
From: Ryan Deeter
Sent: Tuesday, July 18, 2017 10:38 AM
To: Angela Bryant; Ben Clark; Daniel T. Blue Jr.; Don Davis; Erica Smith Ingram; Floyd Mckissick; Gladys A. Robinson; Jay Chaudhuri; Jeff Jackson; Joel Ford; Judith Waddell; Mike Woodard; Paul Lowe, Jr.; Terry Van Duyn; Valerie Foushee
Cc: teddya1986@gmail.com; laerudd@embarqmail.com; Julia Buckner; Rachel Rogers
Subject: Break the Majority Launch and Press Kit
Attachments: Break the Majority Press Kit vF.PDF

Senators,

Today, the NCDP and Governor Cooper launched a new partnership called Break the Majority, which is focused on supporting Democratic candidates and holding Republicans accountable for their backwards and divisive agenda. The [Break the Majority website can be found here](#); the [full press release here](#); and a [POLITICO story announcing the initiative here](#).

Attached is a press kit with additional background on the new initiative, including topline talking points, a sample question-and-answer, and sample social media posts and graphics. **Please share the new initiative with your social media networks. Below are sample posts, graphics, and suggested hashtags.**

Please let me know if you have any questions.

Thanks,
Ryan

Social Media Guidance

Suggested Hashtag

#BreaktheMajority
#ncpol

Websites / Articles to Use:

breakthemajority.com
<http://politi.co/2uDFX21>

Social graphics

[Click Here](#) to view graphics. To use: 1) Download, save to your computer; 2) attach to social media post

Suggested Twitter Posts

[@NC_Governor](#) & [@NCDemParty](#) are fighting back against gerrymandering. Join the fight #BreaktheMajority
breakthemajority.com

GOP legislators drew some of the most gerrymandered districts in the country. Hold them accountable:
#BreaktheMajority breakthemajority.com

RT if you agree: It's time to end gerrymandering #BreaktheMajority breakthemajority.com

RT if you're in to #BreaktheMajority in the #NCGA. breakthemajority.com

RT if you agree: voters should elect their representatives, not the other way around #BreaktheMajority
breakthemajority.com

The system is rigged -- but Democrats have a plan to end GOP gerrymandering &
#BreaktheMajority breakthemajority.com

Republicans rigged the system - but we have a plan to give power back to NC voters. Learn more: breakthemajority.com
#BreaktheMajority

NC's illegal Republican #NCGA has wreaked havoc on our state. It's time to #BreaktheMajority breakthemajority.com

Suggested Facebook Posts

NC's most extreme and divisive laws were drawn up by an unconstitutionally elected legislature. There's only one
solution to fix their wrongs -- break the majority. Join us: breakthemajority.com

In partnership with Governor Cooper, NC Democrats are fighting back hard against gerrymandering. Join us:
breakthemajority.com

NC Republican legislators drew some of the most gerrymandered districts in the country. Governor Cooper and NC
Democrats have a plan to fix it: breakthemajority.com

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Visit www.ncdp.org to make a secure online contribution or mail
contributions to: PO Box 1926 Raleigh, NC 27602



Break the Majority Press Kit
July 18, 2017

Background

Today, the North Carolina Democratic Party and Governor Roy Cooper announced a new, unprecedented partnership to break the Republican supermajority in the General Assembly. The new initiative, Break the Majority, is focused on supporting Democratic candidates through wall-to-wall campaign support and holding Republican legislators accountable for their extreme agenda.

The goal of legislators should be to explain to local media, constituents, and their network how this new initiative will change the political calculus in North Carolina. Included in this press kit are topline talking points, questions and answers about Break the Majority, a sample press release, and social media guidance and graphics.

- I – Topline Talking Points
- II – Sample Q&A
- III – Sample Press Release
- IV – Social Media Guidance

I – Topline Talking Points

Break the Majority is an unprecedented investment in state-level races

- For too long the Democratic Party has ignored these critical races while the Koch Brothers and their front groups picked off state legislatures. We need to compete in these vital races so we can take back control of the legislature.
- Governor Cooper has already raised \$1 million for Break the Majority.
- This effort is critical. If we don't take back control by 2020, then the same Republicans who drew unconstitutional maps in 2011 will do it again in 2021.

We need to break the Republican supermajority – and its stranglehold on our state.

- Republicans have used partisan and racial gerrymandering to rig the system so they could hold power.
- In 2016, half the North Carolina House candidates ran with no major opposition. In the Senate it was a third who ran with no major opposition.
- Democratic legislators got nearly half the vote statewide, but hold only 36% of the seats.
- Undemocratic and unconstitutional districts have taken our state in the wrong direction. Laws like HB2, budgets that give tax giveaways to the wealthy at the expense of public schools, and the worst voter suppression law in the country – all were made possible because of gerrymandered districts.

- The Supreme Court has unanimously agreed that these districts were drawn illegally, and with better maps we have an opportunity to take back legislative seats and put our state back on the right path.

This is only possible through Governor Cooper's leadership and guidance on how to reach voters and raise the resources we need.

- Governor Cooper is taking the campaign lessons learned in 2016 into state legislative races.
- That includes setting a positive agenda for our party built around fighting for things like better teacher pay, tuition-free community college, and serious economic development that will bring jobs to every corner of our state.
- Governor Cooper is also raising the resources state level campaigns need to fight.

The only solution is to break the majority – from the ground up.

- We can't look to Washington to help our state, especially under the current administration.
- We need to invest in local races, state house, state senate, mayor, city council – these are the people able to most directly respond to what people need. A focus on local races will guide our party from the grassroots up.
- Break the Majority will then provide the resources we need to wage ground games and air cover in every district – it will be a full-throated campaign with field, TV, radio, digital, mail, everything.
- A lot of these Republican legislators have never had to run in fair districts. This will be the fight of their political lives.

II – Sample Q&A

What's different about this initiative from past state-level campaigns?

- Break the Majority is an unprecedented investment in state-level races. Governor Cooper has already raised more than \$1 million for it.
- Through Governor Cooper's leadership, Break the Majority will take the lessons of a winning state-wide campaign and apply it to local races.
- For too long the Democratic Party has ignored these critical races while the Koch Brothers and their front groups picked off state legislatures.
- This effort is critical. If we don't take back control by 2020, then the same Republicans who drew unconstitutional maps in 2011 will do it again in 2021.

Why is this being announced now? What's the significance?

- After 2016, Democrats spent time asking ourselves what we need to do better. Immediately, almost every Democrat agreed that we need to re-focus on local and state elections.
- Republicans have spent years investing in local races – taking over statehouses and Governor's mansions, drawing maps to protect their majorities, building a pipeline of candidates and enacting their policies on everything from voting rights to healthcare to education.
- Democrats cannot overlook these races anymore. If we fail to gain majorities by 2020, then Republicans will continue to draw the maps for another decade.

How will this work practically?

- The North Carolina Democratic Party and Governor Cooper will serve two main functions through Break the Majority: supporting Democratic candidates and holding Republicans accountable.
- Governor Cooper will help set our party's positive agenda, and offer strategic guidance and help raising the resources to compete in every district.
- Then NCDP through Break the Majority will help establish full-throated campaigns with field, TV, radio, digital, mail, you name it. NCDP will also ensure that Republican members who thought they were in safe districts answer to their constituents for their extreme agenda.
- A lot of these Republican legislators have never had to run in fair districts. This will be the fight of their political lives.

IV – Suggested Social Media:

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breakthemajority.com

Unconstitutionally elected GOP passed:

- ✗ HB2
 - ✗ Voter suppression
 - ✗ Budgets that shortchange public education
- Time to #BreaktheMajority

Republicans rigged the system - but we have a plan to give power back to NC voters. Learn more:
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