

WisDems: ICYMI: Chris Taylor launches first Supreme Court ad with big funding edge

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MADISON, Wis. — Today, Judge Chris Taylor [launched her first ad for her Wisconsin Supreme Court campaign](#), and new reporting shows how her campaign's massive fundraising edge is allowing her to communicate directly with voters. In contrast, far-right extremist Maria Lazar has posted abysmal fundraising numbers, raising just \$190,000 in the last period compared to Taylor's \$820,000. Lazar also started the year with just 357 donors, compared to more than 10,000 for Judge Taylor. During this reporting period, the Taylor campaign and WisDems announced a combined \$3.3 million fundraising haul.

Milwaukee Journal Sentinel: [Chris Taylor launches first Supreme Court ad with big funding edge](#)

By: Mary Spicuzza | 2/10/26

Liberal state Appeals Court Judge Chris Taylor is launching the first television advertisement in this year's Wisconsin Supreme Court race on Feb. 10, just one day after her campaign announced it had brought in more than \$820,000 during the first month of 2026.

Taylor's campaign, which has raised about \$3.4 million so far, said it was an initial six-figure TV ad buy starting in Madison, Milwaukee and Green Bay. The ad is expected to run until Election Day on April 7.

Taylor's conservative opponent in the race, state Appeals Court Judge Maria Lazar, reported raising about \$190,000 in the most recent reporting period, which covers Jan. 1 through Feb. 2. Lazar, who got in the race in October, nearly doubled her

fundraising totals in the race, but is still trailing Taylor by a wide margin when it comes to campaign cash.

Campaign funds help candidates buy airtime for television advertisements, hire campaign staff and pay for voter outreach, including text messages and mailers.

In her new ad, Taylor addresses rising costs and says “extremists are trying to eliminate food assistance and BadgerCare,” a reference to the state’s largest Medicaid program.

Her mention of food assistance references the Trump administration’s decision to suspend federal food benefits during the government shutdown last fall, a move that affected 700,000 FoodShare recipients in Wisconsin.

Taylor also mentions Wisconsin’s 1849 abortion ban, a state law that had banned abortions in nearly every situation that was invalidated in a 4-3 ruling in July by the liberal-controlled state Supreme Court.

“Our courts are our last line of defense,” Taylor says, standing in a courtroom in her black judicial robe. “That’s why I’m running for state Supreme Court.”

Liberals hold a 4-3 majority on the court. A Taylor victory in April would extend that majority to 5-2 and a Lazar win would maintain the current split. The two judges are running to succeed Justice Rebecca Bradley, a leading conservative on the court who decided not to run for another 10-year term.

The two candidates are scheduled to participate in a televised debate on March 25.

Taylor was appointed by Democratic Gov. Tony Evers to the Dane County Circuit Court bench in 2020. She previously served for about 10 years in the state Legislature and was known as one of the most liberal members. Before joining the state Assembly in 2011, Taylor served as public policy director for Planned Parenthood of Wisconsin. She’s been a judge on the Madison-based District IV Court of Appeals since 2023.

“I’ve spent my career standing up for Wisconsin families, for abortion rights, and domestic violence survivors,” Taylor says in her ad. “And I’ll keep protecting Wisconsin on the state Supreme Court.”

Lazar has been on the Waukesha-based District 2 Court of Appeals since 2022. She

previously served as a Waukesha County judge, an assistant attorney general under Republican Attorney General J.B. Van Hollen, and as an attorney in private practice.

Lazar's campaign reported having 357 new donors since the start of the year.

[...]

Taylor, who reported having \$2 million cash in hand, said she had more than 10,000 donors in the latest reporting period.

"Voters across Wisconsin know this election matters and they want a justice they can count on to protect their rights and freedoms," Taylor campaign manager Ashley Franz said in a statement.