



Republicans **E**ducating **D**emocrats & **U**naaffiliateds

www.meckgop.com

NEIGHBORHOOD OUTREACH

Volunteers provide critical boots-on-the-ground support to candidates' campaigns, particularly now with the expansion of election early voting days and a substantial increase in absentee voting. Election day is no longer the first Tuesday in November, but now as early as September. MeckGOP must increase its volunteer presence and deploy in a coordinated and deliberate approach to more effectively cover all 195 county precincts. To achieve this vision, we will:

- Actively recruit our precinct organization team, including 6 area precinct officer leaders, local precinct officers and neighborhood teams.
- Expand neighborhood clubs to enable greater area precinct presence.
- Support the RNC/NCGOP Victory program to organize, coordinate and carry out campaign assistance.
- Increase our presence in community activities and through voter registration efforts.

Implementing The Plan

1. Identify, Support and Empower Volunteers

We are an organization of committed volunteers. To ensure continual recruitment and retention we must maintain a large network of effective and motivated volunteers, we will:

- Design and implement a Republican-specific marketing program through videos, NationBuilder and other social media platforms to recruit and mobilize volunteers.

- The MeckGOP's Headquarters Committee will maintain a registry of volunteers that identifies how volunteer preferences, such as phone banking, data entry, staffing headquarters, committees, etc. and automatically notifies them about opportunities with a personal follow-up by a member of the Headquarters Committee.
- Equip and prepare volunteers with in-person and virtual training opportunities, talking points and recognition.

2. Strengthen Organization at the Precinct Level

Successful precinct organization requires Headquarters support and planning. Thus, the Headquarters Committee will work with district clubs to identify strong precinct leaders dedicated to securing critical election victories and timely advocacy efforts. We will:

- Empower the Precinct Organization Chair to appoint an area precinct officer for each of the six County Commission districts and allocate resources evenly.
- Develop in-person and virtual training courses for precinct leaders to prepare and empower them for leading neighborhood recruitment programs, to include education on topics such as volunteer coordination and making the "ask".
- Provide area leaders training to conduct grassroots organizational efforts and expand by neighborhood, in support of precinct efforts.

3. Strengthen Local Presence Through Neighborhoods

With 195 precincts, it is nearly impossible to implement a comprehensive precinct organization plan. Because of the sheer size and population density of Mecklenburg County, we will:

- Identify leaders to create neighborhood Republican clubs in areas not otherwise covered.
- Assist existing neighborhood clubs to grow its membership, host events, monitor local politics and manage their respective precinct organization.
- Enable the Special Events and Outreach Committees to work directly with local leaders and clubs to provide best practices to identify and increase presence at local activities, including festivals, parades and community celebrations.

4. Train Volunteers to Assist with Election and Advocacy Efforts

The MeckGOP will enhance and expand our volunteer deployment program to assist candidates in all neighborhoods. We will:

- Actively recruit and train volunteers to assist candidates and advocacy efforts to provide election victories.
- Actively inform volunteers about current races and facilitate volunteer opportunities for those races with a regular e-newsletter and calendar.

- Support the RNC/NCGOP Victory program to obtain the manpower it needs to organize, coordinate and carry out campaign assistance and grassroots deployments.
- In conjunction with the Board of Elections Liaison, assemble and educate a team of poll observers and Chief Judges and Republican Judges to ensure fair voting at the ballot box.

5. Educate Our Activists About Campaign Law and Ethics

The MeckGOP must protect its volunteers and candidates from inadvertently breaking election laws or committing ethics violations. Training volunteers in campaign law and ethics is essential for accurate and confident volunteer participation in the political process. We will:

- Provide educational training for financial management of political action committees and other types of political organizations.
- Provide in-person or virtual ethics trainings for volunteers prior to their field work, to include North Carolina-specific campaign and election laws.
- Coordinate with State Party organizations to ensure our community is protecting volunteers working for campaigns.

6. Increase Voter Registration and Retention

With less than 20% registered Mecklenburg County Republicans, it is crucial we increase our Republican-leaning registered voters and retain them. We will:

- Conduct voter registration efforts in conjunction with the Outreach and Special Events Committees.
- Target voter registration based on neighborhood, culture or other specific demographics and issues, using like-minded representatives who can best engage with the voters.
- Reach out to newly relocated Republicans through the reverse walk book program.
- Have a hospitality committee and local precinct leaders personally welcome newly registered Republicans to our community.

7. Educate our Undecided and Democratic-Leaning Voters

Through education, we can increase awareness of conservative principles, teach voters how those principals and show how these principals make our lives better, and increase votes for Republicans in the 2021 and 2020 elections. We will:

- Implement a local media campaign, along with web videos, to showcase the heritage of the Republican Party and celebrate its role in some of the greatest achievements in American society, to include leading the abolishment of slavery and enabling women to vote.
- Partner with regional policy “think tanks” to develop fact sheets on how Republican policies work better than Democratic policies for Americans today and in the future.
- Initiate a program for middle and high school TAR chapters to increase awareness of conservative principles and break liberal stereotypes of Republicans.