



TO: Interested Parties
FR: Dan Farough, Campaign Manager, Peters for Michigan
RE: MEMO: Gary Peters Battle-tested and prepared to win in 2020
DATE: June 3, 2019

With just over 17 months until November 2020, Peters for Michigan is wasting no time getting ahead of the game, highlighting Gary's accomplishments, breaking fundraising records, and preparing to take on any of the flawed Republican challengers who may enter the race. Here's how the Peters for Michigan team is getting ready for the Senator's first re-election campaign:

Running on Gary's Strengths

When Gary was first elected to Congress in 2008, he took on an entrenched, popular incumbent in a district that had been represented by Republicans for more than 100 years. He won that race by 10 points.

In 2010, Gary overcame a Republican tsunami in Michigan, securing re-election even while the Republican nominee for governor won his district by more than 25 points and Republicans swept the state winning every statewide office.

In 2012, Republicans tried to gerrymander Gary out of his district, dividing it into four pieces, but he still went on to win a competitive Democratic primary against another member of Congress by double digits before winning a newly drawn House seat with 82 percent of the vote.

In 2014, another brutal election year for Democrats, Gary won statewide by 13 points having received the most votes of any candidate against an opponent who won 55% of the vote twice before, and became the only freshman Democratic Senator elected in a cycle when Democrats lost nine seats.

Gary's back-to-back success in these federal races is the one constant across four very different cycles and against four very different opponents — and it's clear why. From his work to [bring down the cost of health care coverage and lower the price of prescription drugs](#), to [promoting skills training](#) and [making college more affordable](#) and [protecting](#)

[the Great Lakes](#), Gary has proven himself to be the kind of public servant who doesn't waste time grandstanding and instead focuses on getting the job done.

Up North Live: [“Sen. Peters, Air Force Assistant Secretary Holds PFAS Town Hall In Oscoda.”](#) [Up North Live, 4/25/19]

Detroit Free Press: [“Federal Government Pays Millions To The Dead Every Year. Sen. Peters Is Trying To End That.”](#) [Detroit Free Press, 5/13/19]

Detroit News: [“Peters Tours Wayne County Communities Hit By Flooding.”](#) [Detroit News, 5/5/19]

Michigan Radio: [“Senator Gary Peters Holds Summit Examining Rising Costs Of Climate Change.”](#) [Michigan Radio, 4/23/19]

WLUC-TV: [Peters Announced “A Grant Totaling \\$19.2 Million To The Michigan Department Of Transportation \(MDOT\) For Disaster Recovery Projects In Gogebic, Houghton And Menominee Counties.”](#) [WLUC-TV, 2/6/19]

Gary is battle-tested, and his record continues to resonate with Michiganders who respect his service to our country, agree with his belief that we need to cut government waste, and recognize his [effectiveness](#) and commitment to bipartisanship in the U.S. Senate.

Resources to Win

Gary began the 2020 cycle by breaking Michigan's [fundraising record](#): he raised \$1.9 million in the first quarter of 2019 – more than any other candidate in state history. With \$3 million cash-on-hand, our campaign has a critical head start on the resource race and is building on the success Michigan Democrats earned in 2018 when we flipped the Governor, Attorney General and Secretary of State offices and CD8 and CD11 while re-electing Senator Debbie Stabenow.

As Democrats surged last November, Republicans are still struggling to defend their unpopular policies that would drive up health care costs, eliminate protections for pre-existing conditions, and jeopardize funding to protect the Great Lakes. This is why President Trump's job approval in Michigan is stuck in the low 40s and will continue to be a liability for Republicans running in 2020.

Flawed Republican Field

Washington Republicans want failed 2018 Senate candidate John James to run for either the U.S. Senate again or a Congressional seat – a warning that the entrenched interests in Washington think he'd be a reliable vote for them instead of Michiganders.

If James does run, he'll start the race by having to explain [why he deleted hundreds of social media posts](#) where he made damaging statements about tearing down protections for pre-existing conditions coverage and standing by President Trump's agenda “2,000 percent” – including when that agenda slashed Great Lakes funding.

James will also have to defend an uncompromising view on women's reproductive rights at a time when Republican-controlled states are rushing to ban abortion – even in cases of rape and incest. Where does he stand now?

Finally, James lost to Senator Stabenow by a convincing 6.5 points and underperformed in the very areas where Republicans incredulously claim he will excel. James lost Wayne, Macomb and Oakland counties by more than 350,000 votes in November; Gary carried those same counties by more than 330,000 votes in 2014, despite a tough political environment for Democrats.

Bottom line: Gary is starting this cycle with the record and the resources to take on any Republican challenger who emerges, and he is prepared to not only win re-election but also continue serving Michigan effectively for another six years in the U.S. Senate.

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