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Republicans
Educating
Democrats &
Unaffiliateds

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STRATEGIC MESSAGING

Developing and disseminating pertinent information to the right audience in real time is critical to effective communication, confidence building and telling our story. This effort will be led by a communications and marketing expert to ensure we articulate our message proactively and consistent with Republican core values and interests. We will utilize technology, media contacts and information platforms to inform volunteers, influence voters and provide timely responses to changing political situations, all in an effort to help Republicans win elections at all levels of government. To achieve this vision, we will:

- Continue branding standards for increased public awareness, utilize technologies for in-house consistency and continuity and continue to use NationBuilder for data mining and increased reach.
- Develop an online database of educational materials on core topics relevant to the current and future needs of our Party and make the information accessible using the most up-to-date technologies.
- Implement a campaign targeting unaffiliated and Democrat-leaning young people to educate them about the Republican Party, what it has done for America and its positive vision for the future.
- Enhance the leadership skills of our leadership team through participation in retreats, online workshops and the current MeckGOP area college mentorship program.

Implementing The Plan

1. **Continue a Technology Operations Team**

Implementing an effective communication strategy, organization and training portal requires a comprehensive technological foundation. We will appoint a leadership team to ensure all technology initiatives are realized creatively, securely, rapidly and effectively. To obtain this, we will:

- Appoint an experienced Chairman and members of the Technology Operations Team to lead our efforts.
- Survey Republicans and our committees about their training needs to tailor the curriculum to current and future needs.
- Offer Google Forms for volunteers to sign up for committees, provide relevant project management software and programs for team members to communicate remotely.
- Use the latest online collaboration and presence systems to help the MeckGOP, its auxiliary groups and our candidates engage voters 24 hours a day, 7 days a week. To obtain this we will use social media mediums (Facebook, Instagram, etc.), increase website content and blogs from Republican leaders and have committee members source pertinent talking points from the NCGOP, General Assembly and RNC.

2. Engage our Voters in Targeted, Effective Ways

Current market research techniques provides greater insight into voters' motivations and passions. We can bring new effectiveness to our countywide political outreach by using technology to better understand Republican, Democrat and unaffiliated voters. To obtain this we will:

- Cultivate a database of county Republicans, Democrats and unaffiliated voters that incorporates detailed information about the motivations, important issues and interests of each group. This enables targeted and effective communication strategies and content.

3. Equip Us for Today's Technology Battlefield

We must ensure we are technologically ready to meet the challenges of the current and future political landscape. No Republican leader, district club or candidate should be defeated by technology shortfalls or depend on amateur or insufficient online platforms. Utilizing NationBuilder, we will:

- Provide online event announcements, updated contribution collection data and electronic mass communications mechanisms.
- Offer NationBuilder training from Party experts.
- Provide localized Party support.

Author Sarah Reidy-Jones, March 2019, Revised March 2021