



**TO: Interested Parties**

**FROM: Barney Keller, Communications Director – the Club for Growth**

**SUBJECT: Impact of bundled contributions from Club members on 2014 Senate Races**

**Key Points:**

- ✓ This cycle, the Club for Growth PAC has continued the robust bundling operation that has previously played a critical role in the election of United States Senators across the country. Senators like Tom Coburn (OK), Ted Cruz (TX), Jeff Flake (AZ), Ron Johnson (WI), Mike Lee (UT), Rand Paul (KY), Marco Rubio (FL), Tim Scott (SC), and Pat Toomey (PA), all benefitted handsomely from Club bundling for their primary and general election campaigns the past few cycles.
- ✓ These “hard” dollars - donated directly by Club members to candidates – are uniquely valuable to Senate candidates in competitive races. The cost for outside groups to purchase television ad time is extremely inflated during the late stages of campaign season. TV stations are required by law to sell time to candidates at a far lower rate. That means every hard dollar raised by a candidate is worth far more to a candidate than an IE dollar spent by an outside group, often three or four times more.
- ✓ This cycle, the Club endorsed four first-time U.S. Senate candidates. The Club backed Chris McDaniel in Mississippi, who narrowly lost his primary runoff. The Club supported Ben Sasse in his successful primary election in Nebraska, bundled approximately \$380,000, in addition to running a robust IE campaign. Sasse is expected to easily win Nebraska’s Senate seat.
- ✓ The Club’s two other endorsed Senate candidates are among those most likely to flip seats held by Democrats, Tom Cotton (AR) and Dan Sullivan (AK). The Club for Growth PAC has now exceeded \$850,000 bundled for Tom Cotton and \$550,000 for Dan Sullivan. This is in addition to the \$1,000,000 in IEs spent early in their races by Club for Growth Action, the Club’s Super-PAC, before ad rates became inflated.
- ✓ Separately, as a service to our members, the Club’s PAC produced a “Voter guide” that was distributed to Club members. The voter guide has generated an additional \$800,000 for nine non-endorsed Republican Senate candidates. Those candidates are Scott Brown (MA), Joni Ernst (IA), Cory Gardner (CO), Terri Lynn Land (MI), Mike McFadden (MI), Thom Tillis (NC), Mitch McConnell (KY), David Perdue (GA), and Pat Roberts (KS). The Club’s PAC has always distributed a “Voter guide” to Club members toward the end

of every cycle, resulting in generous contributions from Club members to House and Senate candidates.

- ✓ Altogether, the Club for Growth PAC has bundled approximately \$3 million for Republican candidates running for the Senate this cycle, making the Club's PAC one of the largest bundlers of hard dollar contributions to Republican Senate candidates in the entire country.
- ✓ Overall, including House candidates, the Club for Growth PAC has bundled over \$4.7 million for candidates this cycle, 100% of which went directly to the candidates themselves.

**Conclusion: Three out of the four Senate candidates endorsed by the Club for Growth PAC are poised to win election this cycle, due in no small part to the generous and highly valuable contributions made by Club members through the Club for Growth PAC. We expect these new Senators to join with previous PAC-endorsed candidates who now serve in the Senate in the fight for limited government and economic freedom. The pro-growth caucus is likely to increase in the House as well, making it more likely that pro-growth policy will become law in the 114th Congress.**

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