



GOVERNOR-ELECT JANET MILLS



SENATOR SHENNA BELLOWS



SENATOR ELOISE VITELLI



SENATOR ERIN HERBIG

MAKING PROGRESS FOR MAINE 2018 ELECTION REPORT

BY THE NUMBERS

MCV Action Fund mobilized more voters, in more places, in support of pro-environmental candidates than ever before.

OVER **\$1.45 MILLION** INVESTED IN ELECTIONS
BY MCV ACTION FUND

\$575,000

INVESTED IN STATEWIDE TV AD



228,000

UNIQUE VIEWERS REACHED BY DIGITAL PERSUASION ADS



OVER **1,000** DOORS KNOCKED

\$49,501

RAISED FOR JANET MILLS THROUGH GIVEGREEN



152,000

UNIQUE VIEWERS REACHED BY GOTV ADS



500,000

PIECES OF MAIL SENT

THE GOVERNOR'S RACE

After eight long years of fighting the most anti-environmental governor Maine has ever seen, MCV Action Fund prioritized the governor's race as a chance to restore Maine's strong record on conservation.

MCV Action Fund spent more than \$1.4 million in a multi-layered campaign to help elect Janet Mills as the next governor of Maine, which included digital, TV, mail, radio, and door-to-door canvassing. This level of investment is the largest in our organization's history, reflecting a commitment to setting Maine on a new path of embracing clean energy technology, climate action, and environmental stewardship.

CLIMATE CHANGE BREAKS THROUGH

For the first time, climate change was a defining issue in the governor's race, with a clear distinction between Mills and opponent Shawn Moody.

From the debate stage, Mills time and again challenged Moody's climate science denial, while reiterating her own commitment to lead on clean energy and climate action. At each debate, Moody would shift his position on climate change a little more, eventually acknowledging that human activity played a role.

Saying one thing to win the Republican primary and another to win the general election demonstrated that Moody just couldn't be trusted to address climate change. We worked hard to ensure Maine voters wouldn't be fooled.



MCV Action Fund endorsed Mills in June along the banks of the Kennebec River.



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A PRO-ENVIRONMENT MAJORITY IN THE MAINE SENATE



In the Maine Senate, 27 of the 29 candidates endorsed by MCV Action Fund won—a **93% success rate**. MCV Action Fund strategically invested resources in three close races: Shenna Bellows (D-Kennebec), Erin Herbig (D-Waldo), and Eloise Vitelli (D-Sagadahoc); all conservation champions with 100% lifetime scores in MCV's *Environmental Scorecard*.

Now, we have the **strongest pro-conservation majority in twenty years...** led by incredibly committed lawmakers from both sides of the aisle. Of the 14 Republican lawmakers in the new Maine Senate, 6 were endorsed by MCV Action Fund. The minority leader, Dana Dow (R-Lincoln), achieved a 100% on MCV's scorecard in 2018.

SPOTLIGHT ON 4 NEW MAINE SENATE LEADERS

These new senators were all conservation champions during their time in the Maine House of Representatives.

RUSSELL BLACK, FRANKLIN
100% score 2017-2018



ERIN HERBIG, WALDO
100% lifetime score



LOUIS LUCHINI, HANCOCK
100% lifetime score



HEATHER SANBORN, CUMBERLAND
100% lifetime score



A PRO-ENVIRONMENT MAJORITY

IN THE MAINE HOUSE OF REPRESENTATIVES

In the Maine House of Representatives, 79 of the 92 candidates endorsed by MCV Action Fund won—**an 86% success rate** and a significant increase to its non-partisan conservation majority! MCV looks forward to working together to address climate change and secure Maine's clean energy future.



PLAN OF ACTION FOR 2019

Governor-Elect Janet Mills and the pro-environment majority in the Maine Senate and House of Representatives are open to forward-thinking policies that transition our state to clean, renewable energy, cut carbon pollution, and conserve our woods, waters, and wildlife.

In January, when the Legislature is back in session, MCV will be at the State House every day working with conservation experts, legislators on both sides of the aisle, and you. MCV will push for policies that invest in clean water infrastructure, protect the health of our communities and wildlife, and support a fair transition to a clean energy economy.



This moment of victory will remind us that when passionate and engaged Mainers rise up together, we can accomplish anything. It is because of conservation voters like you that we can all look forward and begin to reclaim our vital, lasting relationship to this beautiful place we call home. From all of us, thank you for your commitment to protecting the Maine we love!

Paid for by Maine Conservation Voters Action Fund, 295 Water Street, Suite 9, Augusta, Maine, 04330.
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