CONGRESSIONAL LEADERSHIP FUND

TO: Interested Parties
FROM: Dan Conston, CLF President
DATE: November 6, 2023
RE: Where the House Stands One Year Out

One year out from Election Day 2024, House Republicans stand in a strong position to hold and grow their majority. In the time since Mike Johnson became Speaker, I have seen firsthand his eagerness and determination to invest in the fight to expand the House majority. Speaker Johnson is already leading the House with a thoughtful, steady hand for the Republican majority – as it exists today and will grow next fall.

The House leadership team is focused on an agenda that grows our economy and shrinks Biden's inflation, imposes some fiscal commonsense on Washington, keeps our communities safe, and stands with Israel, our greatest ally in the Middle East.

Former Speaker McCarthy laid an excellent foundation with cash-flush incumbents and a third-straight stellar class of recruits. CLF is in the strongest financial position in its history. Speaker Johnson has taken the baton and is already building upon this foundation to lead Republicans to victory in 2024.

To underscore our opportunity in 2024, **we surveyed four Biden-won, Republican-held districts just last week.** The political environment is strong and our targeted incumbents' images are entirely distinct from the national party. In another notable development, the North Carolina legislature approved a new congressional map that guarantees Republicans will pick up at least three new seats.

The Current State of Play

1. **NEW polling illustrates the strength of our incumbents in key races.**
2. Republican incumbents are in dominating financial positions.
3. Recruitment is nearly complete in top pick-up races, and GOP recruits are far superior to DEM recruits.
4. The Blue State Project is our *all in* approach to win the toughest and most expensive races.

1) NEW Polling Reiterates the Strength of Our Incumbents & Strong Political Environment

We have seen time and again that strong House Republican candidates and Members run well ahead of other Republicans. To that end, we conducted surveys in four Biden-won GOP-held districts over the last week. Despite what you hear on cable news, the political environment remains strong, as Republicans lead on the generic ballot in all four Biden-won districts.

Between October 18th and 25th, CLF surveyed 4 key incumbent districts (CA-27, NY-01, NY-17, VA-02)
☐ Average 2020 Presidential Result: Biden +6%
☐ Average Named Ballot October 2023: Republican +9%
☐ Average Generic Ballot October 2023: Republican +6%

These new surveys also demonstrate that Republican incumbents are cultivating their own individual brands, well ahead of the generic "Republican in Congress" brand. They are built to win even if the political environment isn't as strong as it is today. Democrats have insisted that recent House events will endanger Republicans next November. However, when we posed the question to voters, they agreed by wide margins that their Member is working to end the chaos in Washington.

	Net Image: Individual GOP Member Image vs. "Republicans in Congress" Image	Net Agree: "GOP Member is working to end chaos in Congress"
CA-27 (Garcia)	**+16%**	**+17%**
NY-01 (LaLota)	**+19%**	**+23%**
NY-17 (Lawler)	**+29%**	**+22%**
VA-02 (Kiggans)	**+15%**	**+21%**

2) Republican Incumbents Are in A Strong Financial Position

Over the past year, Republican incumbents have built up a formidable war chest. This was not by accident. It is thanks to a concerted effort by talented Members, former Speaker McCarthy's JFC, House Republican Leadership fundraising, and the NRCC prioritizing candidate dollars.

The average targeted Republican has nearly $1.5 million cash on hand. The 33 battleground Republican incumbents have raised a combined $19.1 million compared to the $14.7 million from 31 Democratic frontliners.

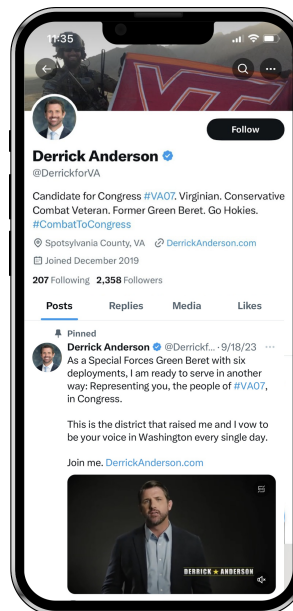## 3) Republicans' Recruitment Is Far Superior to Democrats' Recruitment

Recruitment in competitive races is nearly complete, and once again we have a stellar recruiting class. Analysts have taken note of how much stronger our recruits are compared to Democrats' lackluster recruits.

Republicans continue recruiting star candidates.
Elevating high-quality recruits was a key difference maker in winning seats in 2020 and 2022.

Your support of CLF has helped elect and re-elect standout candidates nationwide, like Juan Ciscomani (AZ-06), John James, (MI-10), Tom Kean, Jr. (NJ-07), Nicole Malliotakis (NY-11), Lori Chavez-DeRemer (OR-05), Monica De La Cruz (TX-15), Burgess Owens (UT-04), Jen Kiggans (VA-02), and so many more.

In 2024, we have the opportunity to elect more star candidates of character, like Craig Riedel (OH-09), Tom Barrett (MI-07), Derrick Anderson (VA-07), a Green Beret and attorney, and Alison Esposito (NY-18), a 25-year NYPD officer and former NY Lieutenant Governor nominee, among others.

Click phone to play video.

Democrats' "dismal" candidate recruitment

As Republicans excel, Democrats are failing on recruitment. [Politico](#) recently noted that *"Democrats face an uphill climb"* and even referred to candidate fundraising as *"dismal."* They still have [major recruitment holes](#) in some of their more important pickup opportunities. **Democrats also face messy primary problems**, with [Axios](#) noting that in a number of the top tier races, the more extreme progressive candidates (who would be less appealing in a general election) are leading the primary field.

Blue State Project

The Republican majority runs through competitive districts in "safe" Democratic states. Three-fourths of our key defensive seats are in blue states, and eleven of those incumbents are in the New York and LA media markets alone - some of the most expensive media markets in the nation. Competing to win in a presidential year requires an all-of-the-above approach with meaningful and early investments by CLF.

Swing voters in blue states are different from swing voters in swing states. With these voters, we focus on the failures of far-left governance in these states, reaching swing voters fed up with soaring costs and out-of-control crime.

As these blue states exist in a vacuum outside of the presidential, the Republican party infrastructure isn't present in the same way, meaning we must create our own infrastructure tailored around:
- Grassroots Voter Contact (field, phones, texting, direct mail),
- Turnout Efforts (early and absentee voting),
- Unique Persuasion Advertising (capturing the frustration of swing voters in deep blue failed states).

One Year From Election Day, We Are Marching Forward

Speaker Mike Johnson has hit the ground running. In his first week, Speaker Mike Johnson aided the NRCC in achieving its best digital fundraising week of the cycle, [bringing in $1 million](#).

The American people want their government to work for them, and our recent surveys show that voters know their Republican Members are doing exactly that. We have all-star Republican candidates with clear vision and resolve to get our country back on track, who will capitalize on the current environment that's ripe for expansion. Our Blue State Project is well underway, and we are taking the necessary steps for an all-the-above approach to boost stellar candidates and defend our incumbents.

One year out, CLF enters this key stage strong and ready to grow this critically important House majority.