



# OneNJ7 Strategy Meeting



# Purpose

To present the OneNJ7 Strategy Framework, share the work done by the ad hoc committee, and engage participants in discussion to strengthen and refine our plan to defeat Tom Kean Jr. in 2026.



# Agenda

- Quick housekeeping
- 2025 Election results - NJ-07
- Three buckets of work
- Programs and actions within buckets
- Calls to action
- Feedback



# Housekeeping

- Please keep yourself muted
- Put questions in the Q&A feed
- Upvote questions you want answered
- Take a deep breath and be present

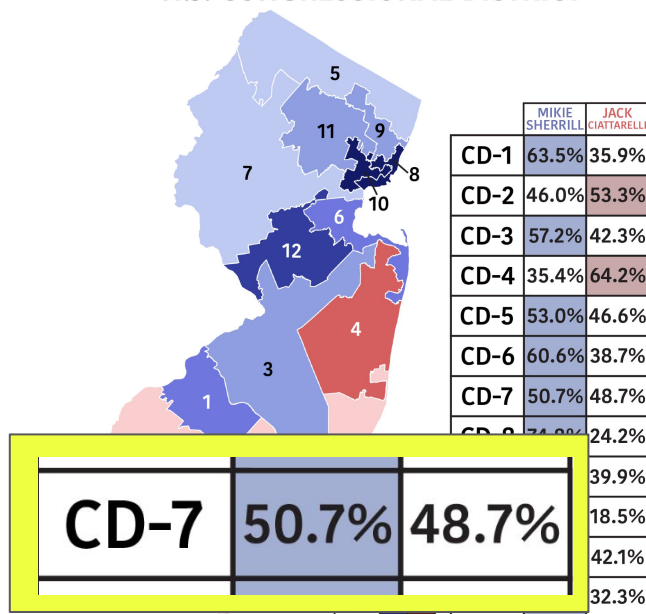


# 2025 Results

## Reasons for hope

- Mikie Sherrill's win
- All NJ counties shifted to the left
- Cook political report calling the race a toss up
- Support from many groups - Indivisibles, SwingLeft, other grassroots, labor and nonprofits
- We have a strategic plan and members on the ground

2025 GUBERNATORIAL RESULTS BY  
N.J. CONGRESSIONAL DISTRICT





# The Strategic Plan

## Three Buckets

1. Constituent Education and Engagement
2. Accountability and Pressure on the Incumbent
3. Organizational Infrastructure and Coalition Building

Each bucket includes objectives, goals, tactics, and measurable outcomes.



# Bucket #1

## Constituent Education and Engagement

### Objective

Build an informed, motivated NJ CD7 electorate for the 2026 election cycle.

- Increase awareness of district boundaries and representation.
- Highlight key issues that impact residents.
- Introduce Democratic candidates early and consistently.
- Provide clear, accessible information on voting.
- Build lasting relationships with disengaged or infrequent voters.



# Bucket #2

## Accountability and Pressure Campaign

### Objective

Hold Tom Kean accountable for his record and actions.

- Publicize his voting record and failures to represent constituents.
- Amplify voices demanding responsiveness and transparency.
- Maintain steady visibility throughout the district to demonstrate public dissatisfaction and opposition momentum.





# Bucket #3

## Organizational Infrastructure and Coalition Building

### Objective

Build the people, structure, and partnerships to sustain organizing across all CD7 counties through 2026 and beyond.

- Improve coordination among grassroots groups and county Democratic organizations.
- Build a strong volunteer pipeline with defined roles and training.
- Use shared tools and data systems (VAN, EveryAction, Mobilize).
- Establish communication channels for consistent messaging and collaboration.



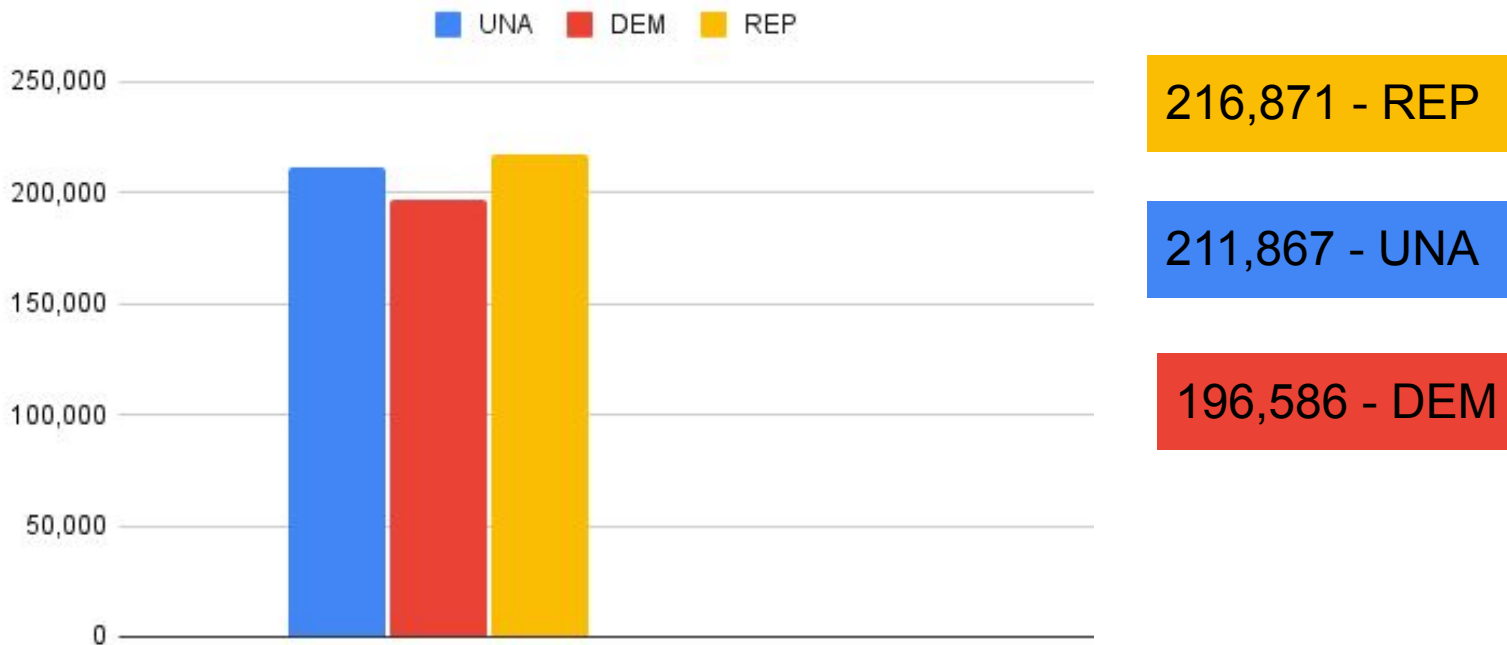
# Timeline Overview

| Phase                       | Focus                              | Key Activities   |
|-----------------------------|------------------------------------|--|
| Winter 2025–Spring 2026     | Education & Candidate Introduction | Forums, postcards to infrequent voters, voter education, 'Finding Kean Fridays', registration drives, KeanCheck. |
| Summer 2026                 | Accountability Intensification     | Rallies, postcards to infrequent voterspress outreach, media tracking, ongoing visibility                        |
| Fall 2026 (Election Season) | GOTV & Turnout                     | Final visibility push, postcards to infrequent voters, candidate amplification, VBM and early voting blitz       |
| Post-Election 2026          | Debrief & Sustain Momentum         | Celebrate wins, document lessons, prepare for 2027 Presidential cycle  |



# What we know

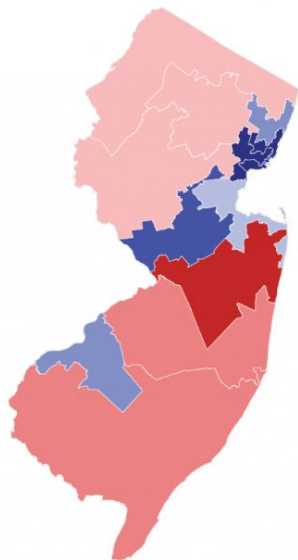
Share by Party





# What changed?

## 2021 GUBERNATORIAL RESULTS BY N.J. CONGRESSIONAL DISTRICT



|        | D | R |
|--------|---|---|
| 0-10%  |   |   |
| 10-20% |   |   |
| 20-30% |   |   |
| 30+%   |   |   |
| Tie    |   |   |

|      | Murphy | Ciattarelli |
|------|--------|-------------|
| CD-1 | 56.8%  | 41.5%       |
| CD-2 | 40.2%  | 58.9%       |
| CD-3 | 42.5%  | 56.2%       |
| CD-4 | 39.6%  | 59.6%       |

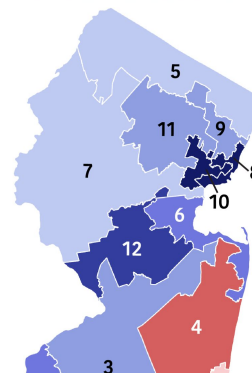
|      |       |       |
|------|-------|-------|
| CD-7 | 46.5% | 52.7% |
|------|-------|-------|

|       |       |       |
|-------|-------|-------|
| CD-11 | 46.4% | 53.0% |
| CD-12 | 62.3% | 36.8% |

2021 - Ciattarelli wins NJ-07 by 6.2 points

2025 - Ciattarelli **loses** NJ-07 by 2 points

## 2025 GUBERNATORIAL RESULTS BY N.J. CONGRESSIONAL DISTRICT



|      | MIKIE SHERRILL | JACK CIATTARELLI |
|------|----------------|------------------|
| CD-1 | 63.5%          | 35.9%            |
| CD-2 | 46.0%          | 53.3%            |
| CD-3 | 57.2%          | 42.3%            |
| CD-4 | 35.4%          | 64.2%            |
| CD-5 | 53.0%          | 46.6%            |
| CD-6 | 60.6%          | 38.7%            |

|      |       |       |
|------|-------|-------|
| CD-7 | 50.7% | 48.7% |
|------|-------|-------|

|       |       |       |
|-------|-------|-------|
| CD-11 | 57.4% | 42.1% |
| CD-12 | 67.0% | 32.3% |

Communicate. Collaborate. Commit.



## Top 10 municipalities to find more democratic votes in 2026

| County    | Municipality      | Did not vote | Percent dem vote | Potential 2026 Dem votes |
|-----------|-------------------|--------------|------------------|--------------------------|
| Union     | Rahway City       | 11,888       | 0.75             | 8,883                    |
| Union     | Westfield Town    | 10,552       | 0.61             | 6,473                    |
| Somerset  | Bernards Twp      | 10,362       | 0.54             | 5,564                    |
| Union     | Scotch Plains Twp | 8,691        | 0.64             | 5,532                    |
| Morris    | Mount Olive Twp   | 10,040       | 0.52             | 5,207                    |
| Union     | Summit City       | 7,889        | 0.60             | 4,724                    |
| Union     | Springfield Twp   | 6,246        | 0.60             | 3,765                    |
| Hunterdon | Raritan Twp       | 7,775        | 0.48             | 3,731                    |
| Warren    | Phillipsburg Town | 6,437        | 0.54             | 3,491                    |
| Sussex    | Sparta Twp        | 7,655        | 0.44             | 3,367                    |

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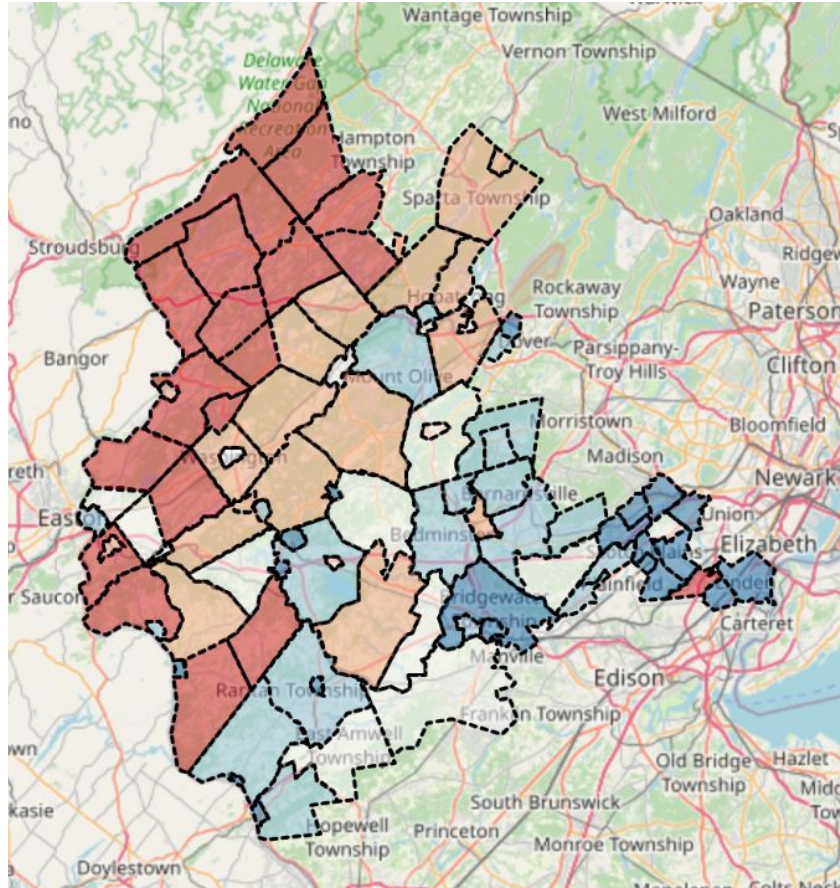
# More Votes for a democrat

The potential to add more votes with education and GOTV efforts.

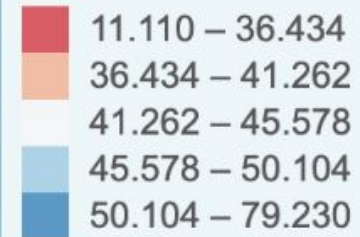
## Example Rahway

|                   |        |                                 |              |
|-------------------|--------|---------------------------------|--------------|
| Registered voters | 22,056 | Sherrill votes                  | 7,598        |
| Ballots cast      | 10,168 | Ciattarelli votes               | 2,386        |
| Non votes         | 11,888 | Mikie percentage of vote        | 75%          |
| Turnout           | 46%    | <b>Potential votes for 2026</b> | <b>8,883</b> |

# 2024 House Election Results

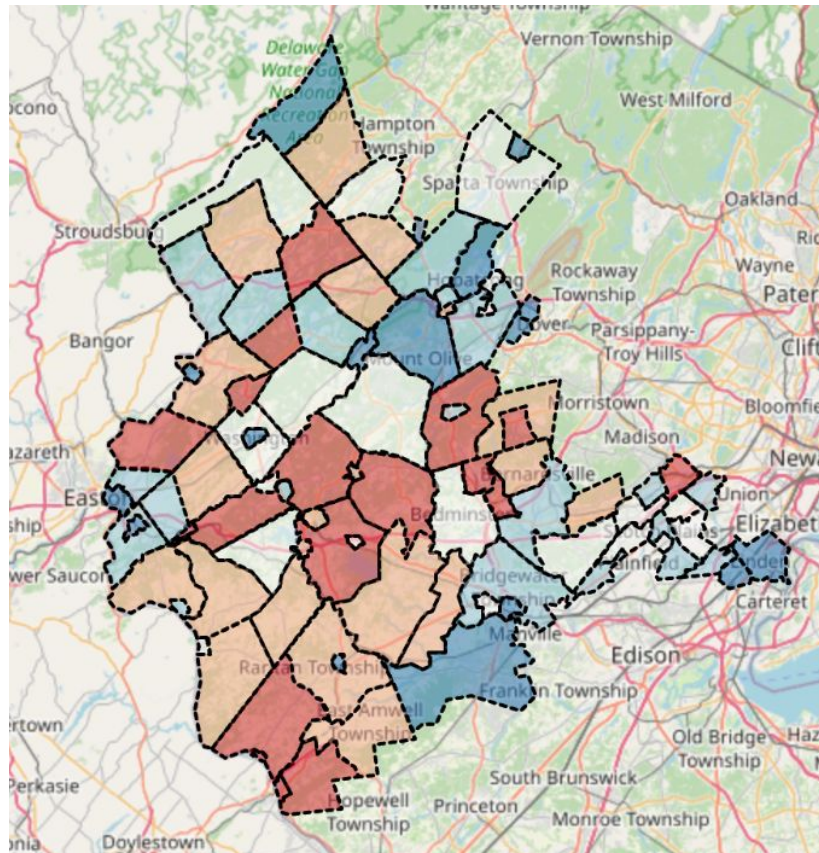


## House 2024 % of Vote Democratic

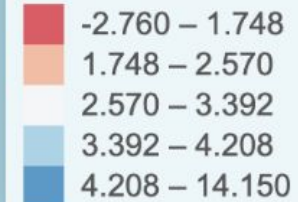




# Increase in dem turnout from 24 - 25

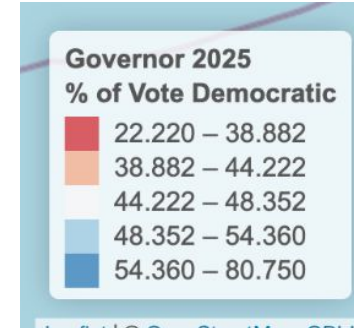
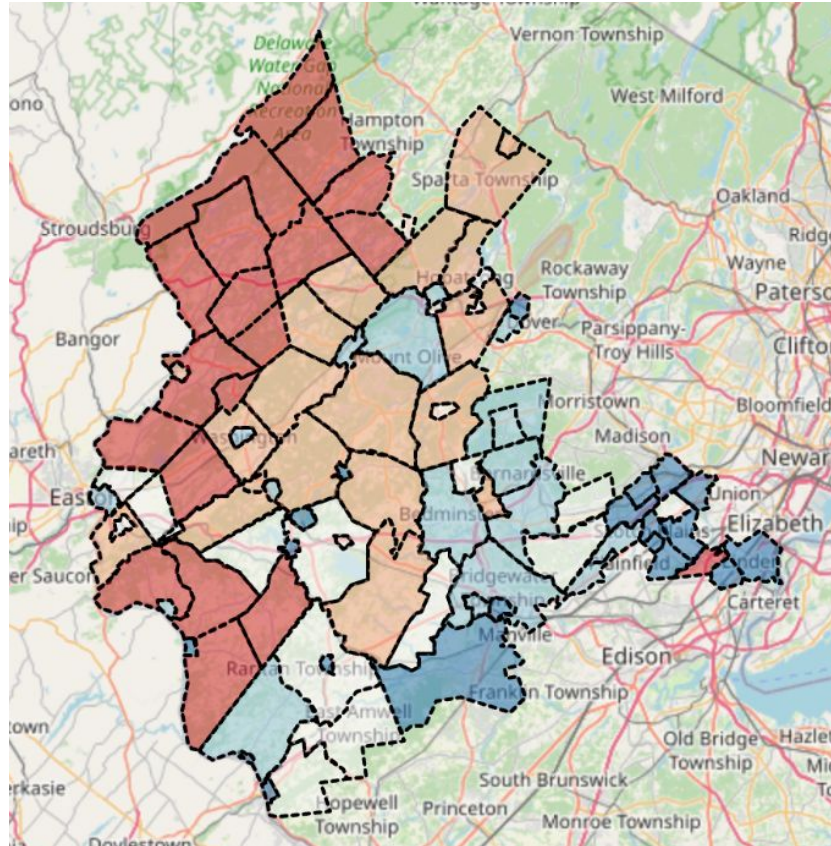


## Increase in Dem % 2025 vs. 2024





# Percentage of democratic vote 2025





# Bucket #1

## Constituent Education and Engagement

### Objective

Build an informed, motivated NJ CD7 electorate for the 2026 election cycle.

- Increase awareness of district boundaries and representation.
- Highlight key issues that impact residents.
- Introduce Democratic candidates early and consistently.
- Provide clear, accessible information to register, vote early, vote by mail (VBM), and participate in COTV.
- Build lasting relationships with disengaged or infrequent voters.

# BlueCD2 New Mexico - a template for success?

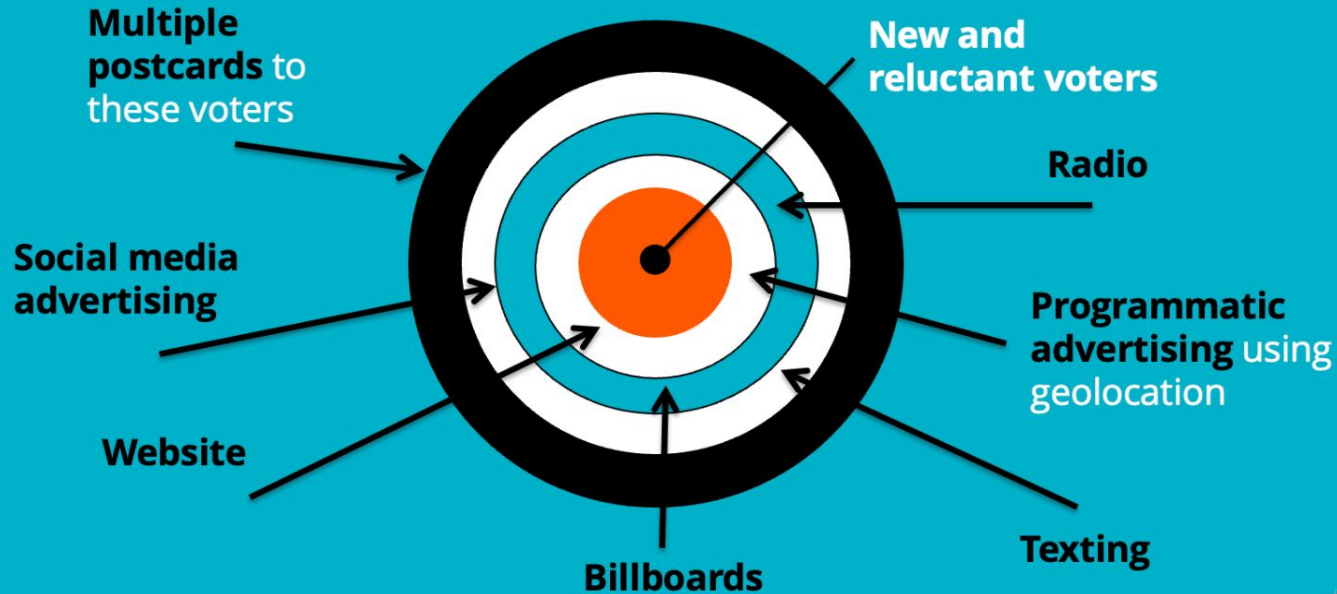


***New Voters. New Voices. New Mexico.***



# Our GOTV Strategy

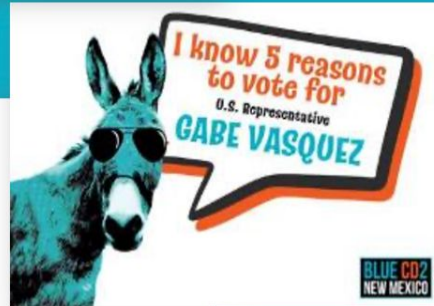
Repeatedly “touching” new and low frequency voters





# Fall: GOTV – Vote Gabe Campaign

90,000 postcards to  
30,000 infrequent voters





# Blue CD2 is sharing its Strategy with OneNJ7



**Detailed, quantitative information and advice on**

- Marketing
- Messaging
- Data analytics
- Fundraising

**...and parts of CD7 are already using a similar playbook!  
Let's look at Warren County**



# CD2 NM AND CD7 NJ SHARE MANY SIMILARITIES

**Large rural populations, like Warren County and parts of Hunterdon and Sussex where:**

- “Blue” voters don’t know they exist in a sea of “red.”.
- In a diverse and polarized community, with varied concerns and issues.
- And larger physical distance between neighbors

**Are some of the solutions the same?**



## Strategies

- Postcards and messaging – It's about the numbers
- Engagement & Educate
- Visibility
- Canvassing and Lit Drop

Communicate. Collaborate. Commit.





# What Warren County ATNJ did In 2024 and 2025



- 15,000 postcards mailed with a specific message.
- Sent postcards to registered Democrats, newly registered Democrats and Unaffiliated with the numbers for their town, the county, with targeted messages
  - together we win -
  - healthcare,
  - fight against warehouses,
  - find Kean!



# **Additional Actions by ATNJ WC**





## **2024-2025**

- Sent over 3700 vbm applications with the numbers and 662 applied. And thank you postcards to 583 who voted. An ATNJ action.
- Lit dropped and canvassed 2300 Missing Dems-ATNJ
- Sent “thank you” postcards to Republicans who switched to Democrats
- Sending postcards to reluctant Republicans – DON'T SIT IT OUT, VOTE THEM OUT!



# Did it work?



- WC VBM 
- Monthly Meeting attendance 
- Rally attendance gone up from 50 to 300 
- Email list up 

## Example - Allamuchy

| 2021 Governor's Election      | 2025 Governor's Election      |
|-------------------------------|-------------------------------|
| Votes cast 2,236 out of 4,239 | Votes cast 2,659 out of 4,777 |
| Ciatterelli 1,425             | Ciaterelli 1,500              |
| Murphy 811                    | Sherrill 1,140                |



# What Might a “BlueCD2” Strategy look like in CD7?

- Quantitate the landscape of infrequent Democratic voters and unaffiliated voters in CD7
- Target those who voted in the 2025 “Blue Wave” and no more than once in the previous three elections

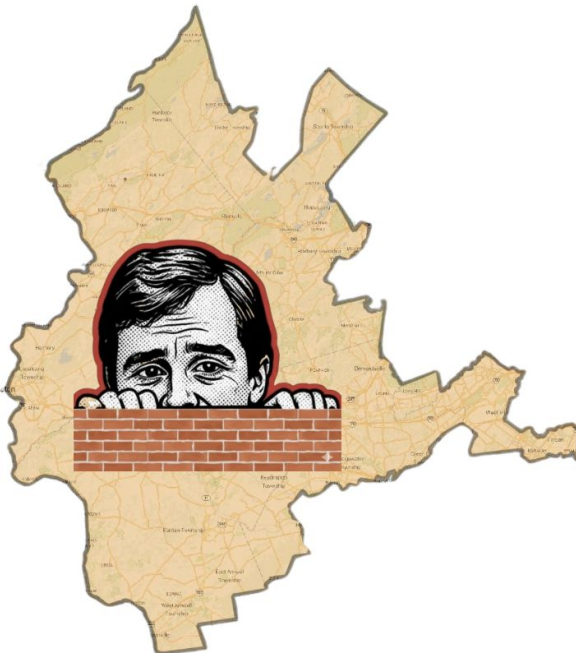


# Landscape of infrequent voters Dems/Unaffiliateds.

**Warren**  
**1,600/1,270**

**Hunterdon**  
**5,300/5,100**

**Somerset**  
**6,400/7,800**



**Sussex**  
**1,900/2,700**

**Morris**  
**4,000/5,200**

**Union**  
**6,700/6,700**

Infrequent = voted in 2025 and 0 or 1 time in 2022 - 2024



# Infrequent dem and unaffiliated voters in Union County.

**Warren**  
**1,600/1,270**

**Sussex**  
**1,900/2,700**

**Hunterdon**  
**5,300/5,100**

**Morris**  
**4,000/5,200**

**Somerset**  
**6,400/7,800**



**Union**  
**6700/6700**



# Constituent Education and Engagement

## Objective

Build an engaged, informed, motivated NJ CD7 electorate for the 2026 election.

- Increase awareness of district boundaries and representation.
- Connect with target voters by thanking them and following up with relevant messages and event opportunities
- Introduce Democratic candidates early and consistently
- Provide clear, accessible information to register, vote early, vote by mail (VBM), and participate in GOTV.
- Build lasting relationships with disengaged or infrequent voters.

Communicate. Collaborate. Commit.



# Reach Voters Through Relevant Messages and Events

## Tactics:

- Wave 1 postcard to all in target audience: Thank you for Voting! You are a Democracy SuperStar! Learn more at OneNJ7 website
- Wave 2 message campaign on Affordability: Housing, food, utilities, child care costs. Top issue for nearly all except higher income
- Wave 3, 4: message campaigns targeted to different demographic/geographic segments on: Healthcare, Reproductive Rights, Civil/Voting Rights, Immigration, Climate change
- Campaigns: postcards, social media, digital ads, visibility brigade, etc.
- Host town halls featuring high-profile speakers in strategic locations.





# Using key issues to motivate voters

## Example: Affordability

- Nearly all voters are highly concerned about affordability.
- Reach through postcards and other messaging channels
  - Tom Kean Jr. is not stepping up.
  - What Democrats stand for
- Connect with OneNJ7 to learn more and engage
- Host town hall with Democratic affordability champion (examples: AOC, Bernie Sanders, other high-profile Democrat or public speaker) in area with high-density of older voters, lower-income voters, renters

Communicate. Collaborate. Commit



## **“GROUND TRUTH”: SWING LEFT’S BIG BET FOR 2026**

Ground Truth reimagines voter contact.

We’re starting earlier, listening deeply to all potential swing district voters, and giving candidates a clearer picture of what their district needs.

Communicate. Collaborate. Commit



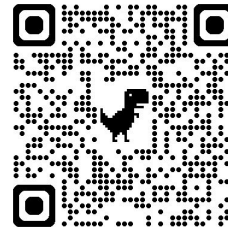
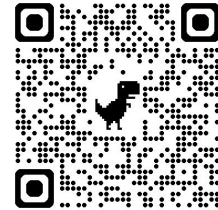
## How it's done

- Start early — in Feb - before campaigns even launched
- Knock on **every door** in targeted neighborhood
- Reach many voters campaigns usually miss
- Train volunteers to **listen, not lecture**
- Take detailed notes on voter concerns with voice-to-text technology
- Share insights directly with campaigns to sharpen strategy



# Next Steps

- “Listen to Win” training at 3-5 on Jan. 25 New Providence
- Virtual training on script & app Fridays at 4
- 1st canvass in Somerville on Feb 15





# Accountability and Pressure Campaign

## Objective

Hold Tom Kean accountable for his record and actions.

- Publicize his voting record and failures to represent constituents.
- Amplify voices demanding responsiveness and transparency.
- Maintain steady visibility throughout the district to demonstrate public dissatisfaction and opposition momentum.



# FINDING KEAN RALLIES!





# **“NO KEAN” DAYS!**

- We are naming the 7th day of every month “No Kean Day!”
  - You can
    - Rally at one of his offices
    - Join a Visibility Brigade event
    - Write a Letter to the Editor
    - Visit or call or write his office
    - Post on social media



# Constituent Education and Engagement

## Objective

Build an informed, motivated NJ CD7 electorate for the 2026 election cycle.

- Increase awareness of district boundaries and representation.
- Highlight key issues that impact residents.
- Introduce Democratic candidates early and consistently.
- Provide clear, accessible information to register, vote early, vote by mail (VBM), and participate in GOTV.
- Build lasting relationships with disengaged or infrequent voters.





# Voter Registration Our Partners



**Register Democrats.  
Save the World.**



Communicate. Collaborate. Commit.



# For Example



- Can identify about 15,000 unregistered likely Dems in CD7
- Would mail flier composed by us + partially completed VR form
- Postage paid return envelope
- Follow up by text
- Would expect 3000 registrations
- At a cost of ca. \$32,000

# Our Social Media



Website <https://www.onenj7.org/>

- X <http://x.com/OneNJ7>
- BlueSky <https://bsky.app/profile/onenj7.bsky.social>
- FaceBook <https://bsky.app/profile/onenj7.bsky.social>
- TikTok <https://www.tiktok.com/@one.nj7>
- Instagram <https://www.instagram.com/onenj7/>
- YouTube <https://www.youtube.com/@ONENJ7>



February Meeting/postcards: <https://www.mobilize.us/ionj/event/878102/>

- Email [wcatnj@gmail.com](mailto:wcatnj@gmail.com)



FaceBook <https://www.facebook.com/FindingKean2025>

- TikTok <https://www.tiktok.com/@findingkean>
- Instagram <https://www.instagram.com/findingkeanfridays/>



# Next Steps

- Complete data analysis to define target audience
- Outreach to collaborating organizations
- Build teams in counties/municipalities to implement strategy/CTA's
  - Voter education and registration efforts
  - Postcard wave #1
  - Social media impact
- Form PAC to advocate for or against political candidates
- Develop marketing campaign



# You can help!

## We are looking for volunteers

- Marketing Expertise
- Messaging Gurus
- Tech expertise
- Data analytics skills
- Fundraising skills
- Graphic designers
- Accountancy skills
- Social media skills

Priority need - volunteers with social media strategy and campaign experience.

Do you have the skills or know someone who does?

Email: [nj7citizens@gmail.com](mailto:nj7citizens@gmail.com)



# Calls to Action

- Host voter registration and education events
  - Volunteer with your local League of Women Voters
    - High school programs
    - College campus events
- Share information about the district and issues facing constituents.
  - Follow OneNJ7 on social media and share
  - Flyer locations with information
- Speak with family, friends and neighbors. Listen to their concerns, ask them to join us to win back the house
- Organize a No Kean event
- Attend Finding Kean events



# Calls to Action

- Organize a postcarding group in your area
  - We will provide logistical support
- Sign up to write postcards on your own
- Come to Finding Kean Fridays
- Call Tom Kean often
- Write Letters to the Editor and press releases
- Participate in GroundTruth training
- Canvass for GroundTruth
- Donate
- Join a working group



# Working groups

We will be forming working groups for:

- Data
- Communications
- Field - Phone/Textbanks, canvassing
- Fundraising
- Events

Members of working groups will volunteer between  
3 - 5 hours per month to help build and execute a plan.





# Thank you

## Questions?