

To: Interested Parties
From: Megan Simpson, Sarah for Wisconsin Campaign Manager
Date: Thursday, July 15, 2021
Re: Sarah Godlewski is the Best Candidate to Defeat Ron Johnson

The U.S. Senate race in Wisconsin will be one of the most important elections of the 2022 cycle. The current Democratic majority hinges on a precarious 50-50 split, and incumbent Ron Johnson unapologetically spouts the most extreme positions of virtually any Senate Republican.

Despite his proud embrace of wild conspiracy theories, Johnson won't be easy to defeat in 2022:

- The entire right-wing political and media machine will rally to Johnson's defense.
- Historically, the party of the incumbent president suffers losses in midterm elections.
- Wisconsin is a closely divided state that has featured some of the closest elections in the nation, including President Biden's 2020 win by only 20,000 votes. Ron Johnson won election in 2010 by 105,000 votes, and won reelection in 2016 by 100,000 votes.

Flipping this Senate seat is a monumental task. To win, Democrats need a nominee with:

- Proven statewide electoral success who has met and passed the 72-county test;
- Ability to assemble a big, broad coalition from every corner of the state;
- A track record delivering on the kitchen table issues that Wisconsinites care about most;
- Ability to raise the resources to go toe-to-toe with Ron Johnson and the Republicans.

That candidate is Sarah Godlewski.

A Candidate Who Can Win In All of Wisconsin.

- In November 2018, Sarah earned more votes than Evers/Barnes in 50 of 72 counties -- defying the traditional down-ballot dropoff.
- After Trump's victory in 2016, Sarah flipped 9 Trump counties (*Columbia; Crawford; Door; Jackson; Kenosha; Richland; Sauk; Vernon; Winnebago*)
- Of the 58 counties Trump won in 2020, Sarah secured more votes than Evers/Barnes in 44 of them.
- Sarah defeated Scott Walker's effort to eliminate the Treasurer's office, [winning 62% of the vote in the April 2018 referendum](#).

Early Advantage In Key Endorsements Across Wisconsin

- Sarah currently holds the most endorsements from current and former Wisconsin elected officials, from Superior to Janesville and all points in between, than any other candidate in the race -- 39 in total.
- Sarah has been endorsed by long time progressive leaders – including Ada Deer, Tia Nelson, and WI DNC Member Andrew Werthmann – whose endorsements demonstrate Sarah’s progressive credentials and experience to get results for Wisconsin.
- On June 29, 2021, Sarah earned the backing of EMILY's List – an early and important supporter in both of Tammy Baldwin's winning Senate campaigns, and an influential endorser in races around the nation.
 - In a field with multiple male candidates, Sarah’s voice as a working mom will resonate with a decisive part of the electorate.

Best Candidate to Go Toe-to-Toe with Extremist Ron Johnson

- As a 5th-generation Wisconsinite born and raised in Eau Claire by two public school teachers, Sarah gets the economic hardships of workers, families, and the middle class.
- As a former small business owner, Sarah knows how to jumpstart economic opportunity for all, and ensure everyone shares in growth and prosperity.
- As a working mom, Sarah understands the need for workforce development that supports working families and parents, like the Child Tax Credit, Paid Family and Sick Leave, the Child and Dependent Care Tax Credit, and more.
- As State Treasurer, Sarah rebuilt the office to focus on kitchen table issues like homeownership, retirement security, and educational and economic opportunity:
 - As Treasurer, Sarah created the Treasurers Homeowner’s Task Force to help Wisconsinites buy, fix, and stay in their homes. When the pandemic hit, Sarah led the Task Force to provide immediate solutions that would keep Wisconsinites in their homes to include a Foreclosure Prevention Fund and Statewide Homeownership Network.
 - Sarah has helped invest over \$200 million in more than 250 communities across Wisconsin – often to finance essential projects that local governments may not have the capital to afford, like broadband internet, fire trucks and roadwork.
 - During the pandemic, Sarah helped provide a first-ever disbursement of \$5.25 million for school libraries to expand remote learning for students across the state.
 - As her first major action, Sarah eliminated the GOP's gag order that prevented the State Treasurer from working to combat climate change, or even discussing it.

Successful, Sustainable Grassroots Fundraising Operation

Sarah is building the strongest coalition of grassroots support to fuel our movement for the long haul. With a combination of support from local and national organizations, community leaders, and grassroots donors from all 72 counties in Wisconsin, Sarah is the candidate in this race who can build the broad-based coalition it will take to defeat Ron Johnson.

- Total raised in first campaign quarter (Q2): \$513,000
- Average contribution: \$76
- Average online contribution: \$29
- % of donors who gave \$100 or less 93%
- % of contributions for \$25 or less 79%
- Sarah is the only candidate to receive contributions from all 72 counties in their first fundraising period, demonstrating broad appeal and room for future fundraising growth.
- The coveted and decisive EMILY's List endorsement occurred on the second-to-last day of the finance quarter (6/29/21), and promises to unlock a significant and proven network of donors moving forward.

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