Biden Election Plan Road to 270

Definitive Support

States Leaning Blue:

* Nevada (5)
* Colorado (9)
* New Mexico (5)
* Virginia (13)

Potential EC Count: 32

* California (55)
* Oregon (7)
* Washington (12)
* Illinois (20)
* New York (29)
* Maryland (10)
* Vermont (3)
* Massachusetts (11)
* Rhode Island (4)
* Connecticut (7)
* New Jersey (14)
* Delaware (3)
* Washington DC (3)
* Hawaii (4)

Electoral Count: 182

States to Focus on:

* Wisconsin
* Michigan
* Pennsylvania
* Arizona

The Biden campaign is poised to get the win come November 2020, They have a great stronghold of states that have a consistent democratic voting record. With the addition of these electoral votes Biden is sitting comfortable at 182 Electoral votes, putting him 88 votes away from winning the election. If the campaign can meet this criteria they can all but guarantee a win for the candidate this coming November.

1. Smart Geo-Tracking- The Obama Campaign in 2012 was one of the first campaigns to incorporate Big Data in the voting turnout process. They focused on the movement of votes in the last week of the election and shifted advertisement money to areas in need. The Clinton campaigned failed to understand the use of Big Data early and were too late to shift advertising money to the needed states. The Biden campaign need to keep a close on the shift of support is key battleground states and shift advertisement money where it is needed most.
2. Stay Negative using facts- President Trump is arming the democratic campaign with all the ammunition it needs. The Biden Campaign needs to stay negative on this administration’s ineffective leadership in this pandemic but continuing to showcase death counts and infection counts. The campaign is betting that Biden’s method of responding to the coronavirus — preaching the need for social distancing and mask-wearing while talking about unity and empathy — will contrast sharply with Trump, who has refused to wear a mask in public, downplayed the threat of the pandemic’s duration and doesn’t spend much time expressing sympathy for the nearly 122,000 Americans who died from Covid-19. Along with the pandemic, the campaign needs to highlight the growing animosity that is being caused by this administration. Staying negative is easy, but the Biden campaign needs to make sure they are backing up their statements with factual evidence. The last thing the campaign needs is a scandal in reporting fake statistics about the administration.
3. Limit Debates- Joe Biden, despite being a great leader, is the king of malaprops. He often mistakenly uses an incorrect word in the place of a word with a similar sound resulting in a nonsensical utterance. The campaign needs to limit the amount of debates. If Biden is seen consistently mixing up words, he will be perceived as old and incapable of leading the nation. The Presidential voice is a big part of the voters decision.
4. Smart Campaigning- The Campaign needs to focus on 4 States to ensure a democratic victory.
   1. **Wisconsin-** This is another state that shifted red in the 2016 election. Wisconsin is a purple state that tends to lean blue. This state is a primed to support a Biden Presidency. Being politically milquetoast is Mr. Biden’s appeal, they said, driving his ability to attract progressives in Milwaukee, moderates in suburbs like Waukesha and more rural voters in places like Adams County, one of the 22 counties in the state that voted for Mr. Trump after backing President Barack Obama in 2012. The campaign needs to use President Trump’s rhetoric against him, they should run a risk-averse campaign and rely on the voters finding the president’s conduct inherently repugnant. They need to stay with the factual negative ads.
   2. **Michigan-** Michigan was a crucial swing state in 2016 and is likely to be again in 2020. It contains congressional districts that run the political gamut. For instance, the 13th District is represented by Rashida Tlaib, a member of the Democratic Socialists of America. The 8th District, which went for Trump in 2016, is now represented by Elissa Slotkin, a moderate Democrat who defeated a Republican incumbent in the 2018 midterm election. The 4th District is a solid Republican district, held by John Moolenaar, a Trump supporter. Biden won votes across all of Michigan in the primaries, indicating a wide range of support from the true democratic voters and the conservatives. The Clinton campaign was late in transferring AD money to Michigan in 2016 causing the loss. As shown in past elections, Michigan voters react to Advertisements more than any other campaigning tool. The Biden Campaign needs to move some AD money from a blue state and flood Michigan.
   3. Arizona-
   4. Pennsylvania-