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Will Martin Leads the Pack as First Republican Lt. Governor Candidate to Surpass Party Viability Thresholds

[Racine, WI] — Today, the Will Martin for Lieutenant Governor campaign announced a major milestone, becoming the first Republican campaign in the race to meet and exceed the official candidate viability thresholds set by the Republican Party of Wisconsin.

By surpassing these benchmarks weeks ahead of the March 31 deadline, Martin has solidified his position as the frontrunner, demonstrating a level of grassroots momentum and financial strength that is currently unmatched in the field.

Crushing the Thresholds

The Republican Party of Wisconsin requires Lieutenant Governor candidates to raise at least \$50,000 from a minimum of 300 individual donors to prove statewide viability for party endorsement. As of today, Will Martin has not just met these goals, he has shattered them:

- Total Raised: \$140,000 (nearly 3x the required minimum).
- Total Donors: Nearly 370 unduplicated donors (nearly 25% more than required).
- Broad Reach: Individual contributions range from \$1 to \$20,000.

A Coalition to Win in November

The campaign's donor base reflects a "big tent" strategy essential for winning a battleground state like Wisconsin. The data reveals a campaign that is connecting with voters across every geographic and demographic line:

- **Geographic Dominance:** Donations have poured in from more than half of all Wisconsin counties and 17 different states, showing that Martin's message resonates far beyond the state borders.
- **Urban and Rural Strength:** Support spans from Wisconsin's largest urban hubs, including Milwaukee, Madison, Green Bay, and Kenosha, to its smallest rural communities like Birchwood, Elton, and Wild Rose.
- **Unprecedented Diversity:** In a significant stride forward for the party, the campaign reports a surge in support from racially and ethnically diverse donors across the state. This diverse coalition includes factory workers, truck drivers, students, corporate leaders, and police officers.

Statement from Will Martin

"Wisconsin is the ultimate battleground, and what happens here impacts the entire nation. I am deeply honored that our message of common-sense leadership is reaching every corner of this state. We are not just attracting traditional Republicans; we are building a coalition of Patriots, Independents, and common-sense Democrats. We are the first to meet these requirements

because we are the only campaign proven to have the broad-based support necessary to win in August and lead the charge in November."

About Will Martin

Will Martin is a small business owner and proven conservative leader who served in senior roles under Wisconsin Governors Tommy Thompson and Scott Walker. He successfully spearheaded major statewide initiatives, including welfare-to-work reforms and the creation of 120 Economic Opportunity Zones to revitalize rural and urban communities. His campaign focuses on shrinking government, cutting taxes, and ensuring the safety and prosperity of all Wisconsin families. He has also been endorsed by the Milwaukee Police Association.

For more information on Will Martin's campaign for Lieutenant Governor of Wisconsin, please visit VoteWillMartin.com.

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