

To: Interested Parties
Fr: Andrew Piatt, Sinema for Arizona Campaign Manager
Re: Kyrsten Sinema enters general election in a position of strength
Da: August 28, 2018

Kyrsten Sinema enters the general election well on the path to victory. For the past eleven months, our campaign has steadily executed our strategy of engaging voters where they are, highlighting Kyrsten's independent record, and focusing on the issues Arizonans care about most: access to affordable, quality health care; ensuring veterans get the care they deserve; ensuring all Arizonans have the opportunity to succeed; and keeping Americans safe at home and abroad.

The result is that Kyrsten Sinema is in a strong position to become the next U.S. Senator for Arizona.

Voters are engaged and turning out for Democrats

This primary saw record turnout and the [enthusiasm favors Democrats](#). Already this year we've seen vote totals exceeding those of 2016, a presidential year that typically sees higher turnout. This increased turnout is favoring Democrats, with early returns showing the margin between Democratic and Republican turnout [at its narrowest since 1994](#). Independents are also pulling Democratic ballots at historically high margins, meaning that Arizona's largest block of swing voters are already rallying behind Sinema's record of getting stuff done for Arizonans.

All of this data tracks with the results we saw in April's special election in the AZ-08. There we saw the margin close by 15 points from 2016, in a district that is older and more conservative than the state as a whole. Further, just as in the Senate race, health care was a central issue in the special election. On health care, voters have decidedly handed the advantage to Democrats.

The Arizona Democratic Party has capitalized on the enthusiasm, opening 13 field offices across the state, with more to come as we continue building the ground game to win in November.

While Republicans competed with themselves, Sinema was executing her playbook

Unlike the competitive GOP primary, Kyrsten has been talking with voters for 11 months about her independence and her record of standing up for Arizona. She went up on air statewide beginning in April, and has defined our campaign around the issues that voters care about most: health care, education, veterans, and good jobs. Kyrsten's eight TV ads focused on issues and introducing herself to statewide voters, while the GOP candidates were mired in an ugly primary battle and left the airwaves largely uncontested.

Already, the campaign has released two TV ads in Spanish. Another digital ad, released in April, was the first ad this cycle to be narrated by a Senate candidate in a language other than English.

Kyrsten has raised [more than \\$12.0 million](#) for Sinema for Arizona and the Sinema Victory Fund. We've seen [more than 75,000 individual online contributors](#), with an average online gift of \$45.

McSally has a vote problem

Kyrsten spent the last eleven months connecting with Arizona voters, and showing them she shares their values, respects the challenges they face, and will be an independent voice for Arizona in the Senate.

The divisive GOP primary, other other hand, had the opposite effect for McSally. It showed voters that McSally will say and do whatever she thinks will help her get elected. For months, she has shifted positions in search of what she needed to survive the primary. Now, with only 6 weeks until ballots drop, she will attempt to make general election voters forget all that history.

The primary intensified voters' distrust of McSally's record on issues from health care to privacy and left her vulnerable. This is why our campaign fully expected the early, deeply negative, and personal attacks McSally not only launched herself on Primary Day, but assured reporters she will continue till November.

McSally's decision to go heavily negative out of the gate is a strategy born of necessity, not confidence. It is a clear sign of her weakness heading into the general election. McSally's attempts to undo the bond Kyrsten has forged with voters will only reinforce the narrative she's trying to escape: McSally doesn't understand the challenges everyday Arizonans are facing and her record proves it, so she's not going to run on it.

Kyrsten's record of getting things done is the difference maker

In this election, voters are looking for leaders who won't be a rubber stamp for the status quo in Washington. Ranked as the third most independent member of Congress, Kyrsten is running to serve as an independent voice for Arizona. Amidst all the squabbling and personal insults on the GOP side, Kyrsten's record of working across the aisle to get things done has positioned her as the adult in the race:

- Worked with Sen. John McCain to protect \$3.5 billion in school funding for Arizona.
- Defended health care access and voted against what AARP called an "age tax" on older Arizonans.
- Worked to protect Medicare and Social Security.
- Worked with Republicans and Democrats to pass the largest pay raise for our military in a decade while blocking a pay raise for members of Congress.
- She worked to pass five bipartisan laws supporting our veterans since 2017.

Kyrsten is in lock step with Arizona voters, while Congresswoman McSally's record harms everyday families across the state. Kyrsten's independent voice and deep commitment to Arizona values makes her well positioned to win this race and serve Arizona in the U.S. Senate.