

The logo for the 2022 Georgia Victory Committee is a red rectangle. Inside the rectangle, the text "2022 GEORGIA VICTORY COMMITTEE" is written in white, bold, sans-serif capital letters. To the right of the text is a white outline of the state of Georgia.

**2022 GEORGIA  
VICTORY COMMITTEE**

**TO:** NRSC Donors, Supporters and Republican Senate Caucus  
**FROM:** Rick Scott, Chairman, National Republican Senatorial Committee  
Herschel Walker, Republican Candidate, U.S. Senate  
**RE:** Georgia Runoff Planning and How You Can Help  
**DATE:** Wednesday, November 9, 2022

Today, we stand on the verge of winning back the Republican majority in the US Senate! While there was no outright winner in Georgia's Senate race on election night, we will win!

With a runoff election set for December 6, the National Republican Senatorial Committee and Team Herschel have already collaborated and finalized a plan to ensure we have a big win. Below, we have outlined our plan and how you can help.

### **Fundraising**

As you know from 2020, resources in a runoff are critical. In this general election, the NRSC spent \$14 million in Georgia, with the vast majority of that money funding hybrid ads with Team Herschel, purchased at the lowest possible unit rate for candidates.

**It's crucial that we raise the resources to stay on television. Instead of a multitude of different organizations running fractured efforts, we are asking you to donate and help fundraise to the Georgia Victory Committee, a joint fundraising committee.** This JFC will support Team Herschel, the Georgia Republican Party, and the NRSC. Your contributions will provide the resources necessary to win the runoff election.

**The collective effort is the most efficient and effective path forward.** While we anticipate independent outside groups will get involved in the race, our joint effort is the most important because it will encompass all tactics under a unified strategy between Team Herschel and the Party.

### **Paid Media**

**Team Herschel will be raising funds to get their message to the Georgia voters. The NRSC will be able to send money to its independent expenditure unit to message to Georgia voters as well.**

### **On the Ground**

Throughout the cycle, the NRSC and Team Herschel have worked hand-in-hand to get to this point, which included collaboration on communications, rapid response, canvassing and Get-Out-the-Vote efforts.

**Our combined efforts helped produce the largest early vote in Georgia history.**

For instance, the NRSC's Operación ¡Vamos! team has had staff on the ground to talk to Hispanic voters. This crucial voting bloc has helped us stay in a strong position.

We are working with the Republican National Committee and the Georgia Republican Party to prepare for the December 6th runoff. The NRSC had a core team dedicated solely to Georgia in the general election, with many staff on the ground in the state in the lead up to Election Day. We now have a robust team on the ground in Georgia preparing for this runoff where they will help with communications, GOTV and fundraising efforts. Our legal team is also ready to spend considerable resources to make it easier to vote and harder to cheat.

### **We Need Your Support**

We must win the majority and we ask you to donate to The Georgia Victory Committee that will fund the operations we have laid out. Tomorrow, we will announce a robust national finance committee which will help raise the considerable resources needed to win. Please let us know if you are interested in having a formal role on our finance committee by contacting Jenny Drucker at [jdrucker@nrsc.org](mailto:jdrucker@nrsc.org).

### **How the Senate Republican Caucus Can Help**

The Senate Republican Caucus will be critical to our fundraising effort in Georgia. We are asking every Republican Senator to do the following:

1. Give max contributions of \$5,000 from leadership PAC and \$2,000 from campaign. As always, you can also transfer unlimited dollars to the NRSC from your campaign account.
2. Raise 10 max contributions of \$50,000 from your donors. Please know that the maximum an individual can contribute to 2022 Georgia Victory Committee is \$271,300.
3. Send a split donation request to your email and text donor files.
4. Record a short video talking about the importance of the Georgia runoff and asking for donations.
5. Add Team Herschel to your WinRed conduit upsell panel.
6. Allow a one-time use of your direct mail donors.

7. Add a pop-up to your campaign website encouraging a split donation to Team Herschel.
8. Post social media content from Team Herschel soliciting support.
9. Go on television and encourage viewers to donate at [TeamHerschel.com](http://TeamHerschel.com) where supporters can donate to our JFC. That is, see if you can do a “[LindseyGraham.com](http://LindseyGraham.com)” ask when you are on television.

Thank you,

Rick Scott  
Herschel Walker