

OLYMPIA, WASH — In a letter to colleagues sent today, Congressman and Democratic Congressional Campaign Committee Recruitment Chair and Red to Blue Co-Chair [Denny Heck](#) (WA-10) announced he will run for Chair of the Democratic Congressional Campaign Committee (DCCC) in a letter to his colleagues today.

“When all is said and done, our caucus has the best ideas, the smartest members, and we look like America,” Heck said in the letter. “The only thing stopping us from keeping and building our majority is being unprepared for the threats that challenge our candidates and ourselves.”

Full text of the letter follows.

Dear Friend:

Last night, the country put its faith and trust in House Democrats. From New York to Illinois to California, voters rejected a message of fear and embraced the vision put forward by our incoming colleagues. It was not by accident.

I have chaired the Candidate Recruitment Committee and co-chaired the Red to Blue Committee for the DCCC during the last four years. I've had a front row seat to the tireless commitment from Chair Lujan. His contributions to building our majority cannot be exaggerated.

Chair Lujan reformed the committee to make it more inclusive, both internally and externally. He placed an appropriate and smart emphasis on diversity and never shied from the challenges that popped up. He steered the DCCC, its staff, members, and supporters through unprecedented and uncharted waters as one family.

*His leadership inspires me to seek to continue this work not just to keep **but to build our majority** – a majority that we have all worked so hard to earn from the American voters.*

Looking forward, here are my thoughts of what we need to do to keep and build the majority. I hope in the coming days you'll also share your thoughts with me.

Build On Our Successes:

We should learn from our experience and also build on our successes such as:

1) Candidate Recruitment. Without question we had the best field of candidates in memory. We can do that again. Winning starts with having the highest caliber candidates.

2) Member Engagement and Collaboration. There was a very strong emphasis this cycle in involving members in all ways and especially at the state delegation level. Those frequent collaborative discussions led to the right strategic decisions.

3) Emphasizing Diversity. We diversified not just our candidates but also the staff and vendors working with them. The positive results speak for themselves.

Stay a Step Ahead:

Republicans won't stop innovating (witness their discovery of field programs this cycle) and we cannot either. Two areas where we did well overall but must do even more are field investments and our digital outreach and advertising.

There is good research showing smart field programs are more cost effective as part of an overall program than even broadcast advertising, although that won't go away. Field programs tailored to communities and using locally relevant approaches work! We need to put the pedal to the metal on this one.

The same is true of digital outreach. Here, too, the data are in. We are missing a whole new generation of voters especially in a presidential year if we don't double down on this method of outreach and stay current on new technology. The world moves fast, and we always need to be refreshing our playbook.

Adapt to the New Context:

2020 is not 2018 and we cannot fight the last war. To begin with, we need to rotate the dial on offense and defense. This year, we almost exclusively played offense. Next cycle, with our great and large crop of new members, we need to place more emphasis on their needs. It's just math. It is simply more cost effective to protect an incumbent than to defeat one. We will absolutely continue to recruit -- I couldn't stop doing that if I wanted to -- but our resources and attention need to shift.

A second big change in context is that 2020 is, of course, a presidential cycle. Our presidential candidates will be sucking up financial resources like a vacuum cleaner. We have a small window that we need to immediately seize before the presidential campaigns are in full swing.

When all is said and done, our caucus has the best ideas, the smartest members, and we look like America. *The only thing stopping us from keeping and building our majority is being unprepared for the threats that challenge our candidates and ourselves.*

With all this in mind, I humbly ask for your vote to Chair the Democratic Congressional Campaign Committee.

No one is ever fully ready for this challenge, but as you know I've devoted myself to DCCC work the last six years. I know the districts and I know the map.

Additionally, I want you to know that I chaired my state legislative campaign committee through three cycles. We gained in each election, even going against the national tide in one.

I also know what it is like to manage a large organization. I was effectively the chief operating officer of a state government with 80,000+ employees and multi-billion dollar budgets.

As important as these experiences are, please know that I am ready to give my heart to this challenge because it requires no less and you deserve no less. These are high stakes and I pledge not only my soul-deep commitment to the task but to working with you to accomplish it. The goal is simple: keep and build the majority.

So once again, I humbly ask for your vote. I look forward to talking with you in the coming days.