



2020 DEMOCRATIC PRIMARY ACTIVITIES

Heading into the 2020 election, early-voting states like Iowa, New Hampshire, and South Carolina were marked as ground zero. In order to support President Trump and protect the “America First” agenda from his future Democratic opponent, the Committee to Defend the President (CDP) took all of the Democratic frontrunners head-on—from Iowa to North Carolina and beyond.



IOWA

- The Committee **designed and deployed a rolling billboard that followed Mayor Pete Buttigieg’s townhall tour** across Iowa, stopping in towns like Atlantic, Creston, and Council Bluffs. Linking Buttigieg to “The Squad” in front of his supporters, the billboard also attracted the attention of national and local media—from CNN to *The Des Moines Register*.



NEW HAMPSHIRE

- The Committee **invested in static billboards and rally signs, enlisting thousands of grassroots volunteers** to organize dozens of pro-Trump events across the Granite State. The Committee garnered national attention for its one-of-a-kind Joe Biden “Corn Pops” display and the faux “Bernie Bros,” who parodied Sen. Bernie Sanders (I-VT) with slogan T-shirts and pro-socialism quotes.



- **Nov. 11, 2019 Quinnipiac University poll prior to initial NH work: 20% Biden, 16% Warren, 15% Buttigieg, 14% Sanders. FINAL RESULTS: 25% Sanders, 24.4% Buttigieg, 19.8% Klobuchar, 9.2% Warren, 8.4% Biden.**



NEVADA

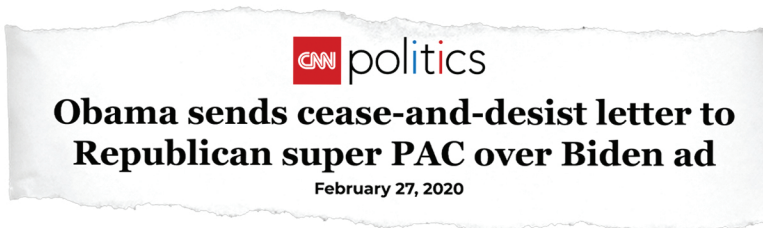
- The Committee **spent more than \$250,000 on statewide TV and digital advertising in Spanish**. Titled “Nevada, ¿te está mintiendo Joe Biden?” (“Nevada, Is Joe Biden Lying To You Again?”), the Committee’s signature ad highlighted former Vice President Joe Biden’s failing policy record on illegal immigration and the caging of immigrant children. It was specifically targeted at Hispanic voters, denting Biden’s support in minority communities.
- **Feb. 14, 2020 Las Vegas Review-Journal poll prior to initial NV work: 25% Sanders, 18% Biden. FINAL RESULTS: Sanders wins with 46%, Biden at 20.2%.**



SOUTH CAROLINA

- The Committee **launched a \$250,000 statewide TV and digital advertisement, called “South Carolina, Joe Biden Can’t Be Trusted.”** The ad emphasized Biden’s negligent record on African-American rights, using President Obama’s voiceover from his memoir, *Dreams from My Father*.

- The Obama ad **sparked a firestorm of national media coverage from the likes of CNN’s Jake Tapper and The Washington Post**. President Obama and his team even made their first official statement of the 2020 election, demanding the Committee take down its ad. In response, the Committee doubled down and delivered the same ad directly to the cell phones of tens of thousands of African-American Democrats in the Palmetto State before Election Day.



NORTH CAROLINA & SUPER TUESDAY

- The Committee **spent \$200,000 on statewide TV and social media to release the advertisement, “Joe Biden, Where’s Your Endorsement?”** The ad once again targeted Biden, questioning why he hasn’t been formally endorsed by President Obama.
- The Committee **allocated an additional \$50,000 to circulate the ad on social media in Arkansas, Oklahoma, Virginia, and North Carolina**, using sophisticated data targeting to reach Democrats and Independents before Super Tuesday.



2020 GENERAL ELECTION ACCOMPLISHMENTS

The Committee to Defend the President played a pivotal role in the 2020 election cycle. Even while being silenced by Big Tech, we used other digitally innovative ways to reach voters. Our Committee produced countless ads on connected, broadcast, and cable TV in battleground states like Florida, North Carolina, Nevada, and Arizona. Through the airwaves, our Chairman took on the mainstream media and we continued influencing undecided voters with pro-Trump and anti-Biden advertising they could identify with. From sending millions of text messages and emails to hundreds of thousands of physical mailers and outbound phone calls, our Committee has always stood up for President Trump and his America First agenda.

Our Committee invested \$117,500 in 25 GOP Incumbents and Challengers

- 7 Incumbent GOP U.S. Representatives*
*All 7 incumbents won re-election.
- 10 Incumbent GOP U.S. Senators*
*6 out of 10 incumbents won
- Raised more than \$39,000 in conduit funding for Senator Kelly Loeffler's (R-GA) re-election
- 3 GOP U.S. Senate Challengers*
*2 out of 3 challengers won election.
- 5 GOP U.S. House Challengers
*3 out of 5 challengers won election.



Arizona GOTV Text Messaging

- Starting in mid-October up until Election Day in November, **our Committee sent 667,346 total text messages to registered voters in Arizona.** Of these text recipients, **more than 22,000 were in direct communication with our Committee** discussing the upcoming presidential election. Of the outbound text messages sent, **more than 17,000 Arizonians confirmed that they would vote for President Donald J. Trump** on Election Day or already did during early voting.



Pledged \$100,000 for Recount in Georgia

- Worked to ensure military absentee ballots were being counted. Our Committee also had a legal presence on the ground during the U.S. Senate runoff elections. We were the only Republican organization that obtained two judicial victories to stop voter fraud before the end of Election Day.

More Than \$3 Million Spent in Arizona

- Our Committee also worked to register as many legally eligible Arizonans to vote as possible through text messaging, emailing, and other digital channels before the general election.

FOX NEWS

“Committee to Defend the President’ is pledging to spend \$100,000 to support the recount effort in Georgia.”

November 12, 2020



Pro-Trump group rolls out another \$1M in ads targeting Arizona voters

October 15, 2020



24 Op-Eds Written with 42+ Placements

After Spending \$14M+ In Independent Expenditures, We’re Ranked #32 of 1,037 Other Political Organizations

- Political Money Line, 01.15.2021



Completed Over 156,735 Pro-Trump General Election Phone Calls the Weekend Before Election Day

Launched a \$535,000 TV/Digital advertisement in Georgia starring football legend Herschel Walker to support Senators Loeffler and Perdue



59,624,000+ Emails Sent

3,500,000+ Texts Sent

350+ Media Appearances



More Than 215,000 Direct Mail Pieces Sent



More Than 385,608 Calls Completed in 2020

NOTABLE TELEVISION ADVERTISEMENTS

It's Joe Biden



\$503,216.10 spent on TV nationwide
648,287+ total views online

Joe Biden's America



\$1,089,358.90 on Arizona statewide
broadcast and cable television

ANTIFA Is More Than An Idea



Our Committee allocated more than \$223,000 on TV and digital streaming services in Nebraska's 2nd Congressional District. We also spent nearly \$900,000 on this advertisement in Arizona on statewide broadcast and cable TV with a heavy emphasis in the Phoenix media market.

The Biden-Harris Bailout



Our Committee allocated \$125,000 in Nebraska's 2nd Congressional District on cable and broadcast television. We also spent \$425,000 on this ad in Arizona on statewide broadcast and cable TV. An additional \$42,000 was allocated to target undecided voters on digital platforms and through streaming services.

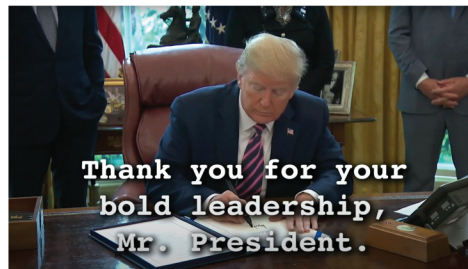
NOTABLE DIGITAL ADVERTISEMENTS

It's Your Time To Choose



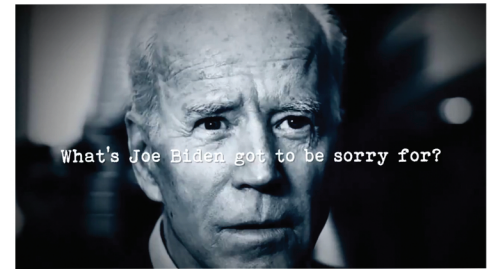
Joe Biden's vision for America leads to destruction, chaos, more violence, rioting, and looting. President Trump's path for America leads to security, our police supported and our communities safe. We have calm and quiet at home because of President Trump's leadership in developing peace over seas. What America would you choose?

The Truth About COVID-19 Survival Rates



According to the CDC in September 2020: COVID-19 survival rates among ages 0-19 was 99.97%. For ages 20-29 it was 99.98%, for ages 50-69 it was 99.5%, and for 70+ it was 94.6%. We thank President Trump for his bold leadership in keeping us safe during these challenging times.

Joe Biden Sorry



What's Joe Biden got to be sorry for? Everything. For his racism, calling black American's "predators" and claiming desegregation would create a "racist jungle." He opposed the mission that killed Bin Laden, wants to raise taxes, and called our military personnel "stupid bastards." Joe Biden is a 47-year failure of a public servant.

Paid for by

COMMITTEE to DEFEAT the PRESIDENT

Not authorized by any candidate or candidate's committee.

★★★

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