

Biden 2020 campaign toolbox


An overview of former Vice President Biden's campaign for the 2020 presidential election including advertising spending, campaign staff, and more

July 29, 2020

Producer

National Journal Presentation Center

Roadmap

- 
- Campaign overview
 - Fundraising and spending
 - Endorsements
 - Potential VP and cabinet picks
 - Polling

Biden for President campaign overview

Slogan:
"Our Best Days Still Lie Ahead"

Headquarters:
Philadelphia, PA

Website:
joebiden.com

Key Staff

Campaign Manager
Jennifer O'Malley
Dillon

**Deputy Manager
and Comms Dir.**
Kate Bedingfield

Political Director
Erin Wilson

Chief of Staff
Zeppa Kreager

**General Election
Strategist**
Greg Schultz

**Deputy Campaign
Manager**
Pete Kavanaugh

**Deputy Campaign
Manager**
Rufus Gifford

**National Press
Secretary**
Jamal Brown

**National Press
Secretary**
TJ Ducklo

**Traveling National
Press Secretary**
Remi Yamamoto

**Deputy Campaign
Manager**
Natalie Quillian

**National Organizing
Director**
Kurt Bagley

**National Finance
Director**
Katie Petrelius

Digital Director
Rob Flaherty

**Chief Financial
Officer**
Saloni Multani

Senior Advisors

Symone Sanders
Strategist and CNN
political commentator

Cristobal Alex
Former President,
Latino Victory Project

Brandon English
Senior advisor, GPS
IMPACT

Anita Dunn
Managing director,
SKDKnickerbocker

Karine Jean-Pierre
Political analyst,
MSNBC

Former Vice President Biden has quickly adapted his campaigning efforts amid the coronavirus pandemic



Campaign podcast

- On March 29th, Biden launched “Here’s the Deal”
- The podcast has featured former 2020 presidential contenders including Gov. Jay Inslee (D-WA) and Sen. Amy Klobuchar (D-MN)
- The podcast has not only focused on the coronavirus pandemic, but has also featured conversations on climate change and the upcoming election



Virtual events

- The Biden campaign is hosting events and fundraisers in a digital format
- A virtual fundraiser for Chicago area high-dollar donors will include a Q&A session with Biden and former Obama Commerce Secretary Penny Pritzker
- The Biden campaign also hosted a virtual town hall with Sen. Kamala Harris (D-CA) about the “disproportionate impact of COVID-19 on communities of color.”



Social media livestreams


- Biden has begun to utilize social media platforms such as Facebook for live-streamed speeches and Q&A videos, and Instagram where he recently joined a quarantine party hosted by DJ D-Nice
- Sen. Sanders’ endorsement was announced via a live-stream on social media where he joined Biden and they talked about various issues



Local news appearances

- In response to decreased visibility due to the coronavirus outbreak, Biden has been interviewed by outlets in battleground states to air before Trump’s briefings
- The appearances are aimed at groups of voters that are key to Biden’s election in November, such as suburban residents, younger voters, and nonwhite voters

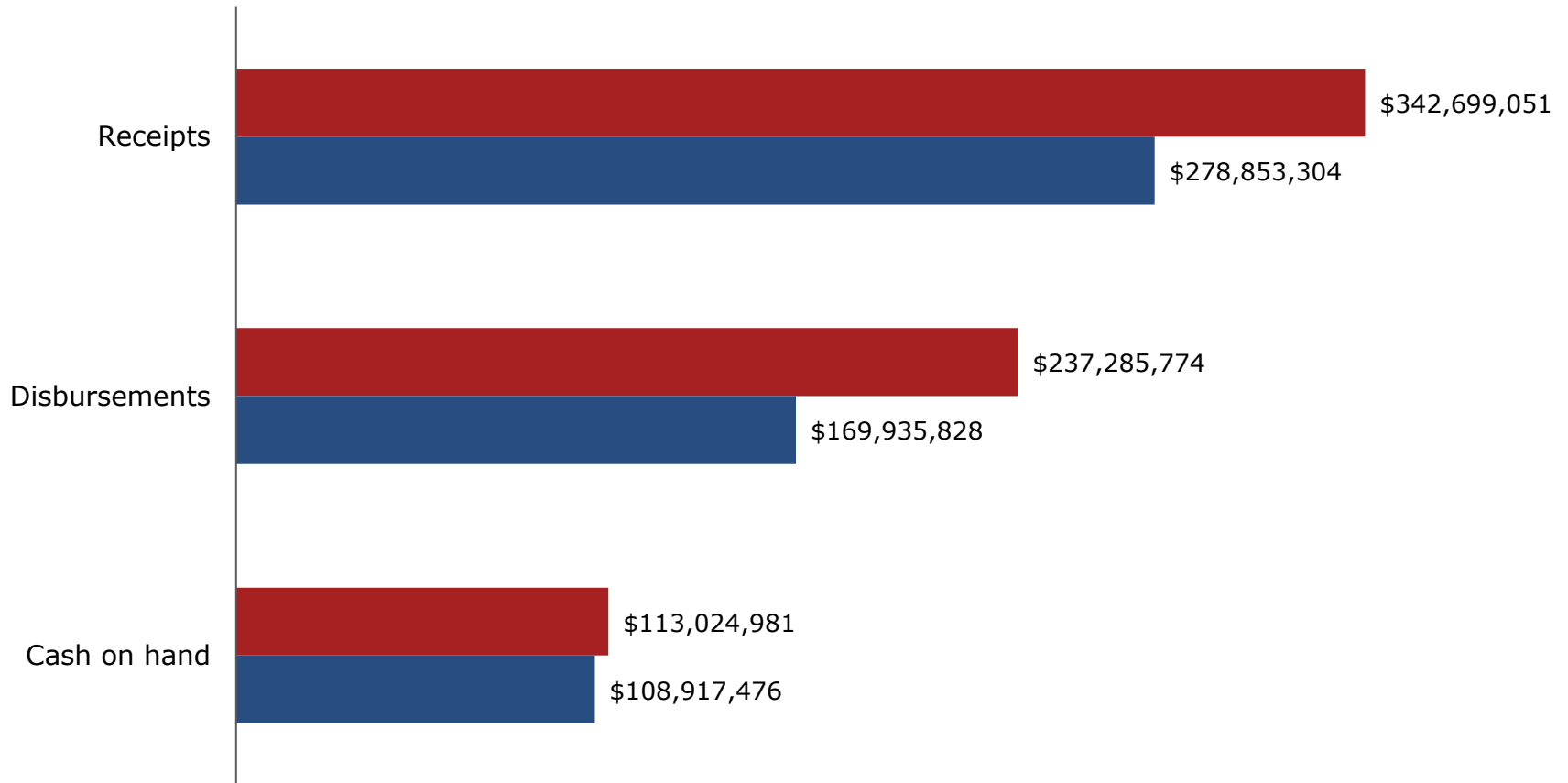
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So far, President Trump has outraised former Vice President Biden

FEC FILINGS AS OF JUNE 30, 2020

■ President Donald Trump ■ Former Vice President Biden

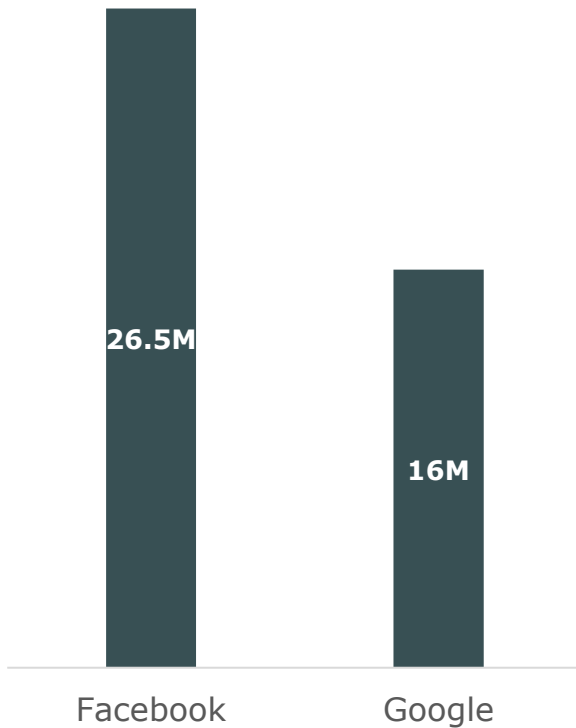


Sources: Federal Election Commission.

Slide last updated on: July 24, 2020

Spotlight: advertising spending and media presence

SPENDING BETWEEN JAN. 5, 2019 AND JUL. 18, 2020



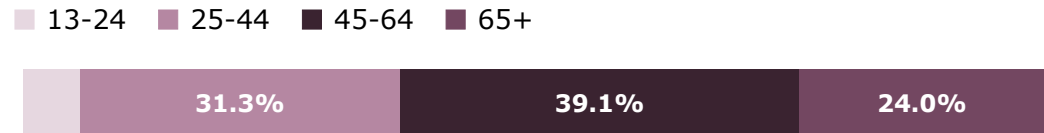
Facebook likes: 1.9 million	Twitter followers: 7.4 million	Instagram followers: 2.9 million
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The Biden campaign announced its first TV ad buy of the general election, a **\$15 million investment**, in June 2020. The ads will air in Arizona, Florida, Michigan, North Carolina, Pennsylvania, and Wisconsin as well as on national cable, with **Spanish-language ads** to be aired specifically in Arizona and Florida.

Targeted Facebook spending by gender




Targeted Facebook spending by age group



Note: Social media counts are sourced from campaign social media accounts for contenders that also have official House or Senate accounts

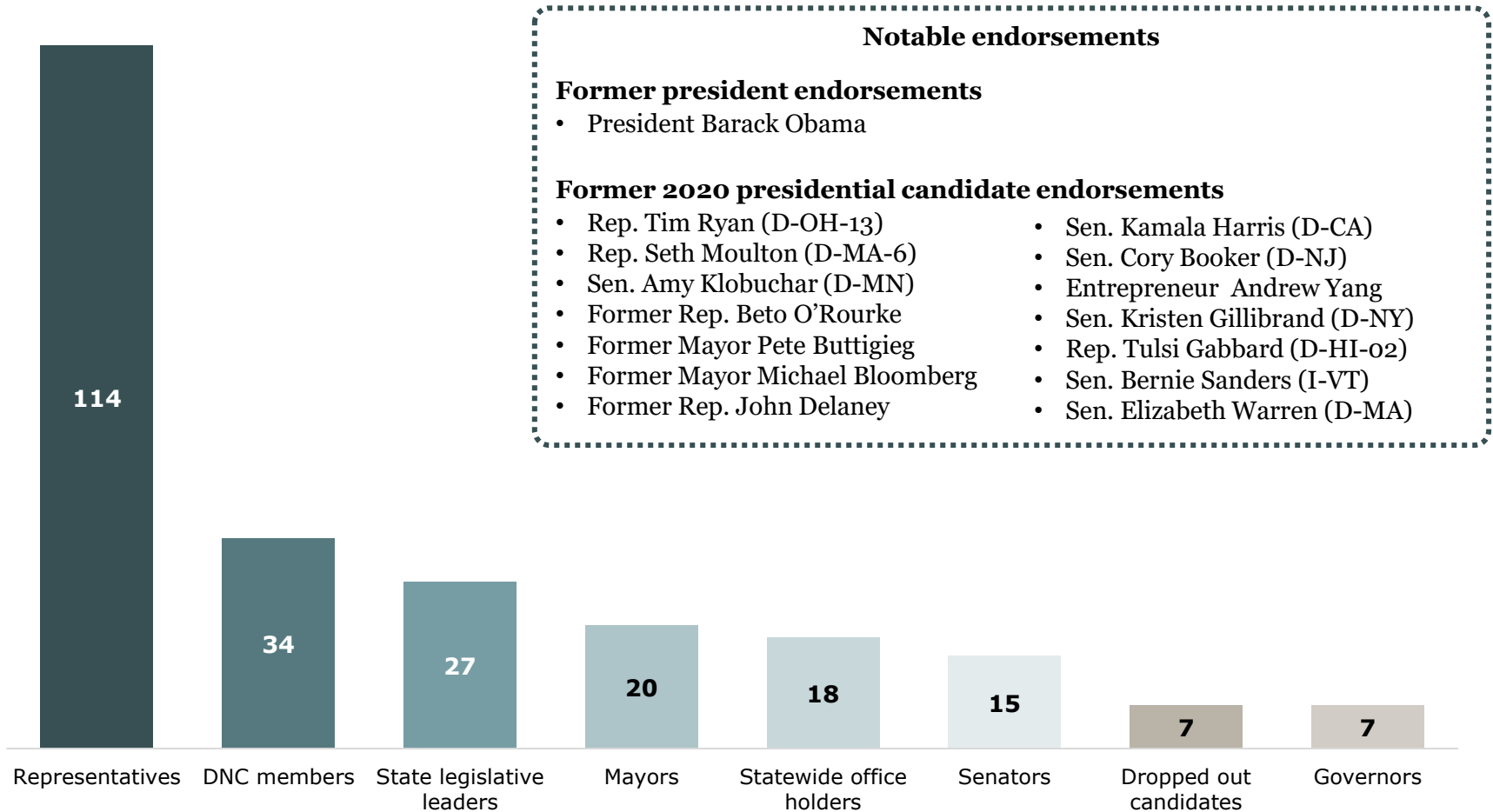
Sources: National Journal Research, Bully Pulpit Interactive, New York Times.

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Former VP Joe Biden received over 100 endorsements from U.S. representatives during the primaries

ENDORSEMENTS AS OF APRIL 8, 2020



Sources: FiveThirtyEight, Slate, CBS News.

Slide last updated on: April 28, 2020

A handful of prominent Republicans have publicly announced their refusal to vote for Trump in 2020 and their endorsement of Biden



Carly Fiorina

The former presidential candidate said that **she will be voting for Biden** in 2020, as she felt the United States needed “real leadership that could unify the country.”



Colin Powell

In the wake of George Floyd’s death and the ensuing protests, the former Secretary of State announced that **he will be voting for Biden** in 2020. He claimed that Trump has “drifted away” from the Constitution and he is particularly troubled by Trump’s “way in which he was going around insulting...anybody who dared who dared to speak against him.”



Sen. Mitt Romney (R-UT)

Romney voted to convict President Trump in February’s impeachment trial and announced that he would not be voting for Trump in 2020. However, Romney has been upfront that he will not vote for the Democratic candidate, telling The Atlantic that he might write in his wife’s name instead, as he did in 2016.

Undecided Republicans

- **Senator Lisa Murkowski (R-AK)** said she was “struggling” to support Trump’s re-election following James Mattis’ public rebuke of the president
- **Former president George W. Bush** has reportedly decided not to support Trump in 2020, although he has not yet made any public statements
- Former Florida governor **Jeb Bush** also is currently undecided
- **Cindy McCain**, Sen. John McCain’s widow, will supposedly vote for Biden, but hasn’t made any public statements

Other noteworthy Republicans

- **James Mattis**, although a non-partisan former military leader, has openly denounced Trump after leaving his administration
- Following the George Floyd-related protests, Mattis labeled Trump “the first president in my lifetime who does not try to unite the American people”
- Similarly, **John Kelly**, Trump’s former chief of staff and homeland security secretary, publicly stated that he agreed with Mattis’ critiques

Republican Party members have recently established a number of anti-Trump and pro-Biden PACs and organizations

43 Alumni for Biden

Founded July 2020

- Includes hundreds of **members of George W. Bush's administration**, including former Cabinet members and other senior advisers
- Plans to make public a list of its some of its higher-profile members in the next few weeks
- Distinguishes itself with a greater emphasis on “positive messages to reinforce Biden's campaign”

Right Side PAC

Founded June 2020

- Founded by Matt Borges, the former head of the Ohio Republican Party, and Anthony Scaramucci, Trump's former White House communications director
- Initially **targeting battleground states** of Michigan, Wisconsin, Pennsylvania, Arizona, North Carolina and Florida
- More information on key donors will be released in mid-July with upcoming public filing of contributions with the FEC

Republican Voters Against Trump

Founded May 2020


- A **coalition** of Republicans, former Republicans, conservatives, and former Trump voters
- Aims to **amplify the voices** of this portion of the voting population who cannot support Trump moving forward
- Emphasis on getting white, college-educated, suburban Republicans to **vote for Biden**

The Lincoln Project

Founded December 2019

- Led by George Conway (Trump counselor Kellyanne Conway's husband), Steve Schmidt, John Weaver, and Rick Wilson
- A “broadly conservative” organization motivated by a loyalty to the Constitution
- A **focus on persuading** (often through TV ads) disillusioned conservatives to vote against Trump and Trumpism, even if it means Democratic control of the Senate and the House

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There are 12 women on Biden's shortlist of potential running mates

Vice presidential contenders mentioned by Biden or his advisors



Senator Kamala Harris (D-CA)



Senator Elizabeth Warren (D-MA)



Rep. Karen Bass (D-CA-37)



Former National Security Advisor Susan Rice



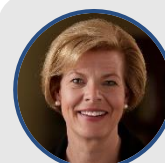
Rep. Val Demings (D-FL-10)



Governor Michelle Lujan Grisham (NM)



Atlanta Mayor Keisha Lance Bottoms



Senator Tammy Baldwin (D-WI)



Senator Tammy Duckworth (D-IL)



Governor Gretchen Whitmer (MI)



Former gubernatorial candidate Stacey Abrams (D-GA)



Governor Gina Raimondo (RI)

Insiders to the vetting process declined to name additional contenders and expressed that the process is fluid. Additional candidates may still be invited to participate in the review process. Stacey Abrams has not been named by Biden or his advisors, though many speculate she could be in the running.

Biden's advisers are beginning to strategize Biden's "Return to Normal" plan

While it is unclear if Former Vice President Biden will announce potential cabinet members before the election, many of his top advisers have begun strategizing who could be appointed to key positions. Many potential contenders are former Obama administration officials that Biden knows and trusts. Officials have yet to run a process to surface new talent, but it is expected that they will do so.

Cabinet and key position contenders mentioned by Biden's advisers

Former Secretary of State John Kerry could return to his old position or be appointed to a new position devoted to climate change.

Former Undersecretary of Defense Michèle Flournoy could be a top contender to be in charge of the Pentagon.

Former Mayor Mike Bloomberg could be appointed to be the head of the World Bank.

Former Deputy Attorney General Sally Yates is a top contender for attorney general.

Former Mayor Pete Buttigieg could be appointed to be the U.S. ambassador to the United Nations or as U.S. trade representative.

Sen. Elizabeth Warren could be a contender for Treasury Secretary.


Jamie Dimon, chair and CEO of JPMorgan Chase and **Anne Finucane, vice chair of Bank of America**, are two other possibilities for Treasury Secretary.

Sen. Kamala Harris could be a contender for attorney general if she is not chosen as his running mate.

Former National Security Adviser Susan Rice could be appointed as Secretary of State.

Tom Nides, a Morgan Stanley executive, could be considered for Secretary of Commerce or U.S. trade representative.

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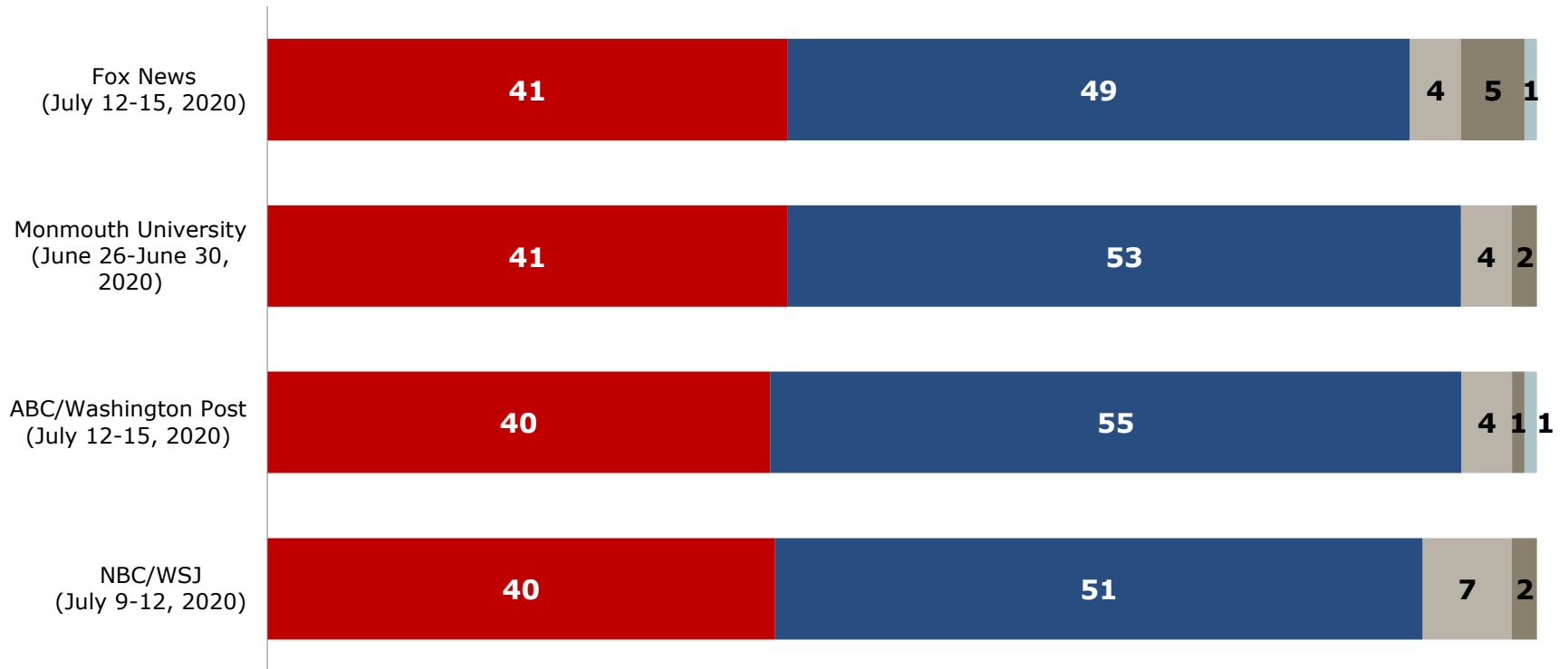
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A number of major polls show Joe Biden with a lead over President Trump

Head-to-head general election polls

AMONG REGISTERED VOTERS

■ Trump ■ Biden ■ Other/Neither ■ Undecided/Not sure ■ Wouldn't vote/No one



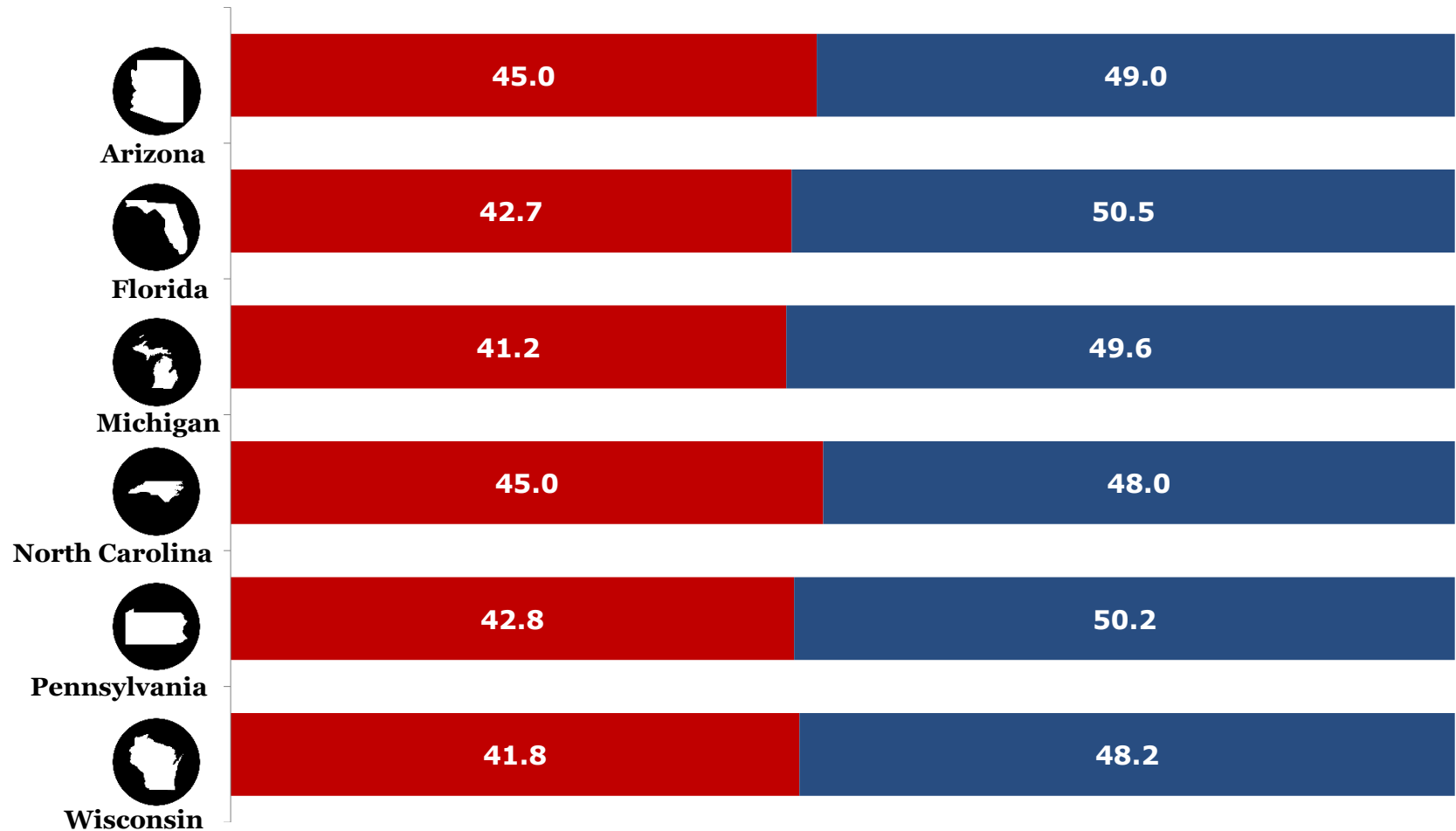
Sources: Fox News, NBC/WSJ, ABC/Washington Post, Monmouth University.

Slide last updated on: July 21, 2020

Average of head-to-head general election polls

REALCLEARPOLITICS, AS OF JULY 28, 2020

■ Trump ■ Biden



Sources: RealClearPolitics.

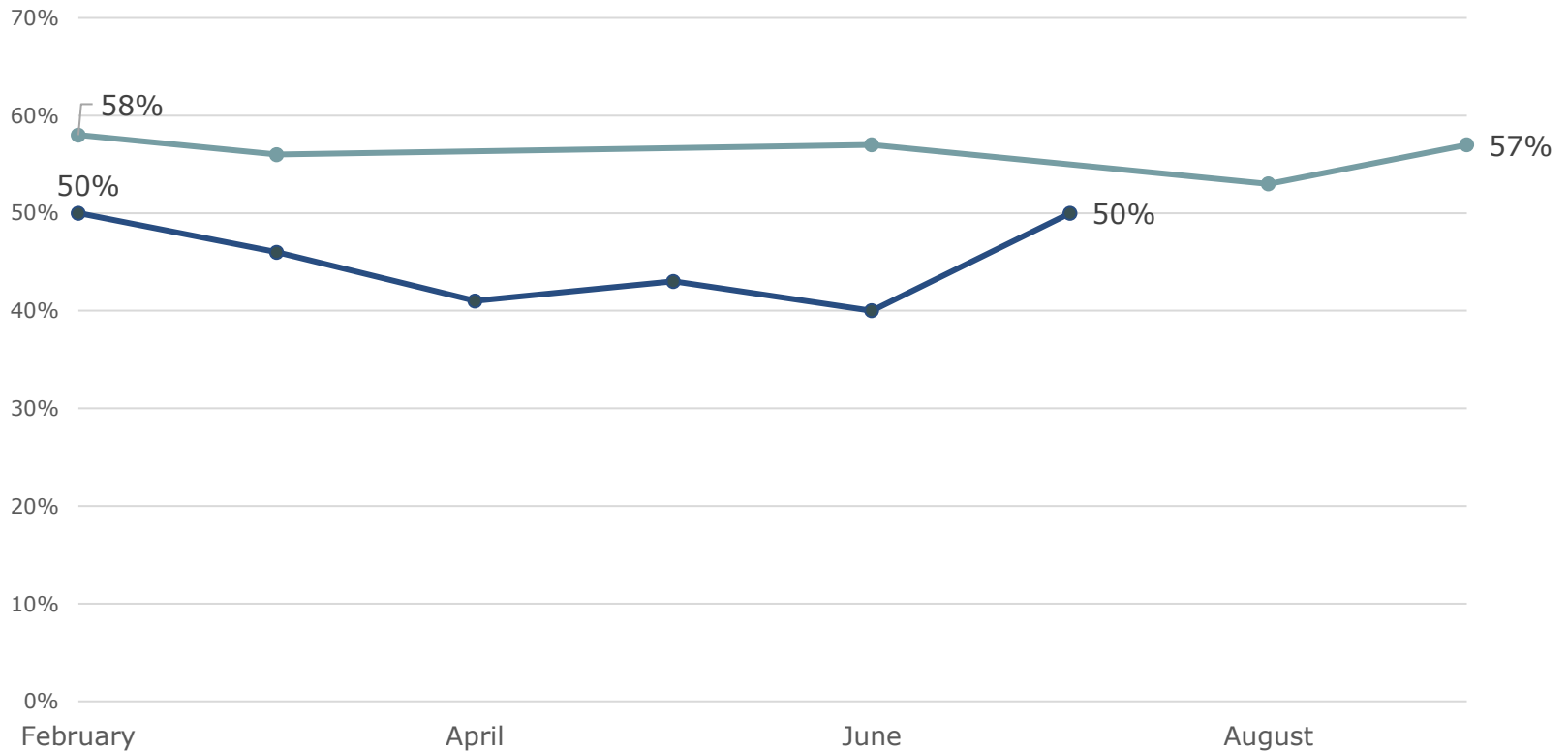
Slide last updated on: July 28, 2020

Biden's 2020 unfavorable ratings consistently run lower than Hillary Clinton's in 2016

Is your opinion of _____ favorable, unfavorable, or haven't you heard enough about him/her?

QUINNIPIAC UNIVERSITY POLL DATA FROM FEBRUARY-SEPTEMBER 2016 AND FEBRUARY-JULY 2020

■ Percent who rated Biden unfavorable (2020) ■ Percent who rated Clinton unfavorable (2016)



Sources: Quinnipiac University Poll.

Michelle Schrier | Slide last updated: July 28, 2020.