



TO: Interested Parties
FROM: Sarah for Wisconsin Campaign
DATE: April 14, 2022
RE: Godlewski Announces Best Fundraising Quarter To Date

The Sarah for Wisconsin U.S. Senate Campaign announced today it will report filing over \$2.1 million received in contributions in the first quarter of this year—**the campaign’s best quarter to date**. The campaign ended the quarter with approximately \$1.63 million cash-on-hand.

Ron Johnson and the Republican political machine will unleash an avalanche of right-wing special-interest cash to smear Democrats and spread false claims to the people of Wisconsin. Sarah knows we can’t be outgunned in this election, and she’s making sure her campaign has the resources needed to win. There’s just too much on the line, with Ron Johnson making threats to the Affordable Care Act and calling the GOP plan that includes raising taxes on working Wisconsinites a “positive thing”. That’s why she made an additional \$1.5 million investment in her campaign—a total investment of 3,295,000 made so far.

In addition to her own Q1 investment, grassroots donors are fueling Sarah’s campaign:

- 95% of individual contributions were \$100 or less
- Average grassroots contribution of \$42
- \$0 from corporate PACs

The fundraising acceleration is coming at the right time, with polling showing this race is wide open. A recent Marquette Law School survey revealed that five months from the primary, most voters aren't paying close attention to the race and remain undecided. Additionally, the campaign’s internal research shows that once voters learn who Sarah is and what she stands for — a message that we are now sharing far and wide — they line up to support her.

More recently, Sarah’s campaign launched two TV ads as part of a seven-figure ad buy featuring broadcast, cable, and digital messages in every major market across the state.

- The first ad, [Common Sense](#), contrasts Ron Johnson's reckless focus on conspiracy theories and disregard for the problems Wisconsinites are facing with Sarah’s focus on commonsense ways to help people.
- In the [second ad](#), Sarah calls out both Democrats and Republicans like Ron Johnson for failing to lower the cost of prescription drugs.

As her fundraising increases and her messaging ramps up on TV and digital platforms, Sarah continues to travel to all corners of the state, showing up in person to communities Democrats too often ignore while proving that she is the best candidate to beat Ron Johnson in November, and people are noticing.

- [Washington Post Opinion: Sarah Godlewski could be the best chance to rid the Senate of Ron Johnson](#)
- [Channel 3000: Godlewski holds child care roundtable in Fitchburg](#)
- [NBC: Sarah Godlewski focuses on drug prices in new TV ad](#)
- [Women Express!: Why Women Should Run for Office - Sarah Godlewski Tells Us Why](#)
- [NBC Ad watch: Common sense and mouthwash](#)
- [Cap Times Opinion: Godlewski's smart plan to pressure Putin](#)
- [Cap Times: Senate candidate Sarah Godlewski talks child care, stocks and farms](#)
- [Superior Telegram: U.S. Senate candidate stops in Superior on rural Wisconsin tour](#)
- [Milwaukee Journal Sentinel: U.S. Senate candidate Sarah Godlewski's rural plan pushes for making broadband a public utility](#)
- [CNN: The filibuster fight is over in the Senate. But not on the Democratic campaign trail](#)

Sarah was the first candidate in this race to receive donations from all 72 counties. She has built a large coalition of endorsements from current and former Wisconsin elected officials, small business owners, community leaders, activists, and working Wisconsinites, from Superior to Janesville, and all points in between. Sarah has also earned endorsements from EMILY's List, Feminist Majority PAC, No Dem Left Behind, United Rural Democrats, VoteMama, Her Bold Move, and Democrats Serve.