

# **Want to Win the Election?**

## **Make Term Limits A Focal Point of Your Campaign**

### **Background**

A recent poll from Pew Research shows that congressional term limits is the most popular and bipartisan issue in America with support from 86 percent of Democrats and 90 percent of Republicans. Yet, some federal candidates are either unaware of this fact or choose to ignore it. This creates a major opportunity for congressional candidates in either party to gain support in their primary and general elections by running on the issue of term limits.

### **Practical Examples**

In 2018, Republican Florida Governor Rick Scott ran for Senate against multi-decade Democratic incumbent Bill Nelson in a very Democratic year. Scott, knowing traditional partisan angles wouldn't work, overcame his disadvantages by running a statewide campaign almost entirely on the issue of term limits. He wound up beating Nelson in one of the more surprising upsets of modern times. Term limits is also the only issue which has ever been used to successfully unseat a sitting U.S. House Speaker (Tom Foley in 1994) and a sitting U.S. House Whip (Eric Cantor in 2014). The sustained power of the term limits issue continues to confound political pundits. It is truly unmatched.

### **How to Take Advantage**

#### **Step One – Sign the U.S. Term Limits Pledge**

The first step toward branding yourself as **the** pro-term limits candidate in the race is to sign the U.S. Term Limits pledge. USTL is the oldest and largest pro-term limits group in the country. Our pledge has been endorsed by major congressional incumbents in both parties. The pledge is not for a self-limit (i.e. "I promise to step down after X years"), it merely asks you to support a bill for a term limits constitutional amendment. Seeing as term limits will take a long time to enact and incumbents will likely be grandfathered, the pledge is very easy to follow with no personal cost to you.

#### **Step Two – Put Term Limits in Campaign Ads and Literature**

When a candidate signs the pledge, USTL issues a press release in the district as well as a social media announcement to our large network of followers. Additionally, outside Super PACs in support of term limits tend to make independent expenditures in favor of pledge-signing candidates. However, none of this is a substitute for you as the candidate running with the issue and making it a focal point of your campaign. If you want to capitalize from an electoral standpoint, mention your support for congressional term limits and the pledge in all of your campaign advertising. This way, voters will begin to identify you with the most popular issue in America.

#### **Step Three – Champion Term Limits in Speeches, Forums and Debates**

Many voters have commented that, while attending candidate forums, all the candidates are good on the issues and it's tough to tell them apart. This is where support for term limits can be a major differentiator. By mentioning this issue as often as possible in your public comments, you can stand out as the candidate who is best positioned to address dysfunction in Washington.