



TO: Caldwell Campaign Team  
FROM: Brian Swensen, General Consultant  
DATE: August 2, 2018  
SUBJECT: Matt Caldwell: Less Than a Month until Victory

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Matt Caldwell, the principled conservative in the race to be Florida's next Commissioner of Agriculture, is building the momentum needed for victory. Momentum continues to grow each day with every mile traveled throughout Florida, and Matt has traveled 80,000+ miles across all 67 counties – more than any other candidate in the race.

Matt knows the importance of hard work and outworking his opponents. With less than 1 month until Primary Election Day and voting underway, all signs show that **Matt is the only Republican candidate in this race that can win both the primary and the general elections.**

**The numbers are in!** A poll conducted in July shows that **Matt Caldwell is in the lead and continues to gain momentum** over his opponents.

- *Matt has the lead going into August!* The poll showed that in a race where the majority of voters are still undecided, Matt has the lead over our opponents, despite having outspent been outspent. The fact that Matt still has the edge despite being outspent shows that Matt's winning grassroots strategy is making a difference and will continue you to as we ramp up our voter contact operation.
- *The impact from the NRA's & Senator Marco Rubio's endorsement is seismic!* When asked the following questions, likely Republican voters responded overwhelmingly in Matt's favor:
  - Would you be more or less likely to vote for Matt Caldwell for Commissioner of Agriculture if you knew he was endorsed by the NRA? **53% Responded they would be more likely to support Matt.**
  - Would you be more or less likely to vote for Matt Caldwell for Commissioner of Agriculture if you knew he has been endorsed by Senator Marco Rubio? **44% Responded they would be more likely to support Matt.**
- *There is room to build on momentum!* The best news is that the recent poll shows the campaign has the ability to expand upon our lead because of the impact of the NRA, Senator Rubio, and Congressman Gaetz's endorsements in reaching undecided voters:
  - Just this past week, the NRA sent their statewide mailer and email promoting their endorsement of Caldwell. Having previously led in Cash on Hand between his campaign and committee, Matt will have the resources necessary to communicate his conservative message to voters.
  - The campaign's own GOTV efforts - promoting Matt's conservative record, as well as the endorsements of Senator Rubio, the NRA, and the growing list of conservative leaders and organizations - will continue to move undecided voters into Matt's corner.
  - Matt has captured nearly 100 endorsements from trusted conservative organizations and leaders who are out working on our behalf and getting out the vote, an advantage no other campaign is close to replicating. These organizations include: the NRA, the Police Benevolent Association (PBA), the Associated Builders and Contractors of Florida (ABC), Senator Rubio, and Congressman Gaetz, Congressman Rooney, State Senator Jeff Brandes, incoming Speaker Jose Oliva, Sheriff Wayne Ivey, Property Appraiser Carey Baker, and many more.

**Matt Caldwell is the Best Candidate to Win the Primary and Defeat Democrats in November** – Matt is the best candidate to face Democrats in November, not only because of his unparalleled ground game and work ethic, but because he knows the most about the issues Floridians face and has a proven track record. He has been reducing taxes, working to preserve our natural resources, and ensuring Florida values are protected over the last decade. His opponents know this, are threatened by him, and have tried to silence him!

- Just last week Matt's first campaign ad went live and the Facebook's hyper-partisan censorship regime, who have a track record of liberal bias, pulled down Matt's ad by abusing the discriminatory policies put in place by the social networking giant to repress gun owners. He received national news coverage and appeared on Fox News – Facebook quickly reversed course.
- Continuing to work from the winning playbook of Senator Marco Rubio in 2010 when he defeated Charlie Crist for Senate, Matt knows that grassroots support is critical for victory. Matt has captured 17 straw poll victories throughout FLORIDA – defeating Republicans and Democrats alike – and proving that he is outpacing his opponents and showing how it pays to be the hardest working candidate.
  - In fact, one Republican candidate has spent over \$1 million dollars on TV ads and is the same candidate that has most consistently come in last place in straw polls throughout the state. A clear sign that he is not resonating with Florida voters.
- Matt is the best candidate to face Democrats in November. **He is the only Republican candidate to have captured straw poll wins against Democratic opponents.** He has defeated Democratic opponents Nikki Fried and David Walker, something his Republican opponents have not accomplished.

Florida voters know that Matt is the best Republican candidate to win in August and November. Our elbow grease, our dedicated philosophy of running a principled campaign, and the outpouring of grassroots support from folks like you is propelling Matt to the finish line!