



Memorandum Re: The State of RFK Jr.'s Campaign

To: Interested Parties

From: Ramsey Reid

Date: June 21, 2024

RFK Jr.'s campaign is in freefall. Struggling to gain ballot access through traditional, grassroots support, RFK Jr. has resorted to deception and shortcuts. His fundraising has sputtered, as his campaign has struggled to raise money from small-dollar donations and his candidacy is now propped up almost exclusively by two billionaires: his own running mate and Timothy Mellon, Donald Trump's largest donor.

With his MAGA ties and extreme positions, it's no surprise that RFK Jr.'s favorability has nosedived as voters learn more about him. In a glaring sign of his stalling campaign, RFK Jr. and his running mate have largely disappeared from the campaign trail, significantly curbing both their public and private events in recent weeks. And now it's official: he [doesn't meet the criteria](#) put forth by CNN to compete in the debate.

RFK Jr. doesn't have a path to the White House this November, but with the razor thin election we're expecting, he can help decide who wins. The current state of his campaign only reinforces his role as spoiler and confirms that, with the stakes this high, the only way to stop Donald Trump is by voting for President Biden.

Struggling with Ballot Access

RFK Jr. falls humbly short on the grassroots support needed to gain ballot access as an independent candidate. Instead, he has had to rely on a pattern of shortcuts and deception with fringe third parties, shady deals, and outright fraud.

In Florida, RFK Jr.'s campaign may have violated various campaign finance laws by offering to exchange [\\$30,000 for the Natural Law Party's nomination](#), and in Michigan, RFK Jr. gained ballot access by securing the [Michigan Natural Law Party's nomination](#) in a backroom deal that only required two votes. RFK Jr. also aligns himself with right wing third parties and help from Trump supporters, including the [American Independent Party](#), which has a history of racist and segregationist views, and [the Independent Party of Delaware](#), whose vice chairman attended the January 6

insurrection. He also originally sought the nomination of the [Alaskan Independence Party](#) which once advocated seceding from the United States.

In New York, public reporting and petition review revealed that RFK Jr.'s campaign [obtained ballot petition signatures through misrepresentation and deceit](#). Despite awareness that the signature gathering operation had [allegedly committed](#) fraud and violated state law, RFK Jr.'s campaign submitted the petitions to the state board. RFK Jr.'s [fraudulent registration as a New York resident](#) could also put his ballot access efforts in jeopardy in states across the country.

RFK Jr.'s campaign has [falsely claimed](#) ballot access and forced state election officials across the U.S. to say that he has failed to meet the requirements to be on their ballots. The [Mississippi Secretary of State's office](#) said RFK Jr.'s We the People Party has “not filed all of the required paperwork” and that this was communicated to the campaign on “multiple occasions.”

In Nevada, RFK Jr.'s campaign failed to comply with election laws– such as [not including a running mate](#) on his petition and [spelling “United States” incorrectly](#)– and blamed their abject failure on a theory that the Secretary of State's office was conspiring against their campaign.

The running theme with RFK Jr.'s ballot access efforts is that he can't be trusted to play by the rules, and he can't be taken at his word when he claims ballot access.

Failing with Grassroots Donors

The latest FEC filings covering May 2024 reveal RFK Jr. raised a measly [\\$2.6 million](#), [spent \\$6.3 million](#), and was left with \$6.4 million cash on hand as he attempts to gain ballot access across the country while facing multiple legal challenges. This is the second consecutive month his campaign has raised [less than \\$900,000 in contributions from donors giving less than \\$200](#). Recent reporting revealed that RFK Jr. has tried to lure in small donor donations by hawking \$10 raffle tickets and hosting auctions, but [the gimmicks failed](#) to grow the campaign's small dollar hauls.

RFK Jr.'s running mate, Nicole Shanahan, was meant to be a life line. Thus far she has poured nearly [\\$15 million](#) into the campaign and allied super PACs. In April, RFK Jr. raised \$10.7 million, but [\\$8 million of that total came from Shanahan](#). Without the recent \$10 million cash infusion from Shanahan the [campaign would now be in debt](#). Despite her ability to self fund, it appears the cash cow may have run dry as Shanahan did not invest in their failing campaign in May.

Meanwhile, Donald Trump's largest donor, Timothy Mellon, continues to prop up RFK Jr.'s candidacy with \$25 million in contributions to RFK Jr.'s principal super PAC. This means Donald Trump's largest donor remains RFK Jr.'s largest donor. In April, [Mellon's \\$5 million donation](#) made up the vast majority of the \$6.1 million that American Values 2024 reported raising.

Declining in the Polls

As voters are exposed to RFK Jr., they don't like what they learn. When RFK Jr. first entered the 2024 presidential race in the Democratic primary, his famous [last name](#) gifted him high favorability, even if most voters didn't know much about him. But as people learned more, his favorability plummeted. [RFK Jr.'s favorability has gone from +14 in January 2024 to -16 among registered voters in](#) June. And the little support RFK Jr. does have is likely to continue to dissipate. Kennedy has lost one-third of his support in [Fox News polling](#) and over 40% according to [Reuters](#). According to polling by the [New York Times](#), only 29% of Kennedy's supporters will definitely back him in November compared to around 80% for President Biden and Trump. These voters are also less engaged in the election, with only two-thirds of them saying they will definitely vote this year.

RFK Jr.'s campaign is clearly on life support and he is doing nothing to save it. Despite his constant talk of transparency, he is one of the least accessible candidates in history - both in terms of telling voters the truth and in directly engaging with them. As we head into the fall, we will keep the pressure on, continue to educate voters about RFK Jr., and make sure he is playing by the rules.

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