

ABOUT THE RACE

PARTY AFFILIATION:

Republicans: 44%

Democrats: 42%

No Preference/Other: 14%

PEW Research Center

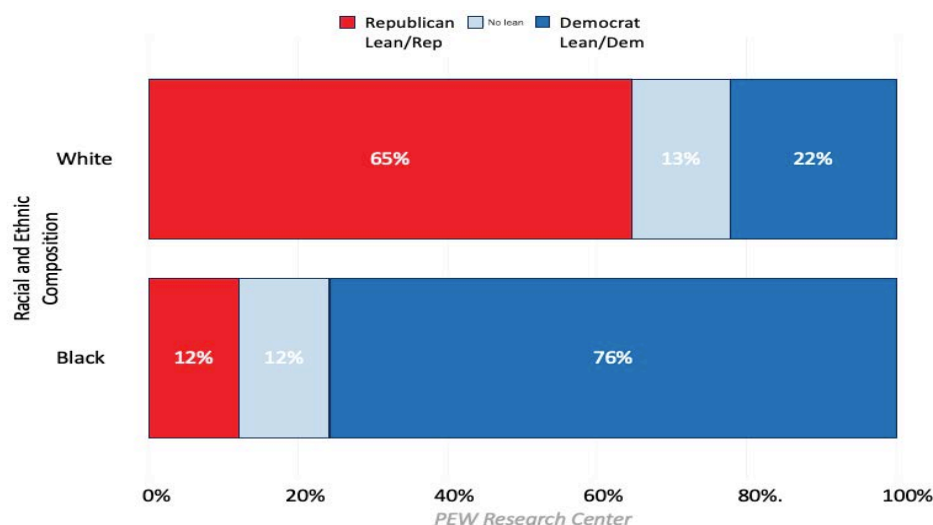
Ty PINKINS AS A CONTENDER:

Ty is a dedicated public servant. A decorated veteran of the U.S. Army, he served on active duty for 21 years including three tours in combat—earning the Bronze Star for his actions. After his military career, he used the GI Bill to attend the Georgetown University Law Center where he earned his J.D. (Juris Doctor) and his LL.M. (Master of Laws) in National Security Law. After finishing law school, he served as a community organizer and lawyer in some of Mississippi's most underserved communities helping single mothers facing eviction in the middle of winter and representing low-income workers who were cheated out of their pay by big businesses.

Ty's first run for office came about during the most recent statewide election, when the Democratic nominee for Mississippi Secretary of State had to drop out of the race for health reasons. With less than two months remaining until election day, and to ensure voters would have an option when they went to the polls, Ty stepped up to put his name on the ballot. Despite an obvious uphill climb, he garnered over 40% of the vote when more than 328,000 Mississippians selected him as their choice. He convincingly won 21 counties and came incredibly close to winning an additional nine counties which collectively voted 48.17% for the Democrat candidate.

Ty has started his 2024 run for U.S. Senate with a robust network of volunteers and supporters unparalleled by any other Democrats in the state, strong name ID coming off his previous run, and a road map for success paving the way to victory on November 5, 2024.

PARTY AFFILIATION BY RACE/ETHNICITY



ABOUT THE RACE

WIN NUMBER

645,485¹ ~ 666,776¹

Year	Total Registered Voters	Democrat Vote Total	Republican Vote Total	Other Vote Getter Totals	Total Votes Cast	Turnout Percentage	Win/Loss Differential	Notes
2020	1,985,928	578,691	709,511	23,152	1,311,354	66.03%	130,820	On-Year
2018	1,599,000	369,567	547,619	19,029	936,215	58.55%	178,052	Off-Year
2016	1,875,928	485,131	700,714	23,512	1,209,357	64.47%	215,583	On-Year
2014	1,628,000	239,439	378,481	13,938	631,858	38.81%	139,042	Off-Year
2012	1,794,000	503,467	709,626	28,475	1,241,568	69.21%	206,159	On-Year
Current Number of Registered Voters	1,926,819							Registered voters as of Oct 2023
	Resonable Estimate		Conservative Estimate					
Projected Turnout Percentage	67%		69.21%		Reasonable=Average of three most recent (On Year) elections Conservative=Highest of three most recent (On-Year) elections			
Projected Voter Turnout	1,290,968		1,333,551		Reasonable=67% of registered voters Conservative=69.21% of registered voters			
Win Number	645,485 ¹		666,776 ¹		Reasonable=50% + 1 of projected turnout Conservative=55% of projected turnout			
Vote Goal	710,032		733,453					
My Base Voters	328,067						Frequent Base Voters	
Opp Base Voters								
	Resonable Estimate		Conservative Estimate					
Vote Deficit	317,417		338,709		Vote Goal - Frequent Base Voters			
Initial Persuasion Universe Size	952,251		1,016,127		Vote Deficit X 3			

As of October 2023, Mississippi has 1,926,819 registered voters. Historical data from the on-year election cycles of 2012, 2016, and 2020 suggests an anticipated turnout of 67%, equating to approximately 1,290,968 voters. With a base support of 328,067 voters who have previously voted for me, an additional 317,417 votes are required to achieve the target of **645,485** votes, considering a typical turnout year. That is only 66,794 votes more than the 578,691 votes Mike Espy garnered in the 2020 Senate race. We will be targeting a persuasion universe of 952,251 voters.

Anticipating 2024 to be a year of heightened electoral activity, it's prudent to calculate based on an increased turnout estimate. Adopting the highest recent turnout rate of 69.21%, based on the three most recent on-year elections, we expect up to 1,333,551 voters to go to the polls. To win, we need just over half of this number, specifically **666,776** votes, which is 88,085 more than Mike Espy's count in 2020. Consequently, our efforts will focus on a persuasion universe of 1,016,127 voters, using the most conservative turnout figure from the last three on-year election cycles as a benchmark.

¹

Espy 2000 Reasonable	Espy 2000 Conservative
578,691	578,691
+66,794	+88,085



ABOUT THE RACE

THE SWEET SIXTEEN

The **"Sweet Sixteen,"** comprising DeSoto, Lafayette, Yalobusha, Grenada, Montgomery, Clay, Lowndes, Oktibbeha, Winston, Lauderdale, Madison, Hinds, Rankin, Forrest, Harrison, and Jackson Counties, are poised to be the decisive battlegrounds in the 2024 Senatorial race, holding the key to victory. Their collective voting power will undoubtedly be influential and the shifting dynamics within many of these counties will be the deciding factor, shaping the state's political future and ultimately determining the outcome of the Senate race.

DeSoto County

DeSoto with a population of 185,314, making it the third-most populous county in Mississippi. Over the past several elections the Republican margin of victory in has steadily decreased from 67% - 31% in 2016, to 61% - 37% in 2020, and then to 57% - 41% in 2023. The county's shifting electorate, influenced by an influx from the Memphis suburbs, is poised to be a decisive factor in the upcoming 2024 elections.

Yalobusha County

DeSoto with a population of 185,314, making it the third-most populous county in Mississippi. Over the past several elections the Republican margin of victory in has steadily decreased from 67% - 31% in 2016, to 61% - 37% in 2020, and then to 57% - 41% in 2023. The county's shifting electorate, influenced by an influx from the Memphis suburbs, is poised to be a decisive factor in the upcoming 2024 elections.

Montgomery County

Montgomery is another county which is trending blue evidenced by a razor-thin Republican victory of only 17 votes in 2023, a significant change from the 2020 results in which Democrats lost the county 53.81% - 44.50%.

Madison County

Madison's narrowing Republican margin in 2023 indicates a possible Democrat flip in 2024. In 2020, Madison County had a voter turnout of more than 56,000 citizens. During that election, Republicans won 53.42% - 45.12%. However, in 2023, the Republican margin of victory was nearly completely wiped out as they carried the county by less than 1000 votes and Democrats narrowing that contest to 50.7% to 48.6%. Flipping Madison County in 2024 is absolutely possible and will play a significant role in success come November 5th.

Hinds County

Hinds remains a Democratic bastion, with potential for increased voter turnout among its 176,420 eligible voters. In 2020, Democrats won the county 75.44% - 23.65%. Likewise, in 2023 Democrats won the County 79.2% - 20.0%. However, there are more votes to be gained in Hinds County, which encompasses the states capital and most populous city of Jackson. In 2020, of Hinds County's 176,420 voters, about 100,038 went to the polls. That's a difference of 76,382 voters. Ensuring that all of these voters are registered and get to the polls will play an important role in success on November 5th.

Rankin County

Although strongly Republican, **Rankin** hosts a large number of Democrat voters. In 2020, Republicans won Rankin by a margin of 68.82% - 28.82%. However, in 2023 that spread was reduced to 65.7% - 33.5%. **But** Rankin County has a voting age population of 116,660 voters. In 2020, only 70,481 citizens went to the polls. That means there are more than 46,179 people eligible to vote who didn't participate in the 2020 election. Again, given that 2024 is anticipated to be a high turnout year, registering as many Democrats as possible in this county (even though Rankin County will likely vote Republican) will play a significant role in success in November 2024.

Harrison County

Harrison's changing demographics and a large pool of unengaged voters highlight the importance of voter registration for Democrats aiming for success in the 2024 elections. Located down on the Gulf Coast, it has been reliably Republican for a long time. However, the demographics are shifting as evidenced in the numbers from the past few elections. In 2020, Republicans won Harrison County by a margin of 57.04% - 40.12%. In 2023, Democrats narrowed that margin to 56.2% - 42.5%. However, the pivotal aspect of Harrison County's electoral landscape is its substantial Citizens of Voting Age Population (CVAP), which stands at 153,470. Notably, the 2020 elections saw only 75,699 of these individuals casting ballots. Furthermore, a mere 28% of this demographic participated in the 2023 polls, leaving almost 100,000 votes up for potential engagement. With an expected increase in voter turnout in 2024, there's a significant chance for the Democratic Party to make inroads in Harrison County. The mobilization and registration of Democratic voters could be instrumental in turning the tide in favor of Democrats in the upcoming election cycle.

Lafayette County

Lafayette is slowly slipping away from Republican's grasp. In fact, in the most recent state-wide election, Republicans only won Lafayette by 627 votes out of nearly 15,000 ballots cast. Such a slim victory margin suggests a competitive political landscape leading into the upcoming 2024 cycle.

Grenada County

Grenada, like Yalobusha County, recently switched allegiances to the Democrats. In 2020 Democrats lost the county by only 534 votes. However, in 2023 Democrats won the County 52.9% - 45.6%.

Golden Triangle

The Golden Triangle, encompassing Clay, Lowndes, and Oktibbeha Counties, represents a stronghold for Democrats, with more potential voters yet to be tapped. With 57,283 voters showing up in 2020 out of a total voting-age population of 98,000. The drive to register more voters will be crucial for the 2024 turnout.

Winston County

Winston, which recently favored Democrats in 2023, shows potential for further gains. In 2020, the county went for Republicans 52.32% - 46.45%. However, in the 2023 statewide election, Democrats won the county 50%-48%. Growing this lead will go father in helping secure an overall win in November 2024.

Lauderdale County

Winston, which recently favored Democrats in 2023, shows potential for further gains. In 2020, the county went for Republicans 52.32% - 46.45%. However, in the 2023 statewide election, Democrats won the county 50%-48%. Growing this lead will go father in helping secure an overall win in November 2024.

Jackson County

Jackson County's potential for high Democratic turnout, with nearly half of its eligible voters not participating in the last election, underscores the importance of engagement and registration initiatives for the Democratic Party's strategy. Located on the Gulf Coast in the Southeastern corner of the state, Jackson County has been reliably Republican for a long time. However, in the 2020 elections, Jackson County saw 19,934 voters who identified as Democrats participate in the polls, out of a Citizens of Voting Age Population (CVAP) totaling 107,970. Despite this significant number, the overall turnout was just 54,267 voters. With a high turnout expected for the 2024 elections, there's a prime opportunity for the Democratic Party to strengthen its presence in Jackson County. A concerted effort to register Democratic voters could be key to clinching a Democratic victory

Forrest County

Forrest's transition to a competitive County, with a large number of non-voters, represents an opportunity for Democrat gains in 2024. In fact, over the past few election cycles, Forrest County has become a somewhat blue island in a sea of Republican red. In 2000, Republicans won the County 50.81% - 46.99%. However, in 2023 Democrats flipped Forrest, winning it by a margin of 49.7% - 48.9%. Additionally, 31,645 Forrest County citizens went out to vote in 2020. The County has a voting age population over more than 56,540 people, which means 24,895 people stayed home. This again means, in a high turnout year, which is what's expected in 2024, getting as many of that 24,895 voters to register and vote Democrat as possible will play a huge roll in our victory come November 2024.

ABOUT THE RACE

MONEY

Budget Summary

	Phase 1	Phase 2	Shutdown	Total	% of Total
<i>Staff Salary</i>	\$ 222,500	\$ 224,000	\$ -	\$ 446,500	3%
<i>Taxes + Benefit</i>	\$ 30,925	\$ 41,200	\$ -	\$ 72,125	0%
<i>Equipment</i>	\$ 7,980	\$ -	\$ -	\$ 7,980	0%
<i>Research</i>	\$ 10,000	\$ 10,000	\$ -	\$ 20,000	0%
<i>Rent</i>	\$ 55,200	\$ 52,200	\$ -	\$ 107,400	1%
<i>Office Expenses</i>	\$ 33,920	\$ 22,680	\$ -	\$ 42,200	0%
<i>Voter Contact Program</i>	\$ 5,587,000	\$ 4,642,500	\$ -	\$ 11,767,000	81%
<i>Data</i>	\$ 17,000	\$ 12,000	\$ -	\$ 29,000	0%
<i>Website</i>	\$ 576	\$ 576	\$ -	\$ 1,152	0%
<i>Fundraising</i>	\$ 31,000	\$ 20,000	\$ -	\$ 51,000	0%
<i>Consulting</i>	\$ 4,200	\$ 3,150	\$ -	\$ 7,350	0%
<i>Paid Media</i>	\$ 965,500	\$ 860,000	\$ -	\$ 1,968,000	14%
Total Costs	\$ 6,965,801	\$ 5,888,306	\$ -	\$ 14,519,707	100%
<i>Estimated Income</i>	\$ 1,000	\$ 1,000	\$ -	\$ 2,000	
<i>Cash-on-hand</i>	\$ (6,964,801)	\$ (12,852,107)	\$ (14,517,707)	\$ (14,517,707)	

The Ty Pinkins for U.S. Senate campaign stands before you as a testament to the power of perseverance and grassroots momentum. Despite the substantial funds amassed by Republican campaigns, including my opponent's impressive \$4 million war chest, we have a unique story of resilience and rapid growth. Last year, stepping into the race for Secretary of State with only 45 days to the finish line, we faced an uphill battle. Yet, by election day, we had not only garnered nearly \$100,000 in small dollar donations, but we also built a foundation of name recognition that is indispensable for our current campaign.

As we lean into the 2024 elections, our understanding of the financial landscape is clear. This campaign is not just about dollars and cents; it's about making a statement that no amount of money can silence the voice of the people. To achieve victory in November, we need to raise **\$14.5 million**, an ambitious goal, yes, but absolutely attainable with your support.

We've calculated every step based on prior election cycles, and with your contributions, we can bridge the gap between being well-funded and being unstoppable. We have the strategy, the dedication, and the heart – all we need is the fuel to power our journey to the finish line.

Join us, and let's prove that when united, we are an indomitable force. Let's win this, together.

