



BUILDING AMERICA'S FUTURE

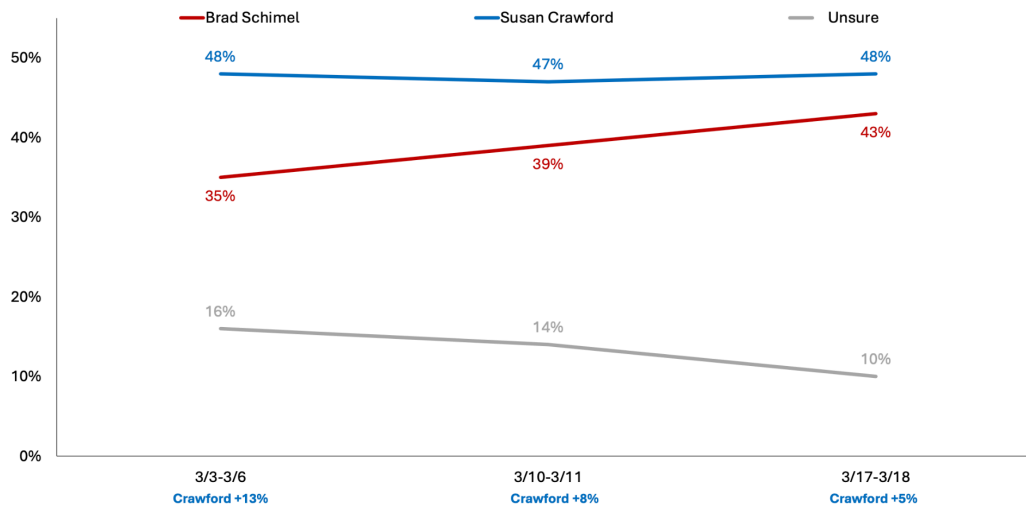
From: Andrew Romeo, Building America's Future Senior Advisor
To: Interested Parties
Subject: Schimel in Midst of Monumental Comeback, But More Work to be Done
Date: March 20, 2025

STATE OF PLAY

Brad Schimel is in the midst of a monumental comeback and has pulled within striking distance of Susan Crawford in the Wisconsin Supreme Court race with less than two weeks to go until Election Day. Despite trailing Crawford by **13 points** just two weeks ago, Schimel has now surged to **within five points of Crawford (48-43)** on the ballot in our latest survey, which is weighted to reflect the turnout of Wisconsin's 2023 State Supreme Court election. When we adjust our sample to reflect November 2024 turnout, Schimel is within one point of Crawford (**46-45**) – a statistical tie.

S.C. Ballot —

TYSON GROUP



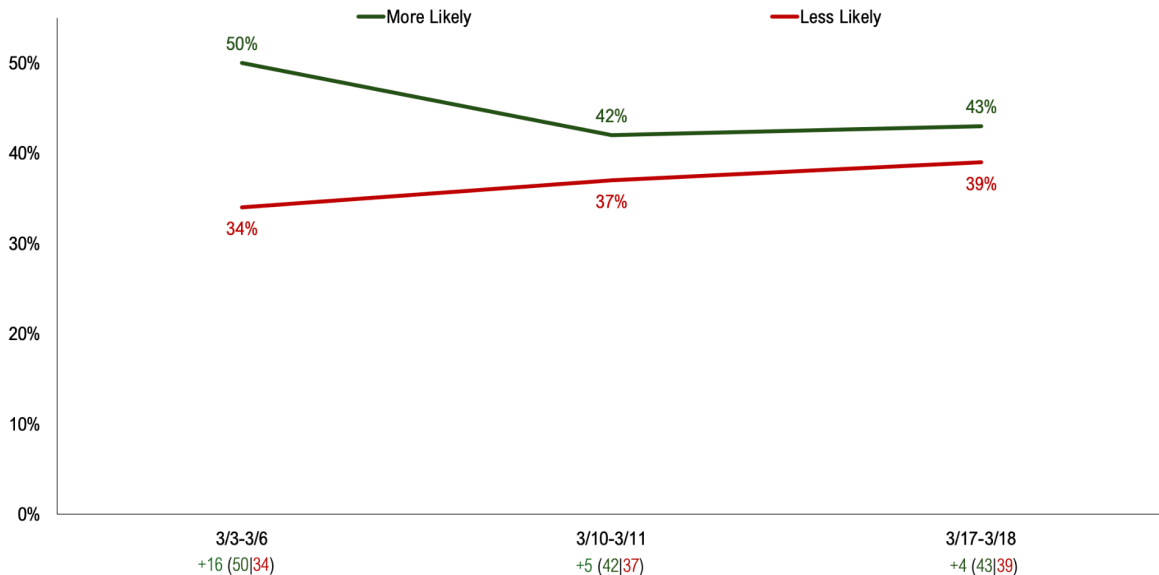
We estimate turnout on April 1 will land somewhere in between the two scenarios mentioned above, so there is more work to be done if Schimel is to pull off what would be a historic upset, **but we believe we are within the margin of error.** Crawford's lead on the ballot comes from her strong support with base Democrats and Schimel's inability to solidify his support with Trump voters. Crawford is pulling 91% of those who voted for Harris in 2024 while Schimel is winning just 86% of Trump voters. Closing the enthusiasm gap with the base will be critical for Schimel down the stretch.

HOW WE GOT HERE

At the time of our initial survey two weeks ago, Schimel was still on the defensive and Crawford was dominating the information flow in the race. None of the three outside entities that jumped into the race with a heavy presence on broadcast television (Building America's Future, Fair Courts, and WMC) had fully saturated any messages, and Schimel was stuck trying to parry Crawford's negative attacks against him. However, the multi-group effort to drive up Crawford's negatives with a laser-focus on her soft-on-crime record is now paying dividends, and Crawford is experiencing a drastic erosion in her support. Two weeks ago, those who had seen, read, or heard anything about Crawford were 50% more likely to vote for her and only 34% less likely to support her (+16). Crawford then experienced a **12% negative swing** on this metric, as voters are now only 43% more likely to support her if they've seen, read, or heard something about her candidacy and are 39% less likely to support her.

SRH Ballot: Crawford

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THE WAY FORWARD

The pro-Schimel effort should have three main objectives at this stage:

- 1) Continue to drive negatives on Crawford and soften her support with center-left voters
- 2) Consolidate the base and present Schimel as a pro-Trump conservative
- 3) Remake the electorate to push turnout closer to November 2024 than November 2023

The negative assault on Crawford on broadcast television is working. Building America's Future recently cut a [spot](#) capitalizing on Crawford's comments from last week's debate doubling down on her record of reduced sentences, and our data shows it will move numbers. We expect to continue to drive that message for the duration of the race on broadcast as well ensure we target it to Crawford's base through other means. This should allow our allies at WMC and Fair Courts to continue to drive Crawford's negatives while expanding to other hits.

The Schimel campaign is best positioned to remind the 14% of Trump voters who aren't currently voting for him that he is a strong conservative and Trump ally. It is our hope that they do so aggressively in the remaining days.

Remaking the electorate in an off-year election remains our toughest task. However, America PAC, RSLC, and First Principles Wisconsin have been working hard at this goal for weeks and we're confident that they will keep the pedal to the floor with messaging about how Trump needs all his voters to get out and support Schimel on April 1. These efforts could very well put Schimel over the top as he tries to pull off a remarkable comeback.