



Senator Rick Scott
CHAIRMAN

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TO: NRSC donors
FROM: Senator Rick Scott
RE: 52 seats and counting...

Bottom Line Up Front: We are less than 60 days from the election and our path to winning back the Senate majority is clear. We are on track to winning a minimum of 52 seats – and we are fighting every day to get to 54 or more. Thanks to your investments, the NRSC has been able to spend heavily, early (as promised at the start of the cycle!) which has kept our candidates in the ballgame. Every Democrat we are trying to beat is under 50 in the polling right now and no Democrat has been able to pull away in the polls in our target states – even in states like WA and CO.

Why We're Winning!

Below is a snapshot of where our top races stand and how our pre-Labor Day spending campaign has kept our candidates in the fight, despite getting outraised and outspent by their Democrat opponents and Chuck Schumer's many dark money groups.

Seats to protect:

- NC: The NRSC went up on TV in May and was the first group to attack Cheri Beasley on the air. The NRSC has been responsible for over 70% (pre-Labor Day) of the Republican tv spending in North Carolina and helped the Budd campaign get up on TV for the first time in the general election. Congressman Budd is either tied or leading in the polls. Republicans also continue to have a commanding lead on the generic ballot of 6 points and Biden is deeply underwater (33% to 59%).
- OH: The NRSC went up on TV in August and has been responsible for 36% of the Republican TV spending in Ohio (pre-Labor Day). Our spending got the Vance campaign up on TV for the first time in the general election. This was critical because \$9m was spent against Vance in the first 12 weeks after the primary, compared to \$0 in support of Vance. Prior to our first ad airing, Vance was down by 10 points. JD is now either tied or leading in most polls. Republicans also have a solid 7-point lead in the generic ballot and Biden is underwater (41% to 53%).
- PA: The NRSC went up on TV in May and was the first group to attack Fetterman on the air. The NRSC has been responsible for 45% of the Republican TV

spending in Pennsylvania (pre-Labor Day). The NRSC has committed resources to every ad the campaign has had on TV this summer. Prior to the NRSC's ad campaign, Oz was trailing by double digits after a bruising primary. After an aggressive ad campaign, Oz is within 4 points in a state where Biden remains deeply unpopular (33% to 59%).

- WI: The NRSC helped the Johnson campaign go up with their first ad of the general election in May and has been on the air with him ever since. The NRSC was the first entity spending money to support Senator Johnson this cycle and we have worked with the campaign all summer on effective ads. Despite Democrats spending almost \$40 million against Senator Johnson to date, he has broken away in the polls and is leading 49-45. Continued advertising has allowed us to define this race and will lead to a big victory. The generic ballot also favors Republicans and Biden remains deeply unpopular (38% to 55%).
- FL: The NRSC has been responsible for 36% of the Republican TV spending in Florida and helped the Rubio campaign get up on TV for the first time in the general election in June (pre-Labor Day). Senator Rubio is leading by 5-8 points in most polls. The generic ballot also favors Republicans and Biden remains deeply unpopular (38% to 55%).

Democrats we will send home:

- AZ: The NRSC was the first Republican entity to go up on TV in Arizona – with our first ad airing in 2021. The NRSC has been responsible for over 40% of the Republican tv spending in Arizona attacking Kelly (pre-Labor Day). Even while being vastly outspent by 2-1, Blake Masters is catching up to Kelly and is within 2 points. Republicans also continue to lead on the generic ballot.
- GA: In 2020, Warnock went into the run-off with 2-1 favorability and his numbers stayed relatively consistent through the race because he wasn't attacked until November. We committed at the start of the cycle that we would not allow this to happen again and that we would do things drastically different as it relates to Georgia since that is where our majority was lost. The NRSC first went up on TV last year in Georgia and we were the first Republican entity to attack Warnock on TV this election cycle. In May, Walker was down five points. Today, after an aggressive tv campaign, he is leading on most ballots. Republicans also have a commanding lead on the generic ballot of 6 points and Biden remains deeply unpopular (38% to 58%). Finally, here is a breakdown of how we are knocking down Warnock's image.

September 2020:

34 Fav

16 Unfav

August 2022:

45 Fav

44 Unfav

As you can see, Warnock's unfavorable is higher than it has ever been and finally tied with his favorable. Warnock's unfavorable is +28 points higher as he heads into an election he won last cycle by only 2 points.

- NH: The NRSC immediately went up this week in support of Don Bolduc. The NRSC was the first Republican entity to go up on TV in New Hampshire – with our first ad airing in 2021. In May, prior to our first ad attacking Maggie Hassan this year, Republicans were down by 5 on the generic ballot. However, after our early investment, Republicans lead by 7 points on the generic ballot. Despite millions of dollars spent in support of Hassan, her numbers have only gotten worse with her unfavorable going from 35% to 43%. And, Biden also remains unpopular (41% to 50%).
- NV: The NRSC helped the Laxalt campaign go up with their first ad of the general election and our independent expenditure unit was up early attacking Cortez Masto in June. The NRSC is also executing an aggressive effort defining her failed record on Spanish language television. Prior to the NRSC IE Unit going up on TV in Nevada, Laxalt was down three points. Most polls now show him tied or leading by as many as 3 points.

Expanding the map:

- In August, we were the first – and only Republican group to date - to invest on TV in Washington and Colorado. Despite many anonymous Washington insiders questioning – and criticizing our effort – it is strengthening our efforts to expand the map.
- Joe O'Dea in Colorado is only down by 1 point to Sen. Bennet, and Republicans are only down by 1 point on the generic ballot. Biden won in 2020 by 13 points.
- In Washington, Tiffany Smiley is in a 5-point striking distance to Sen. Murray. Biden won by 19 points in 2020.

How We're Going to Win on Election Day

We pledged the NRSC would not move forward with business as usual since we just lost the majority last cycle. Our team at the NRSC got to work, developed a plan to win and we are executing our plan every day. Here is an update on our plan and why it is helping us win:

We are Growing our Grassroots Donor Base: We pledged to build the largest GOP digital fundraising operation to help the party now, and in the future, as we work to catch up with, and eventually, beat Democrats. And it's working!

- We have a growing donor file. Our massive investment has resulted in tripling the size of our digital donor file – from 3 million to 9 million!
- We are number one in every category among GOP committees and campaigns. This year we are the #1 total raised, #1 in total donors, and #1 new donors to WinRed among Republican committees.
- At the start of the cycle, the NRSC had 1.1 million donors. Today, we have nearly 1.4 million donors. We have increased our total new donors by 283,000 since last cycle. Our digital program has already netted over \$11 million and has remained net positive even while making massive investments. This will significantly reduce the cost of fundraising for the committee next cycle and for cycles to come.

We Defined Democrats Early: We pledged we would spend early to help our candidates and define the Democrats for their failed policies! We knew the Democrats would have the resources to spend early to prop up their vulnerable incumbents while attacking our nominees. We promised to not let the Democrats have the airwaves to themselves.

- The NRSC went up with its first ads in March of 2021 and our Independent Expenditure unit went up with ads in May of 2022, earlier than ever before. Pre-Labor Day, the NRSC has spent significant resources to counter the record spending by Democrat campaigns and outside groups. Our spending has allowed us to compete in every competitive race.
- Without our early spending, in many cases, our candidates would have been outspent 2 to 1.
- In the most recent midterms, the NRSC spent \$36M on TV. We have already spent more on TV ads than the previous midterm cycle.
- All campaigns in target races on TV this summer used resources from the NRSC. Whether it was through our independent expenditure unit or funds we used to directly support the campaigns through hybrids and coordinated tv ads, the NRSC was able to help our campaigns get up on TV early.
- Comparing what we have raised and spent with the DSCC, we are making sure our candidates stay competitive. Our choice to spend early has made a difference!

	DSCC	NRSC
Raised	\$173 million	\$181 million
TV Spend (pre-labor)	\$7.5 million	\$45 million
Cash on Hand	\$54 million	\$23 million

Bottom line: No one should be surprised that our cash-on-hand is lower than the Democrats. We spent and they haven't. We are also stretching our dollars via hybrids and coordinated advertisements to make sure we get the most bang for our buck (and using YOUR donations in the most efficient manner possible).

We are winning in the field and the court room: We pledged we would do things previous cycles have never done before, including winning the Hispanic vote, launching an all-out offensive legal strategy to ensure election integrity across the country, and implementing a strategic plan for the most efficient and robust election day operation.

- We launched Operation Vamos - the first time the NRSC has ever had a program solely focused on winning the Hispanic vote. As part of this effort, we have already contacted over 375,000 Hispanic voters in our 9 targeted states.
- We made an unprecedented investment in a robust election day operation – a full year in advance of election day. By early 2022, we already hired over 35 people on the ground in our target states to prepare for election day operations. By election day, this number will be 100+ staff with tens of thousands of lawyers and volunteers signed up to work in precincts in target states. Already, this program has forced election administrators across the country to focus on following the law when implementing election rules.

There are challenges...

- Because of the abortion ruling, Democrats are getting a cash infusion. *Dobbs* has impacted this election cycle and no committee has responded better than the NRSC. We invested in research and polling prior to the ruling to proactively instruct and help our candidates deal with messaging in real time.
- Because of Biden and the Democrats inflation inducing policies, GOP grassroots giving has dipped across the board.

But, we have a BIG opportunity...

- We have great candidates, a great environment and a great operation... all of which combined are enormous headwinds for the Democrats.

We will win, but it will be expensive!

- The NRCC has historically had a strong member giving program. This cycle, member giving at the NRCC is over \$90 million. At the NRSC, it is under \$4 million. We are working with the entire caucus to increase this number so we can continue to invest in our target races.
- Thank you for your generous contributions to the NRSC. Because of your support, we raised record dollars this cycle which has kept us competitive with the DSCC. We are working every single day with our candidates to help them win. We have incredible candidates with strong backgrounds who will win big in November.
- **We're delivering on our promises, we're seeing a return on our investment, and now we ask you to double down on your support of the NRSC.**