

Post-Election Commission Summary

PUBLISHED AUGUST 22, 2025 BY STATE AFFAIRS PRO-WISCONSIN

State Treasurer John Leiber announced the release of the Post-Election Commission's final report, stating, "Over the past several months, our Commission has meticulously analyzed the 2025 Spring Election outcomes. We are proud to present our findings and recommendations, urging all stakeholders committed to Republican victories to carefully consider these insights."

The Commission conducted an in-depth review of the 2025 spring elections, evaluating the Republican Party of Wisconsin (RPW), County Parties, Candidates and Campaigns, and Third-Party Groups. The analysis included extensive data review, surveys of grassroots activists and County Chairs, and candidate interviews. Below is a summary of the actionable recommendations designed to strengthen Republican efforts for future elections.

Recommendations for the Republican Party of Wisconsin

- **Enhance Fundraising:** Expand the fundraising framework by hosting an annual signature event and increasing out-of-state contributions.
- **Strengthen Communications:** Bolster the Communications department to amplify messaging and outreach.
- **Sustain Research Efforts:** Retain an in-house opposition researcher to maintain strategic advantages.
- **Develop Leadership:** Establish a mentoring program to cultivate Republican leadership.
- **Amplify Legislative Messaging:** Increase focus on Wisconsin legislative priorities in communications.
- **Support County Parties:** Provide digital and graphics support to County Parties to enhance their outreach.

- **Empower Local Messaging:** Supply County Parties with tailored messaging points to align with state goals.

Recommendations for County Parties

- **Grow Membership:** Intensify efforts to recruit and retain members, with a focus on engaging younger volunteers.
- **Boost Voter Contact:** Prioritize social media engagement and direct voter outreach through phone calls and doorknocking.
- **Secure Funding:** Expand funding to sustain year-round operations.
- **Recruit Candidates:** Actively identify and support local candidates.
- **Enhance Training:** Increase training and mentoring opportunities for County Party chairs.
- **Improve Collaboration:** Foster better integration between campaigns and County Parties.
- **Strengthen Leadership Ties:** Build stronger relationships with district leadership.

Recommendations for Candidates and Campaigns

- **Secure Early Funding:** Ensure candidates receive financial support early in the campaign cycle.
- **Optimize Donations:** Emphasize to donors that contributions to campaigns or RPW are the most cost-effective way to support Republican victories.

Recommendations for Third-Party Involvement

- **Support, Don't Supplant:** Ensure third-party groups reinforce, rather than overshadow, candidate and party messaging.
- **Promote Efficient Spending:** Encourage donors to prioritize direct contributions to campaigns or RPW, which can secure lower ad rates compared to third-party expenditures.

Chairman Brian Schimming emphasized the RPW's commitment to action, stating, "The Republican Party of Wisconsin is committed to turning this year's setbacks into next year's victories. The 2026 elections are pivotal, and with the collective effort of our grassroots activists, County Chairs, and these strategic recommendations, Republicans are poised to deliver wins."

Following the report's completion, RPW, in collaboration with grassroots activists and County Chairs, has already taken significant steps. These include hosting leadership trainings for County Parties, launching a voter contact initiative to identify and engage voters, continuing to use opposition research to inform strategy, continuing to provide messaging to leadership across the state, and implementing the Commission's recommendations in preparation for the 2026 elections.