

TO: Interested Parties

FROM: Travis Brimm, Campaign Manager for Cheri Beasley for North Carolina

DATE: November 7, 2022

RE: Cheri Beasley Well-Positioned to Win Despite \$42M GOP Spending Advantage

In a state that Donald Trump won by one point in 2020, and with unprecedented spending against her, Cheri Beasley is the most battle-tested candidate on the Senate map and is in a strong position to win the race for North Carolina Senate on November 8.

In 2022, Republican outside groups spent more than **\$64 million - the third highest total against any Democratic candidate this cycle** - campaigning against Cheri, [including false, negative attack ads](#). That number lags spending totals only in Pennsylvania and Georgia.

Republican outside groups have at least a \$42 million spending advantage against Democratic outside groups. That total marks the largest difference in spending of any Senate race in the country by nearly double, and accounts for **nearly 43 percent of the GOP outside spending advantage nationwide**.

Despite that massive outside investment, this race is still tied. That's why with only days remaining, Mitch McConnell's Senate Leadership Fund dumped another \$4 million on television against Cheri.

This memo details the strategy, unmatched fundraising, robust voter outreach and smart paid media investments that Cheri Beasley's campaign deployed to reach this highly-competitive position amid a tough national environment.

AGGRESSIVE CAMPAIGN SCHEDULE, ORGANIZING & FIELD PROGRAMS

Most Accessible and Widespread Campaign in North Carolina History

Dubbed a "[go-everywhere strategy](#)," Cheri met with voters in all 100 counties, prioritizing early engagement with rural communities and Black voters who are often left behind by campaigns. During her travels around North Carolina, Cheri held more than **500 non-fundraising campaign events** with voters and conducted nearly **600 media interviews**, from community radio stations to local outlets to student press.

A Coordinated Campaign Focused on Boosting Turnout

Understanding the difficult headwinds and national environment Democrats faced, the Beasley campaign made the decision to invest nearly **\$5.2 million** in the coordinated campaign and its voter contact programs.

North Carolina's coordinated campaign ran an aggressive organizing program, with a focus on both turning out and persuading key groups like Black voters, college students, and suburban women. This program includes over **91 staff**, with specific constituency programs focused on reaching

college students, including at HBCUs, members of the Divine Nine, a Latino outreach program, houses of worship and clergy across the state.

Notably, the coordinated program was built around state senate districts rather than the typical congressional district, so that the field outreach could be personalized and targeted for individual communities. All told, the North Carolina Democratic Party and its Coordinated Campaign made **over 6.3 million voter contact attempts** this cycle.

UNMATCHED FUNDRAISING

Cheri's campaign raised nearly triple what Congressman Budd's campaign raised, dominating him in every quarter of the race. Overall, Cheri **raised more than \$41 million over the course of her campaign, the highest midterm raise in state history for any federal candidate and the second highest total ever.**

And unlike Congressman Budd, who struggled to earn support and relied heavily on out-of-state billionaires and corporate PACs, Cheri ran a grassroots campaign: she does not accept corporate PAC money and earned support from all 100 counties in North Carolina. Over 90 percent of the donations to her campaign were \$100 or less.

AGGRESSIVELY COMMUNICATING OUR MESSAGE VIA PAID MEDIA

After clearing the primary field, the campaign carried its own message on the airwaves almost continuously since April, defining Cheri as an independent leader who will stand up to both parties and corporate special interests to lower costs for families and keep communities safe.

Paid Media By the Numbers

North Carolina is a notoriously difficult state to communicate in due to the large number of metro areas and media markets. The campaign's successful fundraising allowed us to invest more than **\$25.2M** in statewide television, digital and radio, with broadcast television advertising successfully reaching six of the state's nine media markets.

Paid advertising included three tracks: ads that highlighted Congressman Budd's record of corruption, ads that defined Cheri's independence and commitment to lowering costs for our families, and ads that ensured voters knew the truth about Cheri's record amid misleading and false ads from Budd and his allies.

A National Model on How to Defend Against Crime Attacks

[Democrats across the country have offered our campaign as a model for how to tackle attacks against candidates on crime.](#) The Beasley campaign predicted the false GOP attacks and made the strategic decisions to run [statewide television and digital ads inside of the primary](#) about her work keeping North Carolina safe, including establishing the state's first human trafficking court.

Our campaign aired ads with North Carolina [sheriffs](#) and [judges](#) successfully defining Cheri's record of independent leadership and work to keep North Carolina safe, which provoked National Republicans into attacking our race first among challengers across the country.

Unprecedented Investment in Reaching Black Voters

This campaign has made unprecedented investments in reaching Black voters, investing over **\$4M** in targeted digital, radio, mail, and print advertising to persuade and mobilize Black voters. All told, nearly **50% of targeted communication** from the Beasley campaign focused on specifically reaching Black voters, including seven-figure investments in mail and digital communication, and multi-six-figure investments in radio, print, and direct voter contact.

Targeted Communication on Choice and to Small Markets

In addition, our campaign made multi-six figure investments on the issue of choice to women and voters of all party affiliations, including registered Republicans, and communicated to voters in media markets without in-state broadcast communication.

INITIAL TAKEAWAYS FROM AVAILABLE EARLY VOTE DATA

Available early vote data reflects that this race remains a tossup. Voter enthusiasm and turnout is higher among all parties and key demographics compared to this point in 2018. Notably, approximately 42,000 more Black voters and 226,000 more women have voted at this point compared to 2018, which was a better national environment for Democrats.

Additionally, voter turnout by party registration currently favors Democrats when compared as a percentage to 2020 - a cycle where Cheri fell short by only 401 votes.