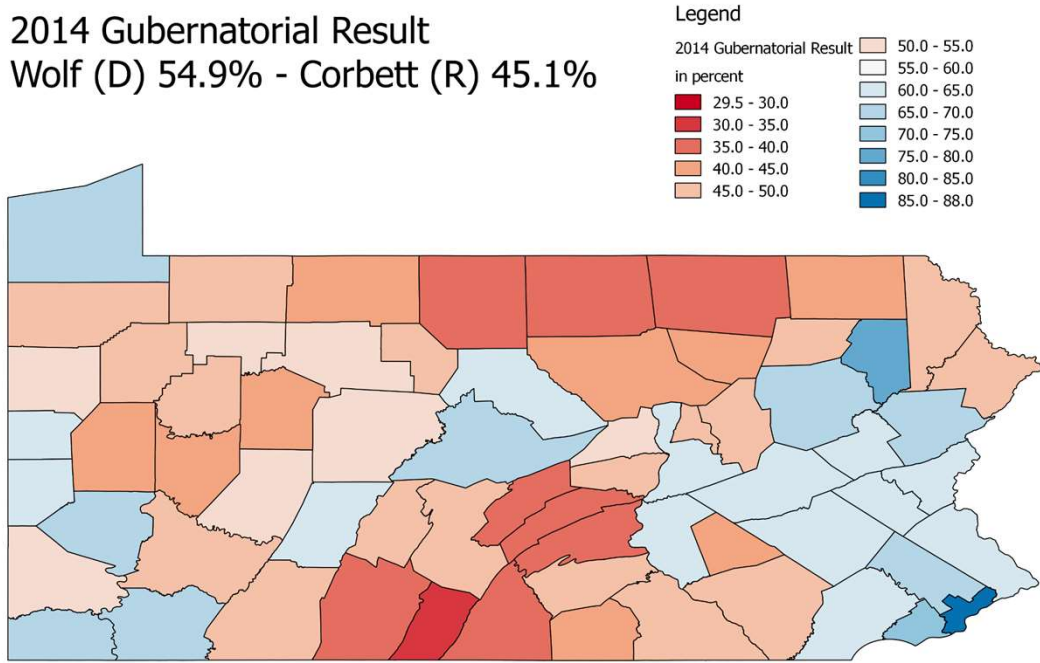




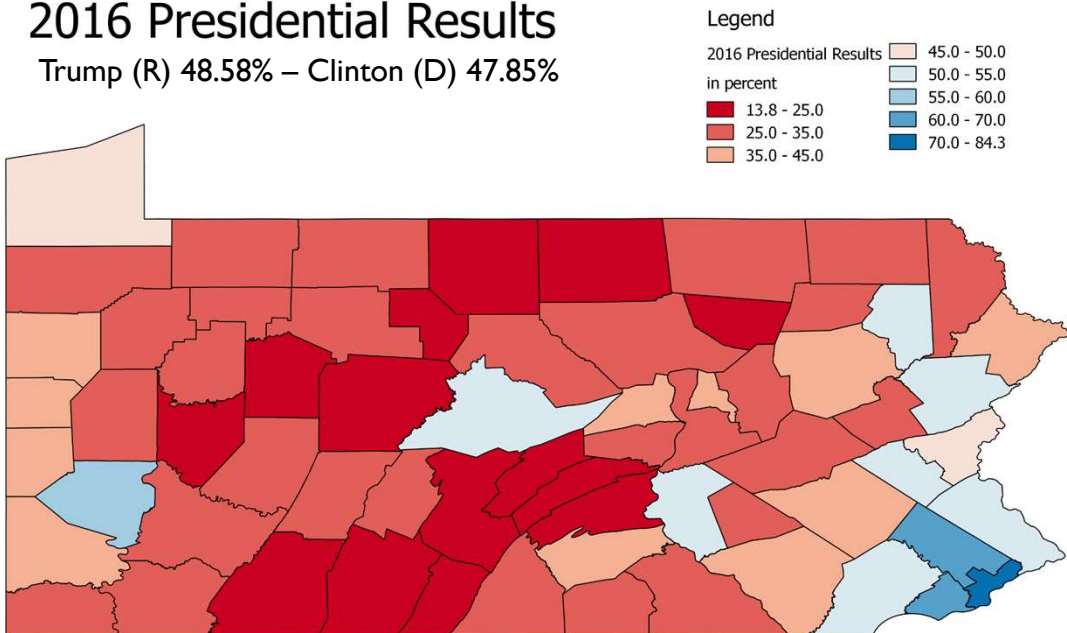
2014 Gubernatorial Result

Wolf (D) 54.9% - Corbett (R) 45.1%

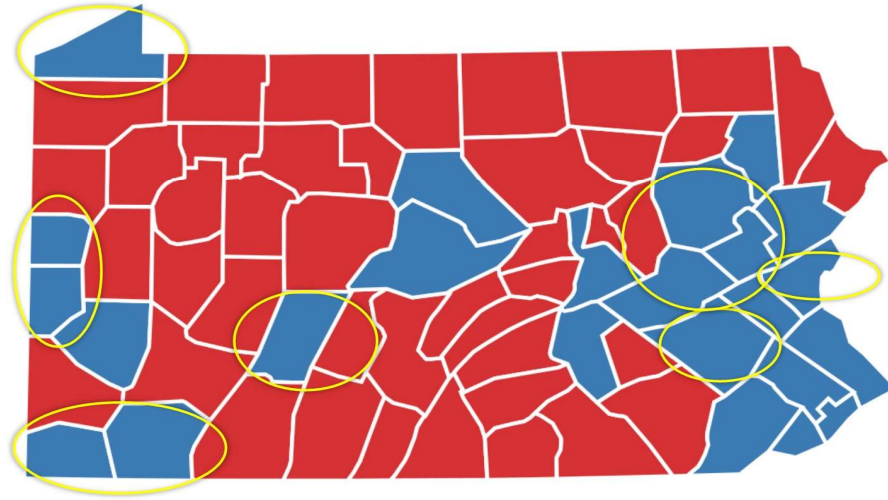


2016 Presidential Results

Trump (R) 48.58% - Clinton (D) 47.85%



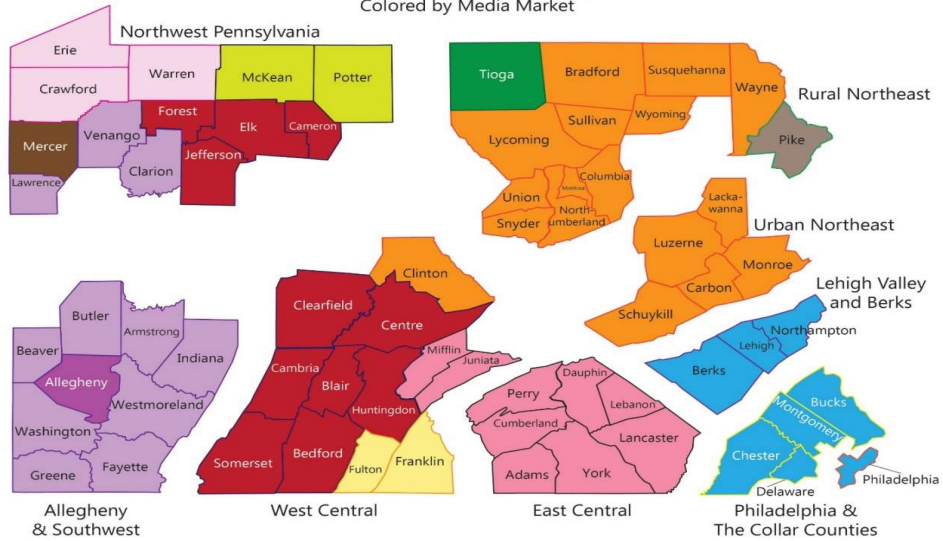
2018 – POTENTIAL PROBLEM AREAS

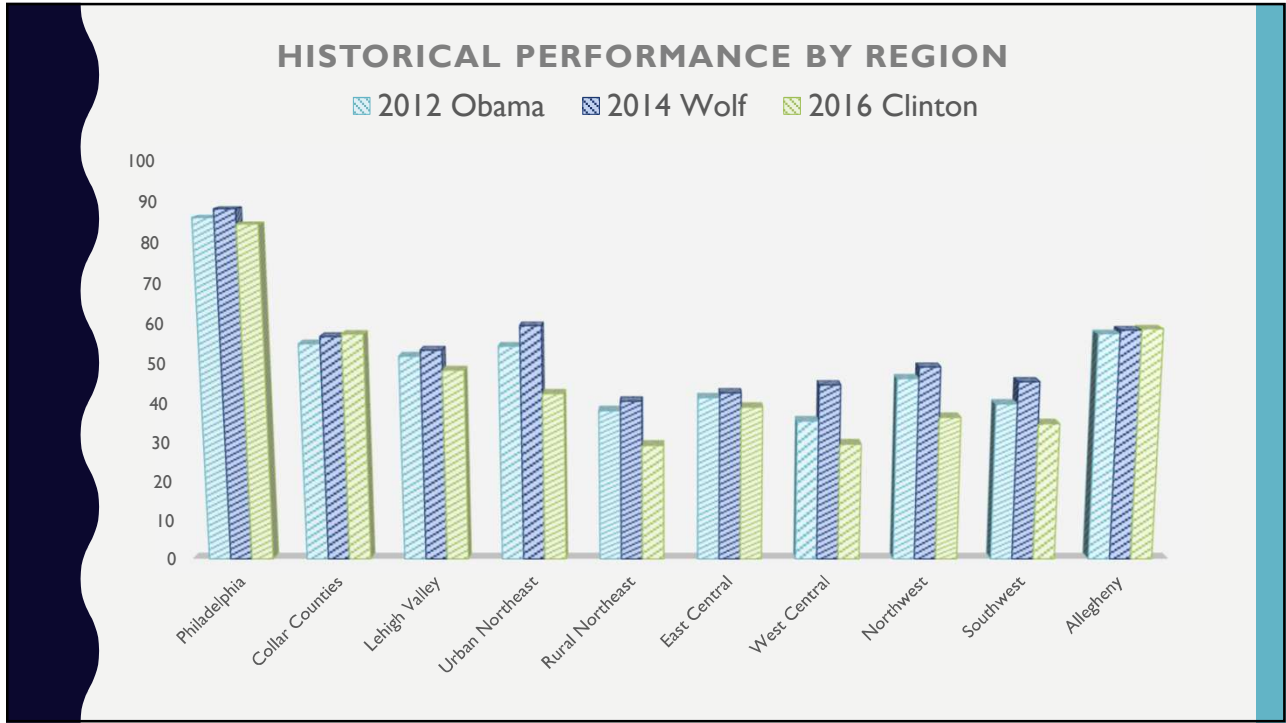


REGIONAL BREAKDOWN

Pennsylvania Regions

Colored by Media Market



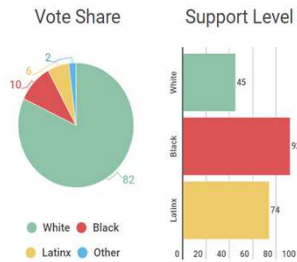


2018 FORECAST

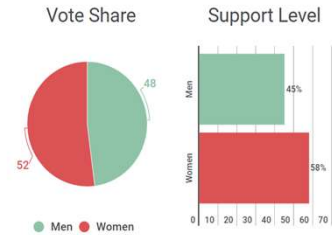
WHO'S GOING TO VOTE?

Statewide Total		Low Turnout: 42%	NCEC Turnout: 45%	High Turnout: 48%
	Voters Registered	8,432,111	8,432,111	8,432,111
	Turnout Number	3,541,487	3,807,192	4,047,413
	Win Number (52%)	1,841,573	1,979,740	2,104,655
	Democratic Base	1,583,108	1,696,950	1,810,791
	Gap	258,465	282,790	293,864

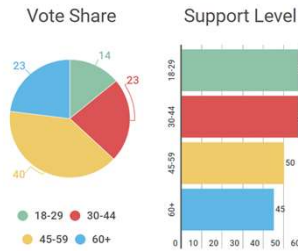
Demographics: Race



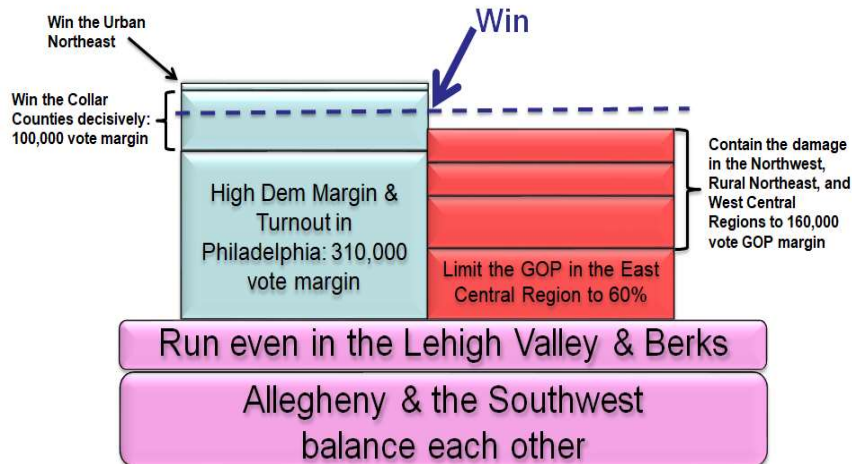
Demographics: Sex



Demographics: Age



HOW DOES TOM WOLF WIN?



PSEA'S 'POTENTIAL' STRENGTH

- In 2014, Tom Wolf beat Tom Corbett by 344,844 votes
- There are 170,307 PSEA members registered to vote
- $344,844 > 170,037 = \text{NOT Decisive}$
 - In 2018, we need to persuade $293,864 > 170,037 = \text{still NOT Decisive}$
- If even half of PSEA's registered voters persuade just 5 people = 425,095 voters
- $425,095 > 344,844 = \text{Decisive}$

2018 POLITICAL PLAN

#1 – WE DIDN'T WAIT FOR 2018

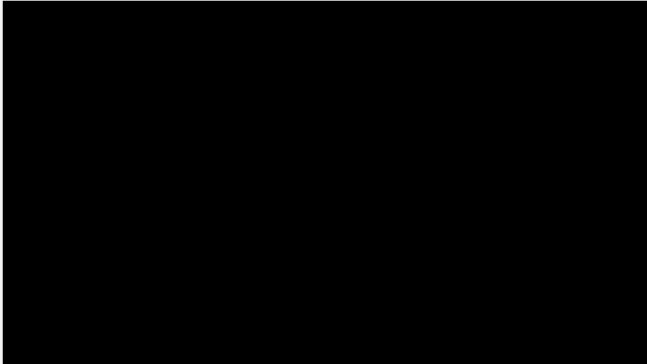
In 2017, we engaged in Positive Accountability Plan with key stakeholders



Environment is not ideal for an incumbent – 30% Right Direction, 49% Wrong Track

Wolf remains personally popular – 49% Favorable, 44% Unfavorable. But has problems in key regions

Public is unaware of Wolf's record – 14 point gap on education approval rating



AMERICA WORKS ADVERTISEMENTS

- \$2 Million Ad Buy in Pittsburgh MM & Scranton-Wilkes Barre MM.
- Ran from November through December.
- Leveraged additional \$2 million for digital & field

MAKING A DIFFERENCE

Upon completion of the broadcast portion of the Positive Accountability Plan, we've seen improvement in Governor Wolf's numbers. This momentum will be carried into 2018 via a coordinated field & digital campaign



62% of voters in targeted MMs have seen the messages. Generating much more positive responses.

+10 pt swing in Favorability in the Pittsburgh MM, and +5 point swing in SWB MM

Statewide favorability is now 50 Fav/42 UnFav. Driven largely by improvements with Republicans

#2 – EDUCATION & ENGAGEMENT

PSEA PENNSYLVANIA STATE EDUCATION ASSOCIATION
The Power of a Great Education

My PSEA Login | Join PSEA

Search

About PSEA | Issues & Action | News & Events | For Members

Educators for Wolf

The 2018 race for Pennsylvania's governor is a campaign for the future of Pennsylvania's public schools.

We need educators and support professionals to join the fight for our schools, our students, and our professions and help us re-elect Gov. Tom Wolf.

Sign up today to become an Educator for Wolf.

Educators for WOLF

Name*

Member ID #

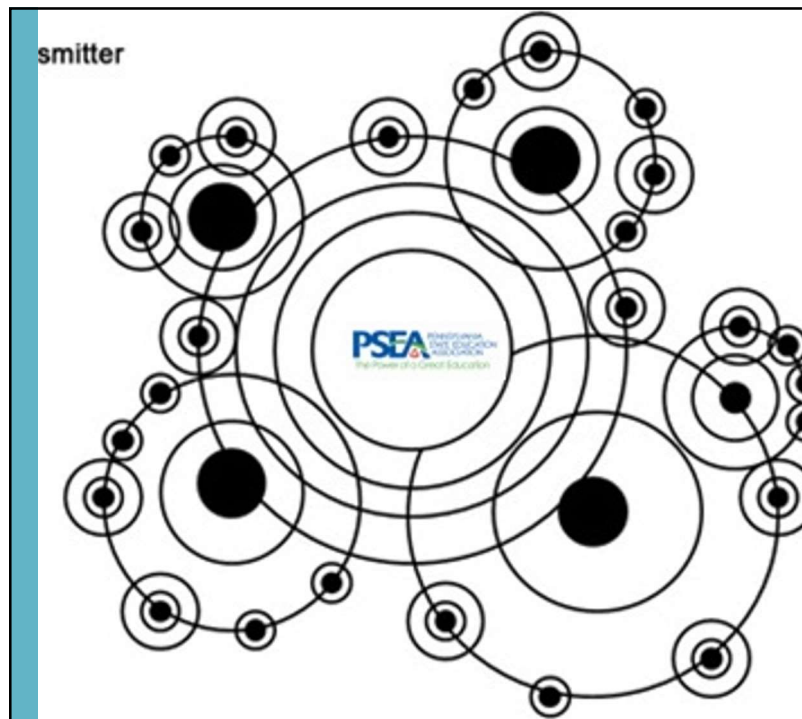
Local association*

Email address*

Cell Phone*

OK to text*

- Launched Educators for Wolf in late 2017 to avoid repeating the mistakes of 2016.
 - Educate
 - Constant campaign updates
 - Issues, positions, talking points
 - Access to campaign briefings
 - Engage
 - Supplying activism tasks
 - Training webinars
 - Plugging into campaign/PSEA
 - Advocate
- Sign up page: www.psea.org/efw



ORGANIC ACTIVISM

- We can't manufacture advocacy out of Harrisburg!
- PSEA members must be the transmitter.
- Watch for updates during the upcoming budget process.

#3 – MEMBER STIPEND PROGRAM



Summer 2018

- 8 Week Program to raise awareness of Governor Wolf's education agenda/record
- PSEA members working in teams to build relationships with targeted voters:
 - Pro-public education
 - Independent minded
 - Concerned about education issues
- Leveraging our 'trusted messengers' and enhancing our post-campaign politics



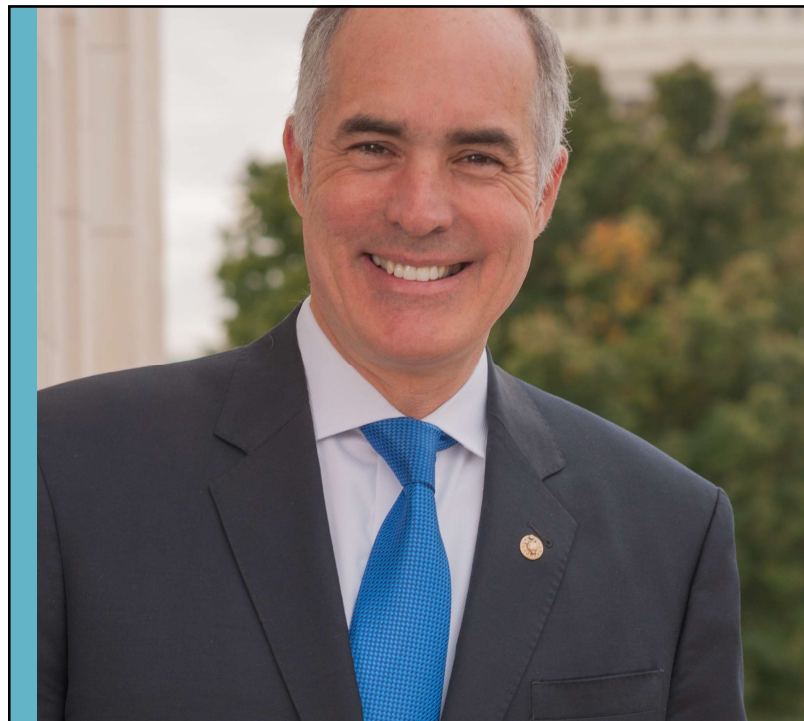
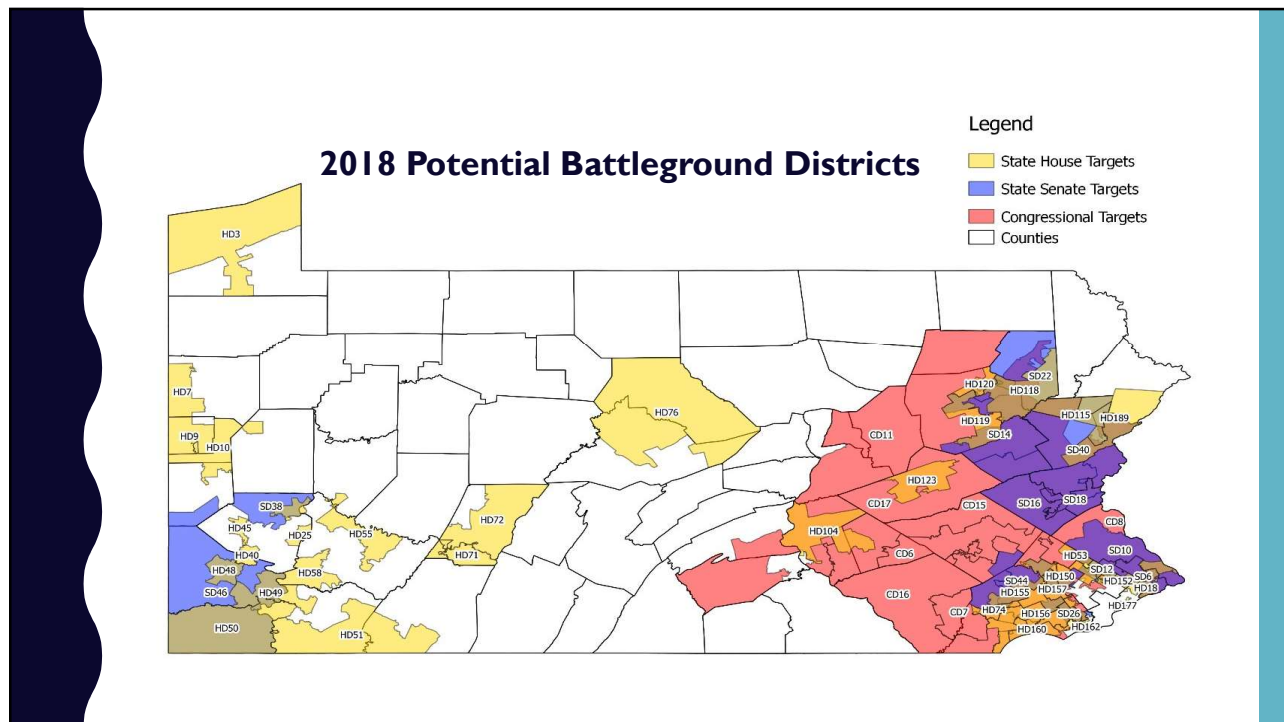
MEMBER STIPEND PROGRAM IN ACTION

1. Recruitment
 - February - April
2. Targeting
 - Limited universe of education-minded voters
3. Training
 - Early-June training in Harrisburg
4. Teamwork
 - Support from Harrisburg, local/team management

**THIS IS A LOT OF WORK...BUT IF WE
DON'T DO IT, WHO WILL BE TALKING TO
THESE VOTERS???**



**WHAT ELSE
WILL WE BE
WORKING ON...**



AND WE CAN'T FORGET ABOUT...

- Sen. Casey will face a unique challenge from Cong. Lou Barletta
- Expect upwards of \$150 million spent on this race
- Environment should favor Casey, but we won't get a free pass

TAKEAWAYS...

1.

Stay engaged & informed:

- Sign up to be an Educator for Wolf
- Spread the word on EfW

2.

Advocate:

- Use your voice & your network
- Join the member stipend program

3. **LEAD & WIN**

