

**TO:** Interested Parties  
**FROM:** Jennifer DeCasper, Great Opportunity PAC  
**DATE:** 6/6/24  
**RE:** Winning in 2024

## **The Political Landscape**

We have seen this story before. Control of the White House, Senate, and House could come down to less than 100K votes across a half dozen states. Some predict it could be the closest battle for each in a generation. This happens while the political coalitions that have made up modern politics are shifting. Republicans are assembling a multi-racial, working class base that if persuaded and mobilized could shift political winds for a generation. This change has been slowly developing, but we have a unique opportunity to expand the Republican political coalition and be the difference between whether we win the White House, House, and Senate.

In short, how Black Men and other working-class racial minorities vote could decide this election and their votes are up for grabs.

**“Even a modest racial realignment would provide the margin of victory for Republicans in November.”**

- Patrick Ruffini, 4/12/24, WSJ

## **The Opportunity**

Small shifts in the turnout and voting patterns of Black and Hispanic voters could provide the margin for Republicans in the Presidential race and control of the Senate and House. While these shifts have been happening naturally we have not made the investment necessary to earn and win this vote. If Trump increases his margin among non-college-educated voters by another 2 points in 2024, and his vote margin among nonwhite voters increases by only 3 points, he'd win five additional states, bringing him to a 297-241 victory in the Electoral College. These changes could also make a critical difference in key Senate states such as PA, MI, WI, NV, and AZ as well.

## **Show up, Make the case, Close the sale**

Joe Biden and Democrats have taken the Black vote for granted. Thanks to Bidenflation and Bidenomics, Black voters are worse off today than they were under President Trump. But this is not enough for us to automatically break historic voting patterns. While polling and changes in voting patterns tell us that Republicans have an opportunity to assemble a multi-racial working-class majority, we have only begun to do so. We will only change historic voting patterns if we don't just hope and pray but we actually show up, make the case, and close the sale. That's what this plan calls for.

## The Plan

We will campaign in Black communities, we will communicate directly to Black voters, we will canvass Black voters. In short, we will run a full scale, 360 degree communications and voter contact plan targeting swing and low propensity Black and brown voters. We will fight for and earn the vote of Black and brown voters and in doing so help Donald J. Trump win the Presidency and Republicans win back the House and Senate.

Our plan is to run a concerted earned and paid campaign to target, persuade, and turnout low-propensity and swing Black and Hispanic voters in target Presidential and Senate states. This effort will include events and media appearances by elected officials, but will also include canvassing, digital marketing, direct mail and targeted paid advertising. This campaign will be supported by advanced survey research and data analytics so that we can track the impact that we are having.

Republicans have two demographic paths to victory in these races: exceeding turnout expectations among our base AND exceeding historical expectations with working-class racial minorities. We have a path and can do both. The first objective is one the Republican campaign and party apparatus are well suited to handle. We will have a laser focus on the latter.

## Budget

Program	Budget
Voter Contact	\$9,010,505
Earned & Paid Media	\$4,790,000
Survey Research, Data & Analytics	\$331,533
Operations & Legal	\$225,000
<b>Total Budget</b>	<b>\$14,357,038</b>