



To: Interested Parties
From: Alex Ball, Campaign Manager, Mikie Sherrill for Governor
Date: October 25, 2025
Subject: Momentum, money, and muscle — Mikie Sherrill is ready to win

Early in-person voting kicks off today and Mikie Sherrill heads into the final week of the campaign as the frontrunner, fully unleashing a ground game unrivaled in New Jersey history.

The polling, the vote-by-mail returns, and the enthusiasm on the ground all tell the same story: New Jersey voters know Mikie Sherrill is the candidate who will drive down their costs, take care of kids, and bring accountability to Trenton as our next governor.

Jack has spent this entire general election desperately trying to catch up, but his blind support for Trump over New Jersey families will drive him to his third straight loss.

I. Mikie continues to dominate in the polling, consistently above 50%, while Jack has a clear ceiling

- **Mikie is competitive with crucial unaffiliated voters:** Mikie leads Jack by 6 points among independent voters (48-42), according to a recent [Quinnipiac](#) poll.
- **Jack can't bust through his mid-40s ceiling:** In a whopping [27 polls](#), Jack has failed to rise above 45% support because he's weighed down by Trump, with whom he's refused to break on any issue, and his record of voting to raise taxes in every office he's held.
- **Mikie's support has only grown:** In consecutive reputable polls dating back to September 28 from [Fox News](#), [Quinnipiac](#), [FDU](#), and [Rutgers-Eagleton](#), Mikie has garnered at least 50% support.
- **Mikie is winning on cost of living, taxes, and energy:** With a laser focus on driving down costs for New Jersey families, Mikie is repeatedly beating Jack on the key issues of the day — just take it from [Fox News](#), who said Mikie is beating Jack 51-45 on the cost of living, 50-47 on taxes, and 50-47 on energy costs.
- **Voters think Mikie is more trustworthy:** According to a recent [Fox News](#) poll, most voters believe Mikie is honest and trustworthy (56%), compared to just 49% who say the same about Jack.

II. The Democratic vote-by-mail firewall grows daily

- **Democrats continue to grow our VBM firewall from 2021:** At this point in 2021, Democrats had an advantage of 156,893 vote-by-mail ballots over Republicans. In 2025, that margin has grown to 183,132. We expect it to grow as we head into Election Day.
- **Democrats in Republican-leaning counties are fired up:** In Ocean, Monmouth, Morris, Sussex, Cape May, and Hunterdon Counties, Democrats are returning their vote-by-mail ballots faster than Republican voters at upwards of 6% higher return rates, even when Republicans across New Jersey have fewer ballots to chase.
- **Democrats have overtaken Republicans on VBM returns:** In addition to our VBM firewall, Democrats have eclipsed Republicans on the overall return rate.
- **Infrequent Democratic voters are turning out for the first time in years:** Voters who have sat out the past state and federal elections are returning their VBM ballots (and returning them early) in another strong sign of enthusiasm for Mikie.

III. Mikie enters Early In-Person Voting with an unmatched ground game

- **Team Mikie is running the largest volunteer field operation NJ has ever seen:** 9.36+ million voter contact attempts, including 901,594+ doors knocked, 2,968,724+ calls made, and 5,365,600+ texts sent.
- **Mikie's volunteer army continues to grow:** Over 4,414 individual volunteers have completed more than 9,100 volunteer shifts across 321 locations in all 21 counties.
- **Team Mikie has put significant investment in turning out voters of color:** We are on the ground with paid, volunteer, and unique constituency direct voter contact programs that are actively mobilizing the Black, Latino, and AAPI vote across the state.

IV. Mikie knows the importance of Black and Latino voters to New Jersey, and that is reflected in our campaign's paid communications

- **We are the only campaign communicating in Spanish on [TV](#), [digital](#), and [radio](#):** Meanwhile, Jack's allies are specifically leaving Black and Latino communities out of their [ad targeting](#).
- **Mobilizing Black voters with radio investment:** The campaign has made a six-figure investment in radio to reach Black voters across multiple media markets.

V. Mikie enters the home stretch with a war chest — ready to unleash for GOTV

- **Mikie had a \$2.5 million cash-on-hand advantage:** Jack is lighting money on fire trying to catch up to Mikie, who entered the final 29 days of the race with \$6.5 million on hand compared to Jack's \$4 million.
- **Mikie outraised Jack by \$1 million:** As of 10/3, the campaign had raised over \$7.75 million from 29,700 donors, including New Jerseyans from all 21 counties, putting Mikie more than \$1.25 million over the requirement for full public matching funds.
- **Enthusiastic, small-dollar donors power our campaign:** Mikie has had more than 31,000 small-dollar donors during the general election as of 10/24. New Jersey small-dollar donors make up one-third of Mikie's overall donors, both large and small.
- **Mikie reached the public financing match well before Jack:** Mikie hit full funding for New Jersey's public financing in mid-October, immediately turning her sights on building our GOTV operation. Jack only just hit his full match.

VI. Meanwhile, Jack is closing terribly, stacking gaffe after gaffe in the final weeks

- **Jack [gave](#) Trump an "A" and said the president is doing everything right:** Jack has endorsed tariffs that are driving up the cost of groceries, ripping away healthcare from 300,000 New Jerseyans, and eliminating tax credits leading to higher utility bills.
- **Jack won't fight his boss on the Gateway Tunnel Project:** Jack has [no spine](#) when it comes to standing up for New Jersey's commuters, economy, and workers. He's backing Trump, who said the Gateway Project is "dead" and "terminated." Clearly, Gateway isn't a topic of conversation in his [\[constant\]](#) phone calls to Trump.
- **Jack [doubled down](#) on his support for a member of his "inner circle" who made antisemitic and homophobic remarks:** Rather than denouncing this hateful rhetoric, Jack applauded him on stage. And then, when called upon to fire this individual and distance himself from these remarks, [he leaned in](#).
- **Jack continues to parade his [MAGA](#) extremist friends throughout New Jersey:** There's the [Pizzagate conspiracy theorist](#), the January 6 organizer, the [anti-abortion extremist](#), the [architect of DOGE](#) that ripped away services and jobs from veterans, and the [anti-vaccine conspiracy theorists](#) who think vaccines make you magnetic.
- **Jack has [refused](#) to answer for his [role](#) in the opioid crisis:** Jack made millions of dollars during the opioid epidemic, printing misinformation that downplayed the addictiveness of opioids and even developed an online tool and app that coached patients on how to ask their doctors for hydrocodone.

We could go on, but here's the bottom line: Mikie Sherrill understands the stakes of this election and is ready to serve New Jersey families as our next governor. In the closing days of this campaign, Mikie Sherrill has the momentum, the money, and the muscle to win, while Jack is fading towards his third loss.