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Blythe Potter for Indiana Secretary of State (2026)

# Pathway to Victory
# Convention Nomination and General Election Strategy

## The Two-Stage Path to Victory

First, we win the Democratic nomination at State Convention. Then, we win statewide in November. The strategy for each phase is different, but they are built on the same foundation: participation, trust, organization, and a clear contrast rooted in integrity.

## Winning the Convention

To win the nomination, we need 1,281 delegate votes. That is a majority of credentialed delegates at Convention. This is not your typical primary. It is a relationship-based election decided by people who care deeply about the direction of the party.

We are approaching the Convention the way a serious campaign should. We are identifying every delegate across all nine congressional districts and building direct relationships through our Wrangler model. Every delegate is treated with respect. Every question is answered. Every concern is addressed directly. I am hosting weekly office hours so delegates can hear from me personally and understand exactly what I plan to do in this office.

Delegates deserve more than slogans. They deserve a candidate who understands the constitutional responsibilities of the Secretary of State: administering elections, overseeing business services, enforcing securities laws, licensing dealers, and restoring trust to an office that has been damaged by controversy. I am not learning on the job. I am prepared to execute on day one.

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## Winning the Convention (cont.)

At Convention, the contrast is clear. This is a choice between a grassroots, people-powered campaign focused on participation and independence, or a donor-driven campaign funded heavily by large-dollar and out-of-state interests. Delegates are not just selecting a nominee. They are deciding what kind of party we want to be.

We win the Convention by showing up, answering hard questions, and earning trust one delegate at a time.

## Winning Statewide

If we secure the nomination, we immediately shift into a statewide coalition strategy.

Indiana has more than 4.2 million registered voters. Turnout in Secretary of State races remains low compared to registration levels. That is not a weakness for us. It is an opportunity. In low-turnout elections, the campaign that expands participation has the advantage.

Our statewide strategy is built around building a winning coalition that includes Democrats, independents, young voters, working families, veterans, union households, rural Hoosiers, and enlightened Republicans who believe elections should be fair and government should be honest. You do not have to agree with me on everything to agree that this office should operate with integrity and transparency.

We will compete in all 92 counties. Not symbolically. Not with one press release. With real presence, real relationships, and consistent communication. We will use the relationships built during the delegate phase to seed a broader volunteer infrastructure for November.

We will own the integrity lane. The current office has faced scrutiny over travel, ethics, transparency, and misuse of public trust. Hoosiers are ready for a Secretary of State who focuses on modernizing systems, empowering small businesses, protecting investors, and expanding access to the ballot. That is not partisan. That is responsible governance.

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## Winning Statewide (cont.)

We will expand the electorate by focusing on voter education and access. Clear information. Practical tools. Collaboration with county clerks. A modern, nonpartisan voter guide model that makes it easier for Hoosiers to understand what is on their ballot and how to participate. The more people who participate, the stronger democracy becomes.

**And we will compete everywhere we need to compete.**

That means digital organizing and paid digital communication that reaches voters where they actually are. It means targeted mail that educates and persuades in a low-information race. It means earned media and, when necessary, television to define this office and the contrast clearly. And it means being on the ground in communities across Indiana talking to Hoosier voters regardless of party.

We are not running a campaign on symbols and good feelings. We are running to WIN!

Money matters. I am not naïve about that. But organizing and message discipline matter more. We have raised hundreds of thousands of dollars from a growing base of grassroots supporters, with an average donation of just 43 dollars that reflects real people, not corporate interests. That tells you who this campaign answers to.

I am confident in our ability to raise the resources necessary to compete. When voters understand the stakes, they step up. We will continue to build a broad donor coalition that allows us to scale responsibly and strategically. We are not trying to outspend billionaire networks dollar for dollar. We are building something more durable: a coalition that believes in this mission and is invested in seeing it through.

Winning statewide requires presence, resources, and discipline. We are building all three.

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## Why This Path Works

This campaign is aligned with the job.

The Secretary of State is the chief election officer. The role requires credibility, independence, and competence. My background as a veteran, small business owner, and community leader is not branding. It reflects lived experience, here in Indiana, with the systems this office oversees.

This is not a reactive campaign. It is proactive. We are not chasing headlines. We are building a disciplined operation with measurable goals, consistent communication, and a clear message: restore honor, rebuild access, and fight for all Hoosiers.

Convention first. Then statewide.

And we win by building a coalition that believes democracy should belong to the people who participate in it, not the people who can afford to finance it.