

LCV Victory Fund and Climate Power Action: Launch new ads, expand efforts to engage more WI voters on climate and environmental

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MADISON, Wis. – With six weeks to go until Election Day, LCV Victory Fund and Climate Power Action doubled down on their paid media and field efforts in Wisconsin to engage more voters about their candidates' records on climate and environmental issues and elect climate champions in November.

According to a new [memo](#) from LCV Victory fund, the [Climate Voters Mobilization](#) digital advertising and direct mail marketing campaign began its second wave of digital ads run in 26 Senate and House races.

Here is a link to the new ad running in Wisconsin:

WI Senate: [Digital ad in support of Mandela Barnes](#)

*Part of [Climate Voters Mobilization](#) campaign.

Over the last week, LCV Victory Fund expanded the budget of the Climate Voters Mobilization program with Climate Power Action by \$2 million and launched the program's second wave of digital ads and direct mail.

The new efforts are part of a joint [\\$100 million Climate Votes Project](#) this cycle from LCV Victory Fund, Climate Power Action, Climate Reality Action Fund, EDF Action Votes (EDF AV), NRDC Action Votes (NRDC AV), and NextGen PAC to elect climate champions.

Issues