



**To:** Interested Parties

**From:** Emily Seidel, Senior Advisor, AFP Action

**Re:** 2024 State of Play

**Date:** January 21, 2024

---

With the breaking news of Ron DeSantis ending his campaign, and as Republican primary voters in New Hampshire prepare to go to the polls, it's now officially a two-person race and the stakes couldn't be higher. Three things are clear:

- Washington, D.C. is broken, and the toxic politics make it impossible to get good policy passed;
- The vast majority of Americans want a President other than Joe Biden or Donald Trump;
- Republican primary voters have the opportunity to select candidates who can turn the page and lead on good policy, up and down the ticket. And that starts with Nikki Haley for president.

That's why AFP Action is already engaging in more primaries than ever before – because that's where voters can choose better candidates who can win.

**As the race enters a new phase on the eve of the first presidential primary, let's remember why we're doing so much -- and why this plan represents the best option for our country's future.**

When we launched this strategy last February, AFP Action sounded the alarm that the country risked a repeat of the 2022 elections. If Republicans continued to nominate bad candidates who advocate for policies that go against core American principles, the American people would once again reject them, and we'd be looking at a Democratic sweep of the federal government. Given the influence that the extreme Progressives have in the Democratic party today, that would mean One Party Progressive rule at a time when the country can least afford it.

This threat cannot be overstated, and it goes well beyond our opposition to President Biden's agenda on critical issues like record spending and debt, his broken approach to our southern border, and increased government control over businesses and the lives of Americans.

In the last Congress, as the Democratic party has become more captured by the Progressive Left, Senators have mounted a campaign to delegitimize the Supreme Court, gut the First Amendment's protections for the freedom of speech, redefine property rights through the tax code, and eliminate the Filibuster, which protects core constitutional checks and balances. Any one of these actions would do irreparable damage to our country. The only thing that prevented this during the previous period of One Party Rule was the narrowness of the Democrats' majority in the U.S. Senate, which put outsized importance on the votes of single senators like Joe Manchin and Kyrsten Sinema who blocked these actions (Manchin is retiring and Sinema has left her party so neither will be in a position to help check this extreme Progressive agenda next time.)

**Last February, AFP Action announced a 3-pillar strategy (President, Senate, and House) to prevent One Party Progressive rule.**

Our strategy focuses on early engagement in primary elections to encourage voters to nominate candidates who can win, followed by the largest general election effort we've ever undertaken.

Winning any one of these three pillars of our strategy prevents One Party Progressive rule. Winning in all three pillars means the country can move beyond the current toxic political era and start passing policy that helps the American people live better lives.

As we've continuously said, we've taken a business-like approach in executing this strategy, allocating resources where we see the greatest opportunity in a dynamic environment.

And that business-like approach is executed by people who are passionate about the American Dream, which is why our grassroots staff and volunteer activists have overperformed our targets -- knocking on more doors and calling more voters than we'd anticipated. And these efforts are paying off.

## **Pillar 1: The Presidential Primary**

If Donald Trump is the nominee, the likelihood of a Progressive sweep increases dramatically. And so, despite the significant structural advantages that a former president has in a presidential primary, AFP Action is doing everything possible to turn the page.

AFP Action is supporting Nikki Haley because she offers the best chance to move beyond the current political era.

There is no question that Nikki Haley wins in a head-to-head contest with Joe Biden. Some polls have her up as much as 12 points in swing states like Michigan. She consistently outperforms Donald Trump by wide margins. Nikki Haley is by far the strongest candidate to win in November.

We've been clear from the beginning that we disagree with former president Trump's plans for the country. As president, he added more to the national debt than any previous president (second only to the current president). He has consistently said he would remove core constitutional protections if elected to a second term. And his current economic plan leads with a promise to raise taxes by 10% on all Americans!

**But the reality is Trump has lost the last three elections, and he's on track to lose this one.**

Despite what some media outlets report, our polling consistently shows Donald Trump loses to Joe Biden in the states that will decide the election in November. And if he's convicted in one of his many criminal trials, polling indicates his loss will be even more severe.

**Donald Trump was the first president since Herbert Hoover in 1932 to have his party lose control of the House, the Senate, and the White House over a single four-year term.** If he were to become the Republican nominee, the experience in 2022, 2020, and 2018 demonstrates that not only would he lose to Joe Biden, but he would drag other candidates down with him. This would mean a clean sweep for Democrats, ushering in One Party Progressive rule.

That's why Democrats desperately hope the former president wins the Republican nomination. They know it's the only way Joe Biden and Kamala Harris win re-election, and it also puts Progressives in the strongest position to control both chambers of Congress.

Since AFP Action announced for Nikki Haley on November 28, our activists have reached out to more than 1 million voters in the early states, helping to propel her in the polls – first in Iowa and now in New Hampshire, where she is well within striking distance of Donald Trump. And we have gained more new volunteers at this point than in any previous election.

I am proud of the work our activists have done and will continue to do – including today and tomorrow to turn people out to vote in the First In The Nation Primary. Wading through snowdrifts and braving sub-zero temperatures, their support demonstrates that AFP Action can always be counted on to take principled and tough action in the best interest of our country.

While others have been content to sit on the sidelines, given that the odds are against any challenger, we asked ourselves: **If not us, then who?** And thousands of Americans are answering the call!

But no matter what happens in the presidential primary, AFP Action's plan is built to win.

## **Pillar 2: The Senate**

**AFP Action’s Senate strategy has been our Number One Priority since the day we launched last February.** The Senate will continue to be our top priority whether or not Nikki Haley secures the nomination.

While the media has emphasized AFPA’s involvement in the presidential contest, we’ve consistently allocated the majority of our resources to those U.S. Senate races where there are candidates who can help lead our country forward – and who can win. This is the highest probability play and the one that we must win.

To that end, AFP Action is laser-focused on six competitive general election Senate races. We have already endorsed in three of them – Nevada, Montana, and Pennsylvania - and we intend to soon endorse in the other three (Wisconsin, Ohio, and Michigan).

This is where the lessons from 2022 are especially clear. And we’re not taking any chances.

If Nikki Haley is at the top of the ticket, these will still be tough races, but the wind will be at our backs. If Donald Trump is the nominee and he drags down the good candidates running on the Republican ticket, AFP Action will need to redouble our efforts.

We are prepared to win in either scenario. In the case of a Haley Administration, these candidates will help to usher in a new era of positive policymaking. In the case of a Biden Administration, these candidates will be the firewall that prevents One Party Progressive rule.

## **Pillar 3: The House**

AFP Action has already announced a dozen early endorsements for candidates running for House seats. These races tend to take shape a little later, however, we are prepared to engage in more than 100 House races if necessary.

### **3 Ways to Win: A Direct Message to our Grassroots Staff and Volunteer Activists**

AFP Action is proud to be the largest, most data-driven, and most effective grassroots force in politics today. The work you do matters. And you have the support of thousands of donors, hundreds of thousands of activists, and millions of American families.

Our grassroots approach helps lift up the voices of millions of Americans who would otherwise be drowned out by special interests and political party machines. As you know from your conversations on the doorsteps in communities all across the country, the American people thank you for it. And so do I.

###

*Paid for by Americans for Prosperity Action*  
Not authorized by any candidate or candidate’s committee. <https://afpaction.com>