



To: Interested Parties

From: Joseph Sweeney, Senior Adviser, Brown For Senate

Re: The Pathway To Victory

Date: July 21, 2025

Following a successful campaign launch, Scott Brown's Senate campaign is poised for sustained and steady growth throughout the summer and fall and into the election year. With U.S. Representative Chris Pappas (D-NH) anointed as the Democratic standard bearer and the Republican field of challengers fluid and subject to change, Brown begins the process with momentum on his side. Here are five reasons why.

1. **Scott Brown Is A Known New Hampshire Commodity:** During Brown's last run for Senate, he became a candidate in early April 2014 - barely more than a year after representing Massachusetts in the United States Senate and less than a year after moving to New Hampshire full-time. Over the course of seven months, Brown ran an insurgent, bare knuckles, grassroots-focused New Hampshire style campaign, raising more than \$10 million dollars and coming within 16,000 votes of defeating U.S. Senator Jeanne Shaheen. In the decade since, Brown has become ingrained in the New Hampshire fabric, competing in triathlons, performing with his band and supporting candidates at all levels across the state. Scott Brown is proud of his past and what he has accomplished. But as someone who was born at the Portsmouth Naval Shipyard and with family roots dating back to the American Revolution, his Granite State roots are long and strong. And, with [more than half](#) of New Hampshire's population born elsewhere and U.S. Representative Maggie Goodlander (D-NH) facing criticism about her residency, the Senate race will be decided not about where the candidates were born, but their visions for the future.

2. **Brown Has A Network Of National Donors:** Having competed in three nationally watched Senate races, Brown has an established network and long-standing relationship with donors. Brown has always been a prodigious fundraiser (including a 2012 campaign that cost nearly [\\$40 million dollars](#)), and as the polls tighten, Brown will have the necessary resources to compete and drive a message on the expensive Boston media market in which approximately 70 percent of Granite Staters get their news. As a well-financed candidate with the support of out-of-state progressives, Congressman Pappas will be highly resourced, especially without a primary challenge.
3. **Chris Pappas Is Not Jeanne Shaheen:** As a former governor and a three-term senator, Jeanne Shaheen's retirement was a major setback for the Democrats' grip on the seat. Shaheen has electoral experience that the 45-year-old Pappas, who has never run statewide, does not. Despite a voting record in lockstep with national party leaders, Shaheen was able to separate herself from her party's more extreme elements during election years, a skill that Pappas has never been forced to deploy. Further, Pappas' recent vote against the extremely popular "No Tax On Tips" provision in the One, Big, Beautiful Bill undermines his image as a local restaurant owner willing to buck with the extremists in his party. No Tax On Tips is overwhelmingly [supported](#) by Granite Staters by a 60-22% margin. Simply put, Pappas talks the talk of an unassuming moderate, but his votes tell a far more sinister story, and that contradiction is one the Brown campaign intends to prosecute, especially with the national prominence of democratic socialist Zohran Mamdani's candidacy poised to dominate headlines for the foreseeable future.
4. **2026 Is Not 2018:** From the One Big Beautiful Bill to the successful strikes on Iran to a red-hot job market and a secure southern border, President Trump is on a hot streak, and these recent wins should soon be reflected in the polling numbers nationally and in the states. Conversely, the Democratic Party remains stuck in an endless doom loop of finger pointing and "[autopsies](#)" over the Biden cover up, while poised to elect a far-left socialist to run the country's largest city. Unlike 2017 and 2018, the Democrats have yet to find their footing or effective counter message, and President Trump continues to drive his agenda largely untouched.
5. **The National Senate Map Is Shrinking:** Outside of Georgia and Michigan, the map for national Republican pick-up opportunities is limited. With its 10 counties and three media markets, New Hampshire is not only a smaller state to compete, but it also has the draw of the looming 2028 "First In The Nation" Republican primary, making it an attractive place for ambitious candidates to attend on behalf of fellow Republicans. No such dynamic or excitement exists on the Democratic side. Under the Biden Administration and with the acquiescence of the entire Democratic New Hampshire delegation, including Congressman Pappas, [South Carolina supplanted New Hampshire](#) as the Democrats' first nominating state.

Bottom line: as a former United States Senator and Ambassador with the experience, donor connections and connective tissue to the state, Scott Brown has the ideal make-up of a New Hampshire candidate where retail politics still matter. His plainspoken, everyman style and willingness to campaign the New Hampshire way connects with grassroots, and his independent voting record resonates with an electorate where “unenrolled” still makes up the largest bloc of voters. Make no mistake: New Hampshire is a blue state, and any Republican starts the race as an underdog in a federal statewide race. No GOP candidate has been elected statewide since 2010, and a Republican presidential candidate has not carried the state in a quarter century. With Governor Sununu taking a pass, Scott Brown remains the best candidate capable of making the race competitive and giving Republicans a chance of adding to their Senate majority.

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Paid for by Scott Brown for New Hampshire, Inc.
