Congressional Leadership and Profile Building

The Challenge: Mikie Sherrill, a former U.S. Navy helicopter pilot, federal prosecutor and mother of four, made a 2017 run for Congress against a distinguished Republican who had held the district for nearly 30 years. Sherrill had never run for office before. Her campaign was a direct result of the 2017 Women’s March, which inspired her to engage in the political process. TASC was hired to help launch the campaign, recruit top nationally recognized political consultants, secure support from Emily’s List, create campaign messaging, media-prep the candidate for debates and public speaking, and build a communications operation.

Our Strategy: TASC guided Sherrill in putting together a consulting team and creating a communications and PR infrastructure for her campaign. We also helped her connect to high-end donors and individuals, such as Stephen Colbert, who became a huge supporter. Additionally, TASC assembled a major fundraising event for Sherrill’s campaign and helped her hone her messaging, debate prep and public-speaking skills. TASC’s expertise in framing policy positions enabled Sherrill to easily connect with voters across her district.

Results: Representative Mikie Sherrill defeated her Republican opponent by 17 points in a district that had been held by Republicans for nearly three decades. Sherrill became a national sensation, positioned on the cover of Time and featured in The New York Times and on MSNBC, CNN and hundreds of other outlets nationwide. Sherrill broke all fundraising records in the state of New Jersey and raised more money than any other congressional candidate in the country, except for one who was self-funded. Sherrill was the national poster child for women who became inspired to run for national office after the 2016 Presidential election.