

**To:** Interested Parties  
**From:** Alex Ball, Campaign Manager  
**Date:** May 10, 2025  
**Re:** Campaign Updates

Mikie Sherrill continues to stand out from the pack, and she is poised for victory.

What we are trying to accomplish right now with Election Day four weeks away is for voters to see even more of her story and why she is the leader New Jersey needs so that they have a better understanding of who she is when the other candidates come after the front-runner in the closing weeks.

But it is important, too, that we preserve enough options for potentially a more robust and direct response communication strategy towards the end of the race.

#### Mikie Sherrill is the Leader New Jersey Needs

The core elements of Mikie's story featured in [Fighter](#) are resonating with voters across the state, in both media markets, whether they get their political communications on broadcast, cable, or streaming platforms – and we believe these elements will continue to resonate:

- Mikie was a Navy Helicopter pilot, a federal prosecutor, and a mom to four.
- There is a real risk of a Republican winning in November, but Mikie is the candidate who can win just like she has won tough elections before, even driving out a long-time Republican incumbent in a Trump district – something no one thought was possible.
- Mikie continued to find and make solutions for the tough problems that matter to people, even when people told her it couldn't be done.
- Now she's doing it again: running to the fight against the price gougers responsible for rising housing costs and fighting back against Elon Musk as he attempts to access New Jerseyans private information to dismantle Social Security.

#### The other key factor down the stretch of this race will be face-to-face contact with voters:

The top targets: voters who are on the vote-by-mail list, including:

- Hispanic voters who voted in at least 3 of the last 4 Democratic primary elections
  - Union County: Union Township and Elizabeth City
  - Middlesex County: New Brunswick City and Perth Amboy City
- AAPI voters who voted in at least 3 of the last 4 Democratic primary elections
  - Middlesex County: South Brunswick Township
  - Somerset County: Montgomery Township and Franklin Township
- White women voters who voted in at least 3 of the last 4 Democratic primary elections
  - Bergen County: Teaneck Township, Hackensack City, and Englewood City

The next targets: AAPI and White Voters who voted 0, 1, or 2 times out of the last 4 Democratic primary elections are visited in:

- Morris County: Morristown, Parsippany, Morris Twp
- Essex County: Montclair Ward 1, 2, and 3

Voters care about what their Members of Congress and former Members of Congress think about this race. Voters in or around New Jersey's 6th Congressional District are persuaded

when they hear about her endorsement from [Rep. Frank Pallone \(NJ-06\)](#). Voters in or around New Jersey's 7th Congressional District are persuaded when they hear about her endorsement from [Former Rep. Tom Malinowski \(NJ-7\)](#).

And finally, in an era of disinformation, it remains vital to remind voters how they can cast their ballots. When we identify vote-by-mail voters as supporters, we are telling them about how to fill out and return their ballot on or before the June 10th Democratic Primary. When we identify non vote-by-mail voters as supporters, we are telling them about their options to vote on or before the June 10th Democratic Primary.