

NIKKIHALEY

FOR PRESIDENT

To: Interested Parties
From: Betsy Ankney, Campaign Manager
Date: September 5, 2023
RE: Nikki Haley's Post-Debate Momentum

Nikki Haley's Post-Debate Momentum

Two weeks after the first debate in Milwaukee, it's clear that momentum is with Nikki Haley.

Poll after poll – in the early states and nationally – show Nikki gaining ground. She's the only candidate who has consistently gained. The Trump team released its [polling](#) in Iowa and New Hampshire showing Nikki in third place in both states. The DeSantis team leaked its [polling](#) showing Nikki in a solid third place in Iowa. A [poll](#) conducted by an independent group in New Hampshire shows Nikki tied with DeSantis for second. Keep in mind that at this point, DeSantis's side has spent over \$17 million on air, and there has been roughly \$5 million spent on Nikki's behalf.

We're feeling the same momentum on the ground. At our first post-debate campaign event, we expected 500 people to show up and got over 1,000, filling [three overflow rooms](#). We just announced a [Young Americans for Nikki](#) coalition that already boasts chairs in 45 states and on 25 campuses. We're racking up new endorsements in Iowa every day. And we just [announced](#) chairs in all 10 counties in New Hampshire, the first campaign to do so.

From the very beginning, we've prioritized hard work over flash. While other campaigns have had multiple reboots and excessive campaign and super PAC spending, our campaign is lean and mean and fighting for every inch. Candidates and campaigns matter, and Nikki and our entire operation are focused on the mission and will get the job done.

Nikki is the Only Candidate Who Can Beat Trump and Biden

Trump is essentially running as an incumbent. He is by far the most well-known candidate, and everyone has a strong view of Trump one way or the other. But in the early states, where voters are learning a lot more about the alternatives, Trump is hovering around 40%. That means close to 60% of Republican caucus/primary voters are actively looking for someone else to support. Beyond that,

the number of voters who are ONLY considering voting for Trump is around 25%. He has a strong grip on that 25%, but if any other incumbent were staring down those numbers, they would be rightly nervous.

Ron DeSantis and Vivek Ramaswamy fall all over themselves to copy Trump on everything from policy to his leadership style. From DeSantis's "territorial dispute" comments to, well, everything about Ramaswamy, both seem to think copying Trump is the path to success. Meanwhile, Nikki is blazing her own path...like she always has. Where she agrees with Trump, she says so. Where she disagrees, she says that, too.

- In a recent speech at AEI, she [criticized](#) President Trump for lacking moral clarity on China.
- In the debate, she [denounced](#) the out-of-control spending in Washington from both Democrats and Republicans.
- She is the only pro-life candidate to [lay out](#) a clear way forward for the Republican Party on the issue of abortion.

Her opponents have done none of that. Some run as "Trump-lite," while others throw rocks at Trump to win points in the media. All are wrong, all will fail, and all show a lack of leadership. Nikki stands alone as the candidate with the backbone and vision to lead the Republican Party into the future.

Democrats: If They Nominate Nikki Haley, We're in Trouble.

While much focus is on the Republican primary, let's not forget the ultimate goal: defeating Joe Biden and Kamala Harris. Remember when Ron DeSantis presented himself as a more electable version of Donald Trump? Last December, his image in the [Wall Street Journal poll](#) among registered voters nationwide was 43/39. Today, DeSantis's image in the latest [Wall Street Journal poll](#) is an abysmal 37/55, moving from +4 to -18, and just a hair better than Trump's terrible 39/58 image.

That's why [Politico](#) recently reported, "When you ask President Joe Biden's brain trust who they are really worried about, you'll hear one name. 'If they nominate Nikki Haley, we're in trouble,' said a senior Democratic strategist close with the Biden campaign."

We agree.

See you on the trail.