



February 24, 2022

Dear Members of the RPW Endorsement Committee,

Thank you for reaching out and thank you also for volunteering your time to our party and our cause. As you all know, I am deeply committed to winning the governor's race this year, as well as winning up and down the ballot and growing the conservative movement in our state. We must do this so we can address fundamental problems in the education of our children, the dissolution of law and order, and the conduct of our elections. In short, we need to get our society back on track with decisive leadership – and that is the point of my campaign for governor.

As I have shared with many of you over the past years, I do not believe that the Republican Party of Wisconsin (RPW) should engage in the practice of endorsing candidates for any office before the primary. Rather than unify our party, the endorsement process fractures it before the primary. In fact, that has helped to contribute to the 11 losses that our party has suffered in the past 12 statewide general elections.

I will not ask for the RPW endorsement, and I encourage the membership of RPW to not endorse any candidate. At this moment in our history, conservatives here in Wisconsin do not want to add even a hint of insider manipulation to our electoral system.

In 2018, I lost a U.S. Senate primary. But on Primary Day, I won the popular vote in 57 of our state's 72 counties. Nonetheless, during the 2018 RPW convention – held months before that primary vote – 44 of those 57 counties endorsed against me. I believe that the RPW endorsement process is an attempt on the part of party insiders to improperly aid hand-picked insider candidates. Again, this is a process that has yielded losses in 11 out of the last 12 statewide general elections in Wisconsin.

Everyone receiving this letter knows that my campaign is viable; we meet your metrics. That said, I do not recommend applying an arbitrary viability standard to any candidate. Allow people to run for office, allow the primary electorate to make their choice on Primary Day – August 9, 2022 – and then we will come together as a party on August 10th and move forward to defeat Tony Evers and to elect Republicans across our state.

In 2018, after I lost the Republican Senate primary, I appeared in an ad in support of the Primary Election winner, Leah Vukmir, that ran statewide on TV and radio. [You can see and read about that ad here](#). In fact, that ad was one of the most significant attempts to

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help Leah leading into the General Election. To my knowledge, that ad is also unprecedented in Wisconsin politics in terms of an unsuccessful primary candidate stepping up during the General Election campaign to help the candidate who defeated them in the primary.

Because the pledge that you asked me to sign asks me to attest that I “*respect*” the RPW endorsement process, I will not sign it, as I do not think that process is appropriate. However, just as in 2018, if I do not win the 2022 primary election for governor, I will support the Republican candidate who does win, after the primary is over.

I am happy to meet with the committee to talk about my campaign. Further, I look forward to speaking to RPW delegates about my campaign at the RPW State Convention in May, I look forward to winning the primary on August 9th, and I look forward to leading our party’s ticket to victory alongside Senator Johnson on November 8th. Then, I look forward to working with each of you – and the people of Wisconsin – to get our society back on track.

Semper Fi,

A handwritten signature in black ink, appearing to read "Kevin Nicholson". The signature is fluid and cursive, with a large initial "K" and "N".

Kevin Nicholson