



Republicans Educating Democrats & Unaffiliateds

www.meckgop.com

SUSTAINABILITY & ACCOUNTABILITY

Registered Republican voters are vastly outnumbered in Mecklenburg County. This trend is at risk of continuing as voters fleeing “blue” states with high unemployment, a high cost of living and high rates of crime move to North Carolina but continue to vote for those policies they flee. It is only through Republican policies and legislation that Mecklenburg County will continue to grow and develop while maintaining those values that make for a great lifestyle and business environment. To achieve this end, it is essential we increase the numbers of registered Republican voters and Republican candidates running for office. Thus, we will:

- Develop and support local leaders who desire to serve and cultivate a farm team of candidates so Democrats will face challengers and voters will have a choice on the ballot.
- Maintain a realistic, robust fundraising operation with experienced professionals at the helm and a strong message that appeals to a broad donor base.
- Create MeckGOP policies and organizational structure to foster continuity and accountability between its Executive Board and the MeckGOP Chairman and Board.
- Implement best practices to stimulate voter and donor confidence.

Implementing The Plan

1. Institutionalize Fundraising in the MeckGOP

In addition to a plan, effective fundraising requires a team of high-performing, experienced fundraisers and operational protocols with built-in accountability

checks to ensure goals are met. As a top priority in this administration, we will:

- Appoint an experienced, accountable Finance Committee Chairman who will take ownership of the MeckGOP fundraising operations in cooperation with the Treasurer.
- Recruit area business leaders and fundraising professionals with proven track records to serve as active members of the Finance Committee to better determine the “ask” for the donor community.
- Assess financial needs of the MeckGOP through a collaborative, consensus-driven process that includes surveying candidates, committee chairs and assembling a realistic budget.
- Develop fundraising protocols with financial goals, timelines, regular progress reporting to the Executive Committee, and well defined asks to the general public (i.e. discounted headquarters space from property owners, an “Amazon Wish List” of specific items or dollar amounts needed to fulfill a specific goal, etc.).

2. Develop A Robust and Comprehensive Fundraising Plan

It takes persistence *and* a persuasive message to raise funds, particularly when seeking support for political activities in an unbalanced political environment. The MeckGOP needs a strong and targeted message to make a case to potential donors. It is important to cultivate a robust, comprehensive fundraising plan to capture dollars. We will:

- Contract with a professional fundraiser for direct contributions, utilizing their resources and donor lists.
- Continue to engage the business community to donate to our building fund.
- Enact a digital fundraising campaign and utilize online tools for donation collection.
- Implement a mail fundraising program that targets individuals with annual giving programs and memberships.
- Provide traditional in-person event fundraising opportunities crafted for both small donors and large donors.

3. Support Auxiliary Groups and Candidates in Raising their Own Funds

Party leaders and candidates have multiple demands on their time. We will:

- Provide fundraising training for every auxiliary group and candidate.
- Develop an online fundraising toolkit for candidates and groups to use in building their own fundraising programs, including fundraising letter templates and a list of potential vendors.
- Ensure that every auxiliary group and candidate has the capability to collect donations online.

4. Recruit and Train Candidates for Public Office

Our Party needs to build a deep bench of strong leaders at the local level. The MeckGOP will make it a priority to support the development of our GOP Farm Team by helping to identify local candidates and assisting them with running local elections. We will:

- Implement a marketing program to encourage potential candidates to run for office, which will include profiles of our candidates and office holders and regular e-communication between candidates with tips and best practices.
- Work directly with the conservative legal community and our elected Republican judges to identify and train potential judicial candidates.
- Create a subsection of our website targeting potential candidates with information about running for office, online training resources, district maps and a list of available positions on the ballot.
- Offer mentoring through our Campaigns Committee, and in conjunction with the DCCA, regular training sessions and candidate schools, and candidate after action reviews (AAR) following each election.

5. Build an Organization of Strong, Effective Leaders

Running a county party does not come with a user's manual or an easy button. Investment in leadership training will enhance the efficiency and effectiveness of our county party and professionally grow our leaders. We will:

- Collaborate with the County Chairman's Association to hold a leadership retreat for our executive officers, district chairs and committee chairs to share best practices and receive the tools necessary to take the organization to new levels of success.
- Appoint a strong field of professionals to serve as a legislative director, executive director and political director.
- Use technology and marketing to expand membership in our committees.
- Continue with an intranet for executive committee members, precinct leaders and auxiliary chairs featuring best practice materials, discussion boards and checklists.
- Work with the Board of Elections Liaison and the General Counsel to recruit for our network of attorneys experienced in interpreting federal and state laws pertaining to campaigns and elections to ensure full legal compliance and provide Election Day assistance.
- Continue the MeckGOP Mentorship program, in collaboration with local College Republican chapters, whereby we help promising young leaders develop into tomorrow's effective Party leaders and create a leadership pipeline.
- Assist the Education Committee to bring an educational component to every executive committee meeting, board meeting and conference calls.

6. Enhanced Decision-Making with Limited Resources

Making strategic decisions about where and how best to use GOP resources is critical for maximizing organizational efficiency. Many factors are and should be assessed before making important and impactful decisions to use assets. Decisions will be based on a collective decision-making process led by the Party Officers, auxiliary chairs and appointed officers. This team of local leaders knows the responsibility entailed to oversee vital operations. Our pledge is always to be strong stewards of the Party's assets and represent the Party in a professional manner.