

New Jersey



Planet • People • Politics

2025 ELECTION ROUND UP



The New Jersey League of Conservation Voters has invested more than \$2 million to support environmental champions during the 2025 election period between the primary and general campaigns.

- In the 2025 electoral cycle, **electing environmental champion Mikie Sherrill as New Jersey's next governor** was New Jersey LCV's top priority. We went all in for Mikie—making our largest-ever investment in a single race, contributing over **\$1.9 million**.
- Mikie is a proven leader who will put New Jersey at the forefront of environmental policy, building a 21st-century clean energy economy that protects our air and water, lowers costs for working families, and creates union jobs. This race was absolutely critical to ensuring New Jersey continues to make progress on climate.
- Beyond the governor's race, **New Jersey LCV PAC and New Jersey LCV Victory Fund** invested heavily in advancing pro-environment and pro-climate majorities in the state legislature, as well as county and local municipalities. Our total investment—**more than \$2 million**—supported direct voter contact, climate message polling, digital ads, physical mailers, election studies, and direct contributions to individual campaigns through New Jersey LCV's PAC.
- Additionally, separate and apart, **New Jersey LCV Education Fund** invested in a program to make the environment a top 3 issue in the election. Our commitment led to bird-dogging, education programming, a candidate forum and direct voter contact.

COMMUNICATIONS & DIGITAL

Potential Reach of 52.3 Million People

Top News Outlets:

Yahoo News | Gannett | NJ.com | NJSpotlight
New Jersey Globe | NJ PBS | InsiderNJ

Our most popular [video](#)



COORDINATED PAC 2025

Endorsement Breakdown:

121 candidates endorsed in total

Mikie Sherrill for Governor | 46 legislators | 74 county & local

60 women endorsed for assembly and local races | 40 people of color endorsed for assembly and local race

3 veterans endorsed | 3 LBGTQ+ candidates endorsed



“Since Day One, this has been a campaign we’re building together to address New Jersey’s most pressing challenges. That includes protecting our environment, and I’m honored to have the New Jersey League of Conservation Voters’ endorsement as we fight for cleaner and healthier communities across the Garden State.”

“I will work every day to reduce energy costs, build flood-resilient infrastructure, protect our open spaces, and make sure that every one of our children can drink clean water and breathe clean air, no matter their ZIP code. Let’s get to work!”

—Mikie Sherrill, New Jersey LCV’s Endorsed Candidate for Governor



Voter Contacts:

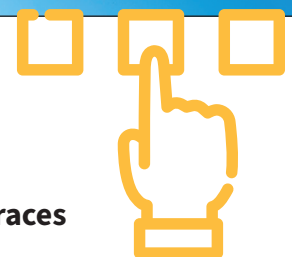
Including calls made, mail sent, doors knocked, text messages, and emails, we’ve reached **20,423 voters**

Invested:

Maxed out contributions in both the primary and general gubernatorial races

\$76,500 in the general for gubernatorial, legislative and local races

Embedded into campaigns in **4** key districts



INDEPENDENT EXPENDITURE

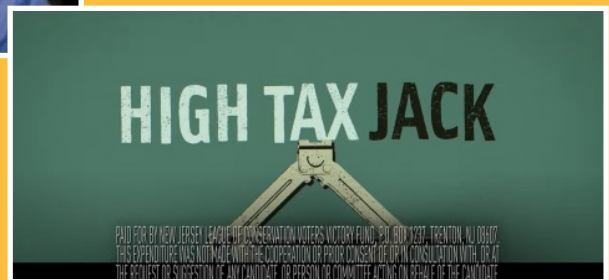
VICTORY FUND

The New Jersey LCV Victory Fund (also known as our “superPAC” or “IE/Independent Expenditure” made massive investments in this year’s elections, and even partnered with the Greater Garden State IE and One Giant Leap to expand their larger programs.

“New Jersey LCV Victory Fund played a critical role in reminding voters that, with utility bills rising fast in the state, Ciattarelli backed a plan to take away clean energy sources from the grid and further spike prices. NJ LCV VF’s savvy plans, based on hard data and the latest learnings from the 2024 election and since then, leveled up to a program that tackled the cost debate head on.”

—Nate Fowler, LCV Regional Campaigns Director

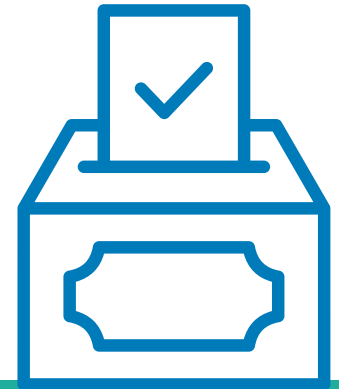
In short, we reached the most important voters over the final weeks to litigate the argument that Jack Ciattarelli’s support for less energy and higher costs is disqualifying for voters who care about the cost of living in the Garden State—a key part of the larger strategy to win.



Investments:

	Gubernatorial	Legislative District 38
Primary	\$173,143.02	—
General	\$1,738,942.55	\$54,900.00
Total per race	\$1,910,585.57	\$54,900.00

TOTAL IN 2025 \$1,966,985.57



Metrics:

Total reach | Estimated 6 million voters Statewide

Media Type

Digital: Created **6** weeks of unskippable ads via Youtube, Meta, and online video, garnering over 70,000,000 impressions.

Mail: Sent two flights of bilingual mailers, reaching **135K** voters

Commissioned independent analysis demonstrating Jack's proposed energy plans to increase household costs by \$850 a year

GIVEGREEN

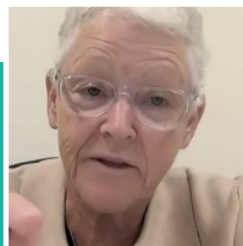
Total GiveGreen: \$156,000

164 donations | **142** unique donors

GiveGreen is a political fundraising platform created by LCV Victory Fund and NRDC Action Votes that directs donor support to pro-environment, pro-climate candidates across the country to build political power for climate action.

New Jersey LCV hosted a virtual event in collaboration with the Clean Tech Party and WomenCount PAC to spread the word about the vitality of this election on a national level

Event raised **\$23,000** for the Sherrill Campaign

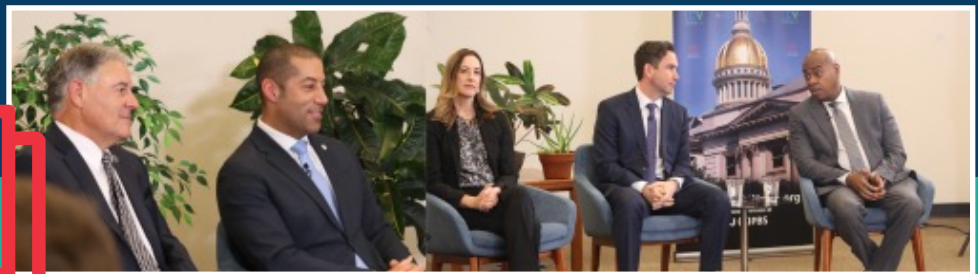


From left: Democratic Candidate for NJ Governor, Mikie Sherrill; Former EPA Administrator and White House Climate Advisor, Gina McCarthy; Former Governor of Washington State, Jay Inslee; Moderated by New Jersey LCV Executive Director, Ed Potosnak



ENVIRO FIX IN '26

New Jersey LCV Education Fund's 'Enviro Fix in 2026' is a nonpartisan policy and public education initiative dedicated to elevating the environment as a top issue in the gubernatorial and legislative elections. Capitalizing upon previous, successful iterations of the program, Green in '17 and Green in '21, Enviro Fix in '26 aimed to set the stage for bold climate, conservation, and justice actions at the state level as we have in the past two gubernatorial cycles. In 2025, New Jersey LCV Education Fund capitalized on this opportunity with robust public education, paid and earned media, and on the ground organizing.



- **Invested \$426,250 to make the environment a top issue in New Jersey's 2026 gubernatorial election**
- **Granted \$70,000 to fund and amplify the work of our coalition partners**

- **12** grants awarded, supporting activities including: op-eds, candidate and public education, social media campaigns, earned media coverage, and voter registration drives
- Formed a coalition of more than **30** partner organizations representing diverse perspectives—from conservation to health, environmental justice to economic policy.
- Coalition partners collaborated on events, voter education, and policy development, contributing issue-area expertise to the 2026 Environmental Policy Guide.

Policy Guide & One-Pagers:

1,000 copies printed and 800 mailed to

All **120** state legislators | All **14** members of Congress and U.S. Senators from NJ

All **21** county offices | All **564** municipal offices/mayors

Created a digital landing page breaking the guide down by category for easy navigation and extended reach

Events:

Hosted many events throughout the year, and featured speakers such as legislative members, gubernatorial candidates, and environmental justice partners.

Key Takeaways:

The Summer Enviro Tour Series (Newark, Camden, Trenton) convened local organizations, activists, and elected officials to address community-specific environmental challenges and solutions.

Each stop featured **20+** attendees, including local and federal officials.

The tours earned **10+** media hits, including coverage in BIPOC-led publications such as NJ Urban News.

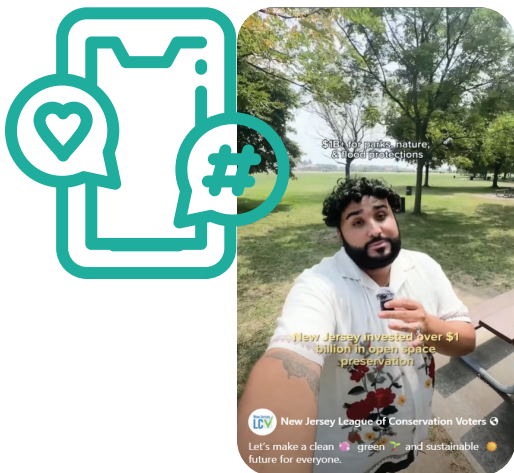


Candidate Visions:

Both Mikie Sherrill and Jack Ciattarelli released opinion pieces outlining their environmental policy visions ahead of the primary.

Press Coverage:

- **135 total press hits** (as of Oct. 15) connecting environmental issues to candidates and the election
- **10+** earned media articles around the Policy Guide and Enviro Tours—featuring quotes from staff, partners, and program details
- **6+** op-eds published on topics like flood resiliency and the mental health impacts of climate change



Social Media:

- **Our paid influencer program** has so far worked with one content creator, Jorge Alvarez. His posts on Tiktok and Instagram have a combined **479** engagements. The ad that we are running featuring his creative has **1.4 million** impressions, more than **36,000** clicks, and **2,414** post engagements.
- New Jersey LCV's organic social media content has over **44,348** impressions, **3,368** engagements, and **4,159** video views on YouTube and TikTok.

Candidate Education:

- **15** candidate events attended; **65** candidate questions answered across both parties
- Hosted a nonpartisan gubernatorial forum featuring **6** candidates from both parties
- Partner organization successfully asked an environmental justice question during the televised debate (September 21)

FUNDRAISING

329 total donors | 245 first-time donors (74.4%)



Political Action Committee

\$123,460 raised this calendar year (Primary & General)

\$51,056 from 6 PAC events | Spanning 5 counties | Featuring 12 speakers, including Democratic Candidate for Governor Mikie Sherrill, and 3 members of Congress

Implemented new texting acquisition campaign that garnished 268 new donors and raised over \$7,000

Victory Fund (Independent Expenditure)

\$1.9M raised

