

myhosting.com

Type here to search This Folder

Address Book Options Log Off

Mail Calendar Contacts Email Settings

Deleted Items (4) Drafts (4) Inbox (30) Junk E-Mail Sent Items

Click to view all folders

- 16-12 Grants Committee
- 20-04 (27)
- 20-05 (13)
- 20-06 (6)
- 20-07 (17)
- 20-08 (9)
- 20-09 (25)
- 20-10 (24)
- 20-10 I Am Voting Becaus...
- 2020 Reimagining

Manage Folders...

Reply Reply to All Forward Move Delete Close

**[confidential] strategy memo for steve attached**

Zack Carroll, Campaign Manager [info@jaimeharrison.com]

Sent: Thursday, October 22, 2020 10:42 PM

To: Steve Johnston

We understand that now is a difficult time for our country and that it may be a difficult time for you personally. We're so grateful to have your support, but if you'd like to opt-out of emails for the next two weeks, [click here](#). If you would like to unsubscribe, [click here](#). If you'd like to update your name or other information, [click here](#).



Hey Steve,

My name is Zack Carroll and I'm Jaime Harrison's Campaign Manager. We've never been closer to defeating Lindsey Graham -- but the next 12 days will be pivotal.

Below, I've outlined how we plan to win in the closing days of the race. **But we won't be able to execute our strategy without your help.**

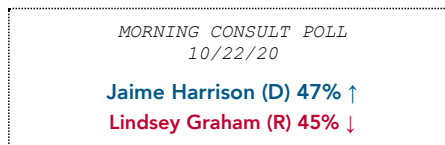
**I'll be direct: We need to raise \$10 million more between now and Election Day. [Read our Official Strategy Memo below and then, if you can, chip in anything to help](#) →**

\$10 \$25 Other

— OFFICIAL JAIME HARRISON —  
**STRATEGY MEMO**

**1. The State of the Race**

Jaime Harrison is poised to make history in South Carolina and beat Lindsey Graham. The latest Morning Consult poll shows Jaime is up two points. This race could not be tighter:



But our campaign woke up the Republican giant. Mitch McConnell and Lindsey Graham combined have spent \$43 million in South Carolina in the last 8 weeks.

McConnell's SuperPAC has raised \$143 million, and now he and Graham are already spending an enormous chunk of that to try to stop Jaime's momentum.

**Too many pundits don't understand what we are up against and have said that Senate campaigns like ours don't need to keep fundraising. But the fact is that unless our fundraising surges in the final 12 days, we will not be able to match Mitch McConnell, jeopardizing our path to victory.**

**[If you can, chip in \\$10 to help us fight back against Mitch McConnell and Lindsey Graham](#) →**

**Chip in \$10 immediately →**

**2. Our Campaign's Fundraising**

Look -- fundraising records don't matter. Winning matters.

Democrats have stepped up before to help Jaime, and we need you now more than ever. Running against a 25-year incumbent like Sen. Lindsey Graham is tough, and now he's got casino magnate Las Vegas billionaire Sheldon Adelson's millions helping him. But this race is tied -- only because so many of you believed. We knew since day one that this race would be a pure tossup.

But we're going to give you an unprecedented look under the hood for our campaign budget -- to match Republican spending in this race, we need to raise \$10 million to send Lindsey home. [Can you help? →](#)

\$10	\$25	\$50
\$100	\$250	Other

From the outset, Jaime and our team decided to take big risks to make this race competitive:

- We started our radio, digital, and television advertising campaign in March, months before Lindsey Graham.
- We invested early this spring in grassroots organizing to communities of color, earlier than any South Carolina campaign in history.

These were real financial risks. This spring, our campaign war chest was smaller than Lindsey Graham's. Graham was ten points ahead of us in the polls, but we believed that if we invested early, the Democratic grassroots would be there for us when we needed you.

#### About Our 3rd Quarter Fundraising

A lot of pundits have opined about this, so let me be as clear as I know how: Yes, we raised a lot of money in the third quarter. And Jaime isn't your traditional candidate -- he's had jobs since he was 15 years old to make ends meet, and he's always known how important it is to spend every penny wisely. He and I take our responsibility to invest wisely incredibly seriously. **We have spent every single dollar we raised in the third quarter to tie up this race.**

This was always our strategic plan. Our historic fundraising did not catch us by surprise. Catching a surge of grassroots energy in our fundraising was the exact scenario we've been planning for since Jaime announced, because we knew his historic candidacy and inspirational message would resonate.

We invested those dollars wisely:

- We spent **\$4.3 million on grassroots mobilization**, primarily investing in communities of color. For the first time in modern history, we have a grassroots presence in every single one of South Carolina's 46 counties.
- We spent **\$2.2 million on African American radio and \$8 million on digital ads.**
- We spent **\$34 million on television advertising** to educate voters about Jaime and push back on the lies from Lindsey Graham.

Through these efforts -- unprecedented investment in African-American communities, historic grassroots organizing, and months of educating voters about Jaime -- the race is now virtually tied.

**But we can't let up now -- this final stretch of the race is critical. Chip in \$10 to power us to victory →**

**Chip in \$10 immediately →**

---

### 3. What We're Up Against

To the pundits who say we should stop fundraising, our answer is: We cannot win unless we keep fundraising. We have to run through the tape, until Jaime Harrison finally sends Lindsey Graham home, we must continue.

**In the final week of the campaign we will be drastically outspent by \$10 million unless our pace of fundraising increases. That's why we need to raise \$10 million to put us over the top.**

Here is our current budget reality:

**Right now, we are being outspent.** The combined Republican forces -- Mitch McConnell's super PAC, Lindsey Graham's campaign, and Lindsey's personal SuperPAC -- are spending over \$21 million right now to defend this seat. Their deep-

pocketed donors know they have to defend Graham, because he's essential to their out-of-touch, extreme agenda in Washington.

Also, remember that South Carolina isn't a cheap state to campaign in:

- South Carolina has more than 3 million registered voters and seven media markets, including multiple markets that overlap with expensive swing states like North Carolina and Georgia.
- Jaime is building a campaign infrastructure here for the first time in a generation. Many counties and communities, especially communities of color, require extra investment after decades of neglect by political campaigns of both parties.

[That's why anything you can chip in today will make all the difference in this election →](#)

**Chip in \$10 immediately →**

#### 4. Finally, Our Path to Victory

Our path to victory is simple: We have to turn out every single voter in South Carolina who wants change. But that takes resources and we cannot let our momentum slack for a single second.

*This is our fight as much as it is Jaime's.*

If you care about bringing hope and decency back to our politics -- this is your fight.

If you care about flipping the Senate -- this is your fight.

If you care about ending Lindsey Graham's hypocrisy and double-dealing -- this is your fight.

**To make history on Election Day and defeat Lindsey Graham, our fundraising has to pick up so we can match Mitch McConnell. So I'm asking one final time: [Can we count on you?](#)**

- |         |         |
|---------|---------|
| \$10 →  | \$25 →  |
| \$50 →  | \$100 → |
| \$250 → | Other → |

<https://go.jaimeharrison.com/Strategy-Memo>

If you've read this far, I can't thank you enough, Steve.

I know that with your support, we will elect Jaime Harrison and finally defeat Lindsey Graham.

Talk soon,

*Zack Carroll  
Campaign Manager  
Jaime Harrison for U.S. Senate*



**JAIME HARRISON**  
FOR U.S. SENATE

PAID FOR BY JAIME HARRISON FOR U.S. SENATE

P.O. Box 1767  
Columbia, SC 29202

**Please read the following message from Jaime Harrison:**

I'm so grateful for your support in my campaign for U.S. Senate. Together, we'll bring

hope back to the people Lindsey Graham has left behind.



*"This election isn't about left versus right. This is about right versus wrong."*

**Donate to Jaime**

**Harrison** →

Steve, this year is our best chance EVER to beat Lindsey Graham and bring new leadership to the Senate. Here's why:

**ONE:** From Doug Jones in Alabama to Joe Cunningham right here in South Carolina, voters across the South have shown they are ready for change.

**TWO:** Lindsey Graham isn't who he used to be. He's abandoned his principles to focus on pleasing President Trump.

**THREE:** There are thousands of swing voters in South Carolina. *We need to spread my message and get these folks fired up to vote in November!*

But I can't do it without you. Will you chip in to help me DEFEAT Lindsey Graham?

**Donate to Jaime**

**Harrison** →

You received this message because you're a critical part of our grassroots movement -- and email is an integral way for us to keep in touch.

If you'd like to update your email preferences, [click here](#). If you'd like to update your information, [click here](#). If you'd like to receive only our most important campaign updates, [click here](#). I'd hate to see you go, but if you'd like to unsubscribe, [click here](#).

**Visit our campaign store** →

**Follow us on Twitter** →

**Follow us on Facebook** →

**Follow us on Instagram** →

From me and the entire team, thanks for being a part of this movement!