

FUNDRAISING

Today we announced that we raised \$20 million in its first six weeks, reflecting the growing enthusiasm for Governor DeSantis' forward-looking vision for the Great American Comeback. The campaign's haul is the largest first-quarter filing from any non-incumbent Republican candidate in more than a decade. It bests the \$18.3 million former president and de facto incumbent Donald Trump's campaign raised during his first two fundraising quarters as a candidate (\$3.8 in Q4 2022 and \$14.5 in Q1 2023).

Joe Biden's leftist policies are destroying the country, and Republicans are excited to invest in a winner ready to lead America's revival. We are grateful for the investment so many Americans have made to get this country back on track. The fight to save it will be long and challenging, but we have built an operation to share the governor's message and mobilize the millions of people who support it. We are ready to win.

The strong Q2 haul comes after DeSantis recently eclipsed 250 endorsements from state legislators across the nation and unveiled his plan to stop the invasion and secure the border. The policy rollout was the first of many the campaign has planned in the weeks and months ahead.

STATE OF THE RACE: THE BALLOT IS VERY FLUID

Early state voters are only softly committed to the candidates they select on a ballot question this far out – including many Trump supporters. Our focus group participants in the early states even say they don't plan on making up their mind until they meet the candidates or watch them debate. While we know Trump's floor is ~25%, that leaves $\frac{3}{4}$ ^{ths} of the electorate willing to consider other viable options.

What has not changed are the candidates who are realistically being courted by the electorate. As it has been for the last year, Trump and DeSantis remain the only viable options for two-thirds of the likely Republican primary electorate. While Tim Scott has earned a serious look at this stage, his bio is lacking the fight that our electorate is looking for in the next President. We expect Tim Scott to receive appropriate scrutiny in the weeks ahead. We've found low to no interest in Vivek, Burgum, and Nikki while far too many voters will not consider Pence and Christie for them to feel remotely viable.

WHERE WE PLAN TO COMPETE

Ron DeSantis is running a campaign to win everywhere. **It would be a mistake to take a paid media and field program off the table in service of other states, we will not cede New Hampshire.** From what we can tell, pro-DeSantis efforts are currently and will continue to run a robust effort in Iowa, South Carolina, and New Hampshire, that includes paid media and field.

While Super Tuesday is critically important, we will not dedicate resources to Super Tuesday that slow our momentum in New Hampshire. We expect to revisit this investment in the Fall.

Governor DeSantis and his message are thriving in town hall style engagements. This format allows him to speak directly with voters regarding the issues they care about. Town hall events are the best way for early state voters to get to know Governor DeSantis. The campaign has hosted successful town hall events in Texas, South Carolina and New Hampshire to date.

We are also planning events that feature cookout styled, backyard activities targeting primary voters in Iowa and New Hampshire.

THE MESSAGE

We will Restore Sanity for the American people.

- BIO: We've found that when voters hear about the Governor's bio – principally as a Dad and as a veteran – they like him and are open to hearing more about him. This is to say nothing of his successes on parental rights, his leadership bringing Florida's economy back during and after COVID, fighting illegal immigration and ensuring border security, that he's not just a fighter, but most importantly a winner. A major paid media effort featuring the Governor's bio (dad/family/veteran) will help us to convert image to ballot.

There is more to the Governor's bio than we even appreciate – for example, when in Congress he refused to take a congressional pension. This and many other examples have yet to even be explored and will likely be features of his bio in the Fall.

- Culture: Governor DeSantis is THE leader of the culture fight in America. We will continue to burnish his record fighting the Left who want to come after our kids and take over society via the "Control Economy" (ESG and DEI). When radical liberals tried to teach school kids to question their gender, Ron DeSantis stood up and protected our children. As President he will continue to fight those who want to inappropriately sexualize our children and steal their innocence. He is THE candidate to lead the culture fight and we need to burnish his record nationally (early states and national cable) to secure this lane.
- The Economy: Equally important, we will offer an economic message to disrupt and win economy voters. American decline was not an accident. It was a choice. Our elites do not consider themselves Americans so much as they think of themselves as "citizens of the world." Their loyalty is not to a discrete nation, but to the bottom line on a balance sheet. And the decisions they've made in leading this country over the past few decades has reflected that worldview – they have governed in their interests rather than *ours*.
- China is a Domestic Policy Threat...but not for the reasons you think: China is not to be thought of as a superpower, but as a desperate power. The chief foreign policy threat to the U.S. is also a domestic policy threat – a desperate China. He will right size China's control over our

hemisphere and stop them from spying on our citizens, stealing our technology and displacing America on the world stage. We do not need them.

THE POLICY

The **NO EXCUSES** policy agenda will feature bold policy solutions, including:

- The Border: Stop the Invasion (June 2023)
- The Economy (July and August 2023)
- Foreign Policy and China (August 2023)
- Debate (August 2023)

More to come in the Fall of 2023....including woke military, the deep state, school choice and beyond.

THE FIGHT

Our campaign will make the contrast between Joe Biden and Ron DeSantis clear – but we won't avoid Trump's failings when asked. Our strategy? Question Asked, Question Answered, then on to how we beat Joe Biden.

While Trump is always the most efficient driver of his own negatives, there are numerous other persuasion narratives that can and should be exploited on him. Soft Trump voters and America First conservatives do not look kindly on Trump's record on guns, the deficit and spending, Transgenderism, and his family's his cozy relationship with the Saudi Royal Family.

THE FORMULA

We will continue to present big, bold ideas that will get people talking in an effort to generate more earned media. More earned media will result in increased standing on the ballot. We will aggressively pursue this formula in the next eight weeks as we understand that standing in the polls is directly tied to earned media – pro-DeSantis surrogates understand the importance to appear on every possible news segment.

In the meantime, voters need to become fully aware of the Governor's bio as described above. While saturation of critical states like Iowa and South Carolina is critical, we see no reason why more expensive markets in New Hampshire should not also be prioritized. **The earned media is the cake. The paid media (early states and national conservative cable) is the icing and keeps the messaging points from the earned media hits in the voter's face.** We are continuing to aggressively fundraise to ensure we can be competitive on both fronts.

