

To: Interested Parties
From: Alex Ball, Campaign Manager
Date: March 18, 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

Right now, as voters start tuning in ahead of getting their ballots in the mail, the key group of voters will be Black voters with a history of voting by mail, most especially Black women who receive their political communications in the mail. These voters need to start being introduced to Congresswoman Sherrill. For these voters, the most persuasive message is that in such uncertain and challenging times, when so much feels impossible, New Jersey needs a leader who is unstoppable — and Mikie Sherrill is that leader. 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.

As we prepare for the road ahead, we will need to be ready for the attacks that Mikie's opponents wage against her. When the time comes, Mikie will need to be able to respond and level-set on what is most important: winning in November. Showing how Mikie is different from the rest of the field will be key but the specific details will require further exploration. As her opponents have been making backroom deals, enriching themselves, and helping Republicans win, Mikie has been getting to work, listening, and getting things done. That's why she's the only one with a record of driving out an entrenched Republican and winning every election since with bipartisan support, and she's the only one who can beat a Republican in November. Exploring the details that demonstrate Mikie is different from the rest is a good first step for now, as we prepare to make the case that Mikie is a different kind of leader, one who is best positioned to win in November, closer to Election Day.