

To: Interested Parties
Fr: Andrew Piatt, Sinema for Arizona Campaign Manager
Re: As voting begins, McSally on the defensive as Sinema is strongly positioned to win
Da: Oct 9, 2018

As early voting begins this Wednesday, we have reached a significant turning point in the campaign for U.S. Senate in Arizona. Kyrsten Sinema has built an enthusiastic and durable base of support while Congresswoman McSally's campaign is on the defensive and in disarray. Kyrsten greets excited crowds while McSally struggles to appeal to voters of every type—including in her own party. With 80% of voters expected to cast ballots before Election Day, there should be alarm bells going off in the DC offices of McSally's campaign handlers.

Here are four key takeaways about this new phase of the campaign:

I. Kyrsten is raising the resources to win

Kyrsten has continued to put together the resources she needs to win, raising nearly \$7 million in Q3. This will keep our message on the air and fuel the largest voter mobilization program ever seen in the state.

II. McSally is now on the defensive

Consistently trailing in polls, McSally is on the defensive about her record, including threatening Medicare and Social Security while voting to take away health care protections. Notably, the Super PAC aligned with Mitch McConnell has started running ads defending McSally on health care, a clear sign that voters are turned off by her record and that her candidacy is in trouble.

In contrast, millions of dollars in false attacks by McSally and her allies hasn't provided the decisive blow they were looking for. This is due in part to the fact that these attacks are lies directed at issues Kyrsten has spent her life working on—like standing up for Arizona veterans and working to keep Arizona women and families safe. In this case, voters and fact checkers agree—these false attacks just don't add up.

Watch for McSally and her allies to become increasingly rattled and desperate in their outlandish attacks. We ain't seen nothin' yet.

III. McSally has an enthusiasm problem

In interviews and at sparsely attended events, McSally spends her time focused on the "[insanity](#)" that Republicans aren't supporting her campaign and complains about the incredible amount of resources Kyrsten is using to talk with voters. In a state like Arizona, McSally is correct that this is an enormous problem for a statewide Republican candidate. Yet to still have a vote gap among your own party after millions of dollars in negative attacks, the conclusion for McSally is clear: voters just don't like her.

IV. We are harnessing voter enthusiasm

Since Day One, Kyrsten has focused on building the grassroots organization necessary to win. Over the last 10 days, Kyrsten launched Arizona Votes Early, a statewide organizing push ahead of the start of early voting on October 10. These canvass launches and phone banks drew hundreds of volunteers in communities across the state, adding to the ranks of what has become the largest voter contact program in recent memory.

Support for McSally's campaign has failed to materialize. In contrast, with ballots hitting kitchen tables on Wednesday, the enthusiasm and depth of support for Kyrsten has her gaining momentum at exactly the right time.