



MEMORANDUM

TO INTERESTED PARTIES
FROM GIFFORDS
DATE November 4, 2022
RE Giffords Efforts in the 2022 Election

Gun violence is surging out of control and continues to be a top priority for voters in this election. This summer, devastating mass shootings in Buffalo and Uvalde led to federal action for the first time in nearly 30 years. The Bipartisan Safer Communities Act is proof that we **can** see progress on this issue, but we know more must be done to save lives and reduce violent crime in our communities.

While voting for gun safety legislation may have been a politically risky move in the past, that is no longer the case. Voters are demanding action, and make no mistake: gun safety is on the ballot on November 8. Our country's crime problem is a gun problem. And voters have a clear choice between Democrats who are pushing for gun safety legislation and Republicans who are in the pocket of the gun lobby.

Throughout this election cycle, Giffords has highlighted the contrast among candidates on this issue by investing in purple-state ad buys, conducting outreach efforts to Hispanic voters, and offering a robust candidate services program. Gun violence prevention has the power to bring swing and suburban voters back into the Democratic coalition and boost turnout among the demographic blocks needed to win in 2022.

Key stats:

- **\$10 million** invested in support of gun safety candidates across the country, including:
 - **\$5 million** in ad buys in the Colorado and Pennsylvania Senate races
 - **\$1 million** for our Giffords Florida program
 - **Over \$350,000** in direct donations to campaigns and state parties
- **288** candidates endorsed in races across the country
- **67** events held virtually and in-person across the US
- **Six-day gun safety bus tour** across Florida with **21 events**

Here's how Giffords backed gun safety candidates in the 2022 cycle:

Rallying for Gun Safety in Pennsylvania

This year, with key gubernatorial and Senate races up for grabs, Giffords took our message to the airwaves with a \$2.5 million ad buy online and in the Philadelphia media market to hold

Republican Senate nominee Mehmet Oz accountable for his backwards stances on gun safety issues. Take a look: [We've Watched](#).

Giffords also hosted a [press conference](#) focused on community violence intervention in Chester, with Reps. Madeleine Dean and Mary Gay Scanlon and other state and local candidates.

In April, Giffords held a [gun violence prevention forum in Philadelphia](#) aimed at educating voters on the three leading Democratic US Senate candidates at the time.

Getting Out the Gun Safety Vote in Colorado By Engaging Key Stakeholders

For multiple cycles, Giffords has been deeply engaged in Colorado—a state that has seen some of the worst instances of gun violence in American history. In 2020, Giffords worked to defeat Sen. Cory Gardner and elect gun safety champion and former governor John Hickenlooper to fill his seat. In 2018, Giffords ran an aggressive independent expenditure campaign to flip CO-06 and send Rep. Jason Crow to Washington.

This fall, Giffords took our message to the airwaves with a \$2.5 million ad buy featuring three TV ads targeting radical Republican Senate candidate Joe O'Dea. Watch: [Keeps Happening](#); [Terrifying](#); and [Weapons of War](#).

In January, Sen. Michael Bennet joined Giffords Senior Advisor [Ryan Busse](#) and members of [Giffords Gun Owners for Safety](#) for a roundtable on gun safety priorities. A recording of the event can be found [here](#).

On August 22, Giffords Senior Advisor and former Rep. Debbie Mucarsel-Powell moderated a [CVI-focused roundtable](#) in Denver, featuring Sen. Bennet. That same day, Giffords hosted a candidate roundtable, featuring Rep. [Jason Crow](#), as well as two of the DCCC's Red to Blue candidates, State Sen. [Brittney Pettersen](#) (CO-07) and State Rep. Yadira Carveo (CO-08).

Launching Giffords Florida and Hosting a Gun Safety Bus Tour

This summer, Giffords made history with the launch of [Giffords Florida](#). This is Giffords's first and only state-specific political initiative, and the largest bilingual gun safety political program focused entirely on the Sunshine State.

Ahead of the 2022 elections, Giffords Florida has [endorsed candidates with strong records on gun safety](#), helped get out the vote for gun safety candidates, conducted research about Floridians' views on gun violence prevention measures, and invested more than \$1 million. Learn more [here](#) and [here](#).

In September, Giffords Florida embarked on a gun safety bus tour that stopped in Miami, Tampa, St. Petersburg, West Palm Beach, Hollywood, Fort Lauderdale, Coral Springs, Kissimmee, and Orlando. Over six days, Giffords Florida hosted 21 events focused on the failure of Florida politicians, such as Marco Rubio and Ron DeSantis, to address the gun violence epidemic. The tour featured press conferences, community block parties, OTR events,

and canvass kickoffs. During the tour, Giffords released [Florida-specific polling](#) on gun safety reform, and published a [report](#) on gun deaths in Hispanic and Latino communities. Read more [here](#), [here](#), and [here](#).

Conducting Polling in Swing States

Gun violence has become a kitchen table issue, ranking among the economy and abortion as top concerns for voters in this election. In April, Giffords [conducted a poll with Global Strategy Group](#), which found that majorities of battleground voters blame criminals having easy access to guns (59% major factor) and an increase in illegal guns (58% major factor) for the increase in crime they believe is occurring. Deadly mass shootings and everyday incidents of gun violence have been constant reminders to voters that this issue must be addressed with commonsense solutions. According to an [Axios-Ipsos poll](#), gun violence is a top concern for Latino voters, surpassing even inflation and the economy.

Giffords staff have been presenting this research to state house and senate caucuses across the country as well as at the Democratic Attorneys General Association's May policy conference in Atlanta. Additionally, Giffords has hosted three national political stakeholder calls where Giffords presented its research to 120+ key strategists, national committees, campaigns, and partner organizations.

Reaching Latino Voters on the Airwaves

Giffords Senior Advisor, former Rep. Debbie Mucarsel-Powell, participated in a Spanish radio tour in the weeks leading up to the election, including in key markets: Florida, North Carolina, Wisconsin, and Pennsylvania.

Stumping for Candidates in States across the Country

In addition to events in Colorado and Pennsylvania with Gabby, former Rep. Mucarsel-Powell, and Ryan Busse, Giffords also stumped for candidates in the following key races.

Georgia

- One of our top priorities this year has been electing former Georgia House Minority Leader Stacey Abrams to be the state's next governor. Abrams' opponent, Governor Brian Kemp, took \$50,000 from the manufacturer of the assault rifle that was used in the massacre at Robb Elementary School and refused to return it. In May, Gabby took part in a fundraiser for [Abrams](#) and held meetings with State Sen. [Jen Jordan](#), the Democratic nominee for attorney general, and State Rep. [Bee Nguyen](#), the Democratic nominee for secretary of state and 2022 winner of the EMILY's List Gabrielle Giffords Rising Star Award. In October, Gabby traveled to Savannah for a [GOTV Canvass Kick-Off](#) for Stacey Abrams.
- This spring, Giffords [worked diligently](#) to push Rep. Lucy McBath, a survivor of gun violence and trailblazer in this movement, to victory in her primary.

Washington

- In May, Giffords PAC organized a fundraiser for Sen. Patty Murray that featured remarks from Gabby and raised \$22,600 for Sen. Murray's reelection campaign.

Massachusetts

- In June, the Giffords Center for Violence Intervention hosted an event [in support of Attorney General Maura Healey](#), the Democratic nominee for governor.

North Carolina

- Giffords hosted a ¡Tu Voto Cuenta! conversation in Charlotte with former Rep. Mucarsel Powell, Senate candidate Cheri Beasley, Congressional candidate Jeff Jackson, and community leaders highlighting the importance of gun violence prevention, especially among Hispanic and Latino voters. Following the event, panelists met with Latino small business owners at [Manolo's Bakery in Charlotte](#).

Wisconsin

- Former Rep. Mucarsel Powell joined State Rep. Sara Rodriguez, the Democratic nominee for Lieutenant Governor, in Milwaukee on GOTV weekend for a series of events aimed at mobilizing Hispanic voters.

New Mexico

- On August 21, Gabby kicked off a phone bank for Gov. Michelle Lujan Grisham's reelection campaign in Santa Fe. Read more [here](#) and [here](#).

Mobilizing Gun Owners for Safety GOTV Campaign

Giffords sent GOTV direct mail pieces to over 7,000 Gun Owners for Safety across seven battleground states to help turn out voters for gun safety this November.

Sounding the Alarm on the Dangers of Armed Intimidation at the Polls

In September, Giffords Law Center published a [report](#) showing that the 2022 midterm elections are increasingly vulnerable to armed extremists. This report details how the use of firearms as an intimidation tactic has reached systemic levels and shows no sign of abating, and it reveals the scope of states' vulnerabilities against the open carry of firearms in spaces where Americans exercise their constitutional right to vote.

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[Giffords](#) is a nonprofit organization dedicated to saving lives from gun violence. Led by former Congresswoman Gabrielle Giffords, Giffords shifts culture, changes policies, and challenges injustice, inspiring Americans across the country to fight gun violence.