

To: Interested Parties
From: Alex Ball, Campaign Manager
Date: May 8, 2025
Re: Campaign Updates

Mikie Sherrill continues to stand out from the pack, and she is poised for victory, assuming patience and that she has enough resources at the end. She is the clear frontrunner, which means all other candidates will be chasing her. When they do, there must be resources to respond, so voters know that in this challenging moment of change and uncertainty, Mikie is the leader who is best positioned to take on a Republican and win in November. Time and again, she has proven to be a different kind of leader, one who is mission-focused and accomplishes what others have said is impossible.

The below summarizes our broad view of the race, along with immediate considerations. As this race plays out, we will continue to provide updates on our view of the race.

Mikie is the Leader New Jersey Needs

As a Navy helicopter pilot, federal prosecutor, and mom of four, time and again she has accomplished what others have said is impossible, like when she drove out an entrenched Republican in a Congressional District Trump won two years prior— and won every election since with strong bipartisan support. Once she got to Congress, she kept doing what others said was impossible: finally securing the Gateway Tunnel Project and flood prevention projects for New Jersey, and she capped insulin prices. Mikie is the only candidate ready to stand up to the corporate price gougers who are responsible for the sky-high housing costs in New Jersey, prevent Elon Musk from accessing private information about New Jerseyans that could threaten their retirements, and defend the right to abortion here in New Jersey from Donald Trump's attacks.

The 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.