

From: [REDACTED]@maggiehassan.com>
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Subject: Close Hold -- Update on the NH Senate Race
To: [REDACTED]@maggiehassan.com>
Cc: [REDACTED]@maggiehassan.com>

Hi All —

We are now just 40 days out from the election. As a strong supporter of our campaign, I wanted to be clear with you about where things stand — and to correct some of the narratives we have seen about this race, that to be frank, do not reflect the reality we are seeing on the ground here in New Hampshire.

National Republicans Are Pouring in \$30 Million to Defeat Senator Hassan & Outspending Democrats

The NRSC and Senate Leadership Fund (SLF) are spending more against Senator Hassan than any other Democratic incumbent except Senator Raphael Warnock. Over the eight weeks of the general election, SLF and the NRSC are slated to spend a staggering \$30 million dollars against Senator Hassan. While many predicted national Republican groups would cancel their ad reservations once Bolduc won, they have done the opposite. Republicans' decision to [reallocate](#) resources from states like Arizona to bolster Bolduc on the airwaves has created a significant spending disparity in New Hampshire's US Senate race:

- From September 5 to September 26, Republican groups [outspent](#) Democrats by \$2 million and are currently set to outspend Democrats from now until Election Day.
- Of particular concern is the fact that the spending gap is set to widen in the final days before the election — with Republicans slated to spend \$3.5 million more in the final three weeks of the campaign than Democrats.
- With the Bolduc campaign reporting that, "In the last week, he has already surpassed the amount raised during the entire year," we can only expect Republicans' spending dominance on the airwaves to strengthen.

Despite the negative coverage of Bolduc's misleading comments from local and national press, Senate Republicans aren't just standing by him — they're pouring money into the state. In many ways, our campaign is dealing with the worst of both worlds: while many Democrats are not taking Don Bolduc seriously, national Republicans are spending tens of millions on his behalf.

The Public Polling is Wrong — Again

New Hampshire is a notoriously difficult state to poll. It's small, with many residents being continually bombarded by polling firms. That often means there is significant selection bias — with those responding to polls being unrepresentative of the electorate as a whole and often Democratic-leaning. In other words, the polls are sugar-coated for any Democratic candidate. Democrats learned this the hard way in Maine last cycle, where pollsters continuously found a big lead for the Democratic candidate. Maine and New Hampshire are similar — and you should be leery of any public polling showing Senator Hassan leading this race outside the margin of error. Our own internal polling shows that Don Bolduc is quickly consolidating the Republican base and is rapidly making up ground against Senator Hassan. While many public polls still show Bolduc only getting 80 percent of the Republican base, our own polling shows that he will get the 90+ percent of Republicans that is typically the case for a GOP nominee— and is therefore well on his way to making this a tied race.

The National Environment Has Not Magically Changed for Democrats

National media and pundits have assumed that the national environment for Democrats has miraculously improved for Democrats over the course of the summer. That's magical thinking.

In fact, there are [clear signs](#) that the ground is shifting away from Democrats again and, given historical trends in midterm elections and particular headwinds in 2022, the national environment continues to remain very challenging for our party.

Republicans know this and that is why they are spending millions of dollars on TV every week trying to distort Senator Hassan's record. We know those attacks are false. Senator Hassan has been rated the most bipartisan senator and has a long record of standing up to her party for the people of New Hampshire. But our campaign will need the resources to communicate to voters about this record — and to fight back against an onslaught of Republican ads. If we don't have the resources to fight back, then we can only expect the negative attacks to start to stick.

We Need the Resources to Make the Case About Abortion Rights

While voters are deeply alarmed that the Supreme Court overturned Roe and by Republicans' push for a nationwide abortion ban, that doesn't mean that they will just automatically vote for Democrats. We need to make the case directly to voters about the threat Bolduc poses to their fundamental rights — and that takes organizing and advertising. The Bolduc campaign has also been aggressive in trying to cover up his position on abortion (and other issues). It will take significant voter outreach and paid media to combat the stunning level of misinformation coming from the Bolduc campaign. And that level of outreach requires significant resources.

KEY TAKEAWAY: We can't take our foot off the gas. Senator Hassan has a strong record of delivering for New Hampshire — exactly the type of record needed to win in our state. But a win isn't automatic. Our campaign needs the resources to talk to voters on their screens and at the doors about the Senator's accomplishments. Voters will not just automatically vote for Senator Hassan because Don Bolduc is out-of-touch and extreme. It will take a sustained and sophisticated campaign to inform voters about Bolduc's record if we want to win in November. In 2014, national pundits assumed that Scott Brown could never win New Hampshire's US Senate race — yet he came within 1.5 percent of winning despite being underwater by 20 points in his approval ratings. Don Bolduc is already in a stronger place than Brown. In a politically volatile and swingy state like New Hampshire, it will take significant investment again to prevent a Republican from winning this seat in what is an incredibly challenging national environment for our party.

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Aaron Jacobs
Campaign Manager
Maggie for NH
[REDACTED]