



To: Mike Gibbons
From: Michael Biundo and Andrew Boucher, RightVoter
Re: Prospective 2022 U.S. Senate Campaign
Date: February 1, 2021

Mike:

As requested, we have put together the following memo regarding a potential run for the U.S. Senate in 2022.

1. Your stated commitment to making an **initial investment of \$5 million into your campaign** as a “down payment” is laudable in what is likely to be a competitive, multi-candidate race.
2. We believe you will be able to build upon your successes from your 2018 race. Although you lost the nomination 47-32% to Jim Renacci, consider:

Renacci was a sitting Member of Congress, representing a large portion of the largest media market in the state and having run multi-million dollar media campaigns over the previous cycles.

You launched your campaign in June of 2017 with zero name identification and over the next ten months **went on to win 38 counties in the primary election, with your best showings in the counties where President Trump was the strongest.**

You won those 38 counties even though President Trump endorsed Jim Renacci, made multiple visits to the state on his behalf, and recorded a statewide robocall to Republican voters on the eve of the primary election.

In addition, you secured the endorsements of:

- Senator Rand Paul, the Tea Party Express, Citizens for Trump, Ohioans for Concealed Carry, the Franklin County Republican Party, the Miami County Republican Party, the Clermont County Republican Party, the Madison County Republican Party, the Defiance County Republican Party, the Knox County Republican Party, and the Cuyahoga Valley Republicans;
- Current State Senate President Matt Huffman, Senator Majority Leader Randy Gardner, State Senator Frank Hoagland, State Senator Jay Hottinger, State Rep. Andy Thompson, Butler County Sheriff Richard Jones, Montgomery County Sheriff and GOP Chair Phil Plummer, Crawford County Commissioners Doug Weisenauer and Jenny Vermillion, Delaware County Commissioner Jeff Benton, and countless more elected officials and party leaders.



- Joy Padgett, Chair of Ohio Women for Trump, Carolyn Robey-Warren, President of Ohio Carry, Charlie Frye, Ashtabula County GOP Chair, Seneca County GOP Chair Jim Roberts, the chairs of the Hardin, Coshocton, Morrow, and Van Wert County Republican parties, Former Ohio Agriculture Director, Fred Dailey, and countless other conservative and party leaders.
3. Your **business background**, having run multiple successful businesses and – more importantly – having led major job-creation projects around the state of Ohio, creates a “can-do” narrative at a time when Ohio and the nation will be focused on economic recovery post-Covid.
 4. As we saw in 2018, your **blue-collar life story and affable, blunt, truth-telling demeanor** resonates with the Trump/Tea Party/Evangelical base, especially in rural Ohio.
 5. The work over the past **18 months of Ohio Strong Action**, a group designed to both support the re-election of President Trump and support reform-minded, conservative candidates throughout the state has only built upon your profile and grassroots network from 2018.

Consider that in 2020 alone:

- Ohio Strong Action endorsed five candidates in the Republican primaries and 14 candidates in the general election. Of those, 10 won election.
 - Ohio Strong Action’s conservative “Tell the Truth” social media campaign alone reached over 500,000 individuals on Facebook.
 - Expanded your grassroots network of county chairmen and co-captains in all 88 counties.
6. Finally, you were part of the fight in 2020. You made **contributions of over \$500,000 to federal Republican candidates** and causes in 2020 cycle, including major contributions to the Trump campaign and members of the Ohio Congressional Delegation. In addition, you made **\$112,000 in contributions to 26 separate state and local candidates** around Ohio.

In 2017-2018, you went from nothing to nearly winning the Republican primary for Senate (and polled better head-to-head against Sherrod Brown, according to a public Baldwin-Wallace poll in 2018).

Should you decide to enter the 2022 Senate race, you will immediately be a well-funded front-runner with a solid electoral base to build on in a multi-candidate primary.