

Memorandum

RE: Serve America Candidates Poised to Win Tough Races

To: Interested Parties

Date: October 18, 2018

Today, [Serve America PAC](#) rolled out its final two endorsements of the cycle, John Fetterman (Lt. Governor nominee in Pennsylvania and City Year veteran) and Xotchil Torres Small (Congressional Candidate, NM-02 and a New Generation Leader).

After November 2016, Seth identified the need to recruit and support quality candidates up and down the ballot who represent a new generation of leadership and will put country over party. Beginning with veterans and expanding to candidates who embody service -- whether a Teach for America alum or a former intelligence officer -- Serve America candidates all have the courage to be honest about the challenges we face and the resolve to do something about them. These candidates represent an exciting new generation of leaders who will build the Democratic bench across the country.

Seth is committed to winning back the House of Representatives and Serve America is working with 34 House candidates. Additionally, we know that great service talent is running for a variety of offices, and Seth endorsed and is working with candidates for Governor, Lt. Governor, Agriculture Commissioner, State Senate, State House, and Mayor.

Serve America and Seth are committing substantial resources and providing one-on-one support to these candidates throughout their campaigns and will be there with them every step of the way to Election Day. Seth is deploying 16 members of his team to 13 races for the final push, in states including Colorado, Illinois, Kentucky, Maine, Michigan, Minnesota, New Jersey, Ohio, Texas, and Virginia. In addition, Serve America is making donations to state parties and committees in Alabama, Iowa, Michigan, New Hampshire, North Carolina, Tennessee, and Wisconsin.

Seth will also be traveling to stump for candidates in Kentucky, New Jersey, Ohio, and Pennsylvania in the coming weeks.

Serve America Candidates:

Serve America has endorsed 67 candidates in 28 states. A full list of candidates who represent a new generation of service-driven leadership can be found here: www.serveamericapac.com

Resources to Compete and Win: So far during the 2018 cycle, Seth has raised over \$6 million dollars between Serve America PAC, Serve America Victory Fund, and Serve America Women's Victory Fund. Of that, over \$4 million - more than 65% - has gone directly to candidates, campaigns, and committees. In addition, Serve America PAC has provided learning opportunities for our candidates including a [trip to the border](#). Seth - and the candidates - got a first-hand look at all parts of our broken immigration system, speaking privately with asylum seekers, detainees, law enforcement, deported vets, deported immigrants, activists, and legal

experts. The trip provided direct contact with our immigration system and offered the Serve America candidates an opportunity to dig into the issue at the ground level.

Ground Game: In addition to the on-the-ground support, our staff will be participating in a peer-to-peer text messaging GOTV for campaigns as well as phone banking in the final push.

Mentorship: Through conference calls, one-on-one meetings, and a private Slack channel, Seth has offered counsel and advice to candidates throughout the course of this election cycle. This has included offering advice on how to respond to attacks, debate prep, best practices for GOTV, and making connections with political influencers and donors.

Staff Support: In addition to the support Seth gives directly to candidates, Serve America's team has been a hands-on resource to campaigns. Serve America has provided debate books, workshops including seminars on debate prep, and best GOTV practices. Serve America has also worked to help amplify candidate messages on social media platforms and helped to create a community among campaigns. While other PA Cs cut a check and leave, Serve America becomes an embedded resource for the candidates and campaigns we are supporting.

What Others Are Saying:

"I could count on two hands the number of people who have been as actively engaged in finding good people to run. Seth's efforts have been exceptional." – Rep. Denny Heck, D-WA, DCCC Recruitment Chairman [[Boston Globe, Moulton aims to build network of military veterans running for House seats, 2/8/18](#)]

"[Moulton has] created a network of people who are able to lean on each other, share experiences, discuss what the campaigns are like" - Abigail Spanberger, D-VA [[McClatchy, Inside the veteran candidate network fighting to remake the Democratic Party, 10/16/2018](#)]

"To the group of now 35 Democratic candidates he's backing, Congressman Seth Moulton is an essential part of building a network of support and raising the money they believe will help them win in November." [[POLITICO, "We Have A Commander In Chief We Fundamentally Can't Trust" 6/26/18](#)]

"The Seth Moulton brand I know is helping veterans with a record of public service and a record of putting country over party,' Ortiz Jones said. If that's his brand, then sign me up,' Jones said. 'Because that's something I'm about.'" – Candidate Gina Ortiz, D-TX [[Boston Globe, Moulton aims to build network of military veterans running for House seats, 2/8/18](#)]

"I think [Moulton] really represents that new generation of leadership that's stepping up to approach politics in a different way,' said Jason Crow, a Colorado Democrat who is running against Republican Rep. Mike Coffman this year. Crow, who campaigned with Moulton throughout the district this week (and also has DCCC backing), argued that Moulton is 'leading the way; in changing 'the entire culture of politics in Washington.'" [[Buzzfeed, "Seth Moulton Is Building A Political Army. But He's Not Sure What Comes Next." 8/10/18](#)]