



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

www.meckgop.com

WHY RED U

Registered Republican voters comprise approximately 20% of registered voters in Mecklenburg County. The alarming consequences of liberal policies in an urban core are all too well known as we look at major cities such as Chicago, New York City, Portland and Seattle with their high crime rates, deteriorating education opportunities, high unemployment and poverty. As Republicans, we must counter liberal policies and unchecked power in Mecklenburg County by advancing our candidates and educating all voters. We must promote Republican values and policies and organize for success. There is more at stake than simple party affiliation.

This is why we launched **RED U - Republicans Educating Democrats and Unaaffiliateds**. The time to move Mecklenburg county towards red is NOW. Although the MeckGOP increased County Republican votes in the 2020 election by 12% more than the RNC needed to carry North Carolina, it is critical we drastically alter the current voting direction of Mecklenburg County. We can do this by promoting Republican core values with a robust program focused on:

- **Effective Communication & Voter Engagement**
- **Neighborhood Outreach**
- **Strategic Messaging**
- **Sustainability & Accountability**

We know we can organize for success and have a more inclusive and transparent Party structure, a strategically and hands-on trained volunteer

base and a general public sensitive to core Republican values as an alternative to liberal chaos. We invite you to learn more about our **Republicans Educate Democrats & Unaffiliateds (RED U)** plan and how you can be part of moving Mecklenburg County to red.

www.meckgop.com/red-u

EFFECTIVE COMMUNICATION & VOTER ENGAGEMENT

All Mecklenburg County residents should be inspired by the commonly held, but largely Republican espoused, legislative, economic and educational foundation and objectives of our community. It is the Mecklenburg County Republican Party's responsibility to ensure our Republicans articulate these values to Democrat and unaffiliated voters in a meaningful and effective manner. Through education and outreach we can and will inspire Republican residents to inspire all voters towards community unification, development and shared values. We will do this through focused and localized messaging based on national and state Republican tenants use current available technologies. To achieve this vision, we will:

- Develop an online database of educational materials on core topics relevant to current and future needs of our Party and made accessible using the most up-to-date technologies.
- Implement a campaign targeting unaffiliated and Democrat-leaning voters, 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 MeckGOP area college mentorship program.

Implementing The Plan

1. Develop a County Level Core Curriculum

Our MeckGOP and partnering organizations have exceptionally talented and experienced political operatives who, together, will create a database of core Republican topics. These materials will address and clarify challenges faced by Republicans on the local level. We will:

- Form an Education Committee, comprised of a Chairman and members, to lead the development of a core curriculum to advance the history, relevancy and importance of our Party.
- Form teams of volunteer trainers to host local training events on core curriculum topics and to provide assistance and materials to auxiliary groups.
- Partner with existing organizations such as Americans for Prosperity, Civitas Institute and the John Locke Foundation to provide information, on site and virtually, and educational forums.

2. Conduct Outreach to Unaffiliated and Unregistered Voters

Voters continue to trend unaffiliated or feel the Democratic Party no longer represents their moderate views. Further, there is growing concern about ideological divisions. We can be a force for community unification through shared values and will thus:

- Develop an outreach program targeted towards the full spectrum of local demographics.
- Expand the MeckGOP website to include information on how Republican principals help Americans achieve economic security, educational opportunities and safe, financially sound communities.

3. Leverage Technology to Maximize Learning and Participation

The MeckGOP will provide training that utilizes current technology and RNC and NCGOP information to ensure consistent and effective communication with the general public. We will:

- Develop creative and engaging videos performed by area Republican experts on timely topics of interest.
- Develop training sessions on current and educational topics and post them, along with videos and traditional educational materials, for “on-demand” viewing on www.meckgop.com.
- Partner with the Public Relations Committee to provide content for a regular podcast.
- Conduct interactive “town hall” in-person events and conference calls that feature conservative speakers.

4. Effectively Communicate with Undecided Republicans, Democratic and Unaffiliated Voters

Republican core values and policy interests are consistent with the tenants of the U.S. Constitution. However, Republican credibility has been undermined by influential Democrats and the media, and efforts are in play to deny our First Amendment rights. Through effective communication we can increase awareness of conservative principles, share with voters how these principles provide the basis for economic mobility, safe communities and government and personal accountability. We will:

- Implement a local media and web video campaign to showcase the heritage of the Republican Party and celebrate its role in some of the greatest achievements in American society, to include ending slavery and enabling women to vote.
- Partner with regional policy “think tanks” and local Republican elected officials to develop fact sheets and talking points on how Republican policies work better than Democratic policies.
- Initiate a program for middle and high schools to adopt Teen Age Republican chapters and increase conservative teachings in and outside the classroom.
- Expand our formal mentorship and collaboration with local College Republican chapters to develop effective Party leaders and share RED U materials.
- Assist the MeckGOP Education Committee to bring an educational component to every executive committee meeting and conference call.

5. Hold Local Governments Accountable

Unchecked government results in unilateral policies that do not represent all constituents. Mecklenburg County is predominately Democratic led and it is incumbent upon Republicans to make sure our voice is heard. We will:

- Appoint teams of volunteers to attend County Commission, Charlotte City Council, Charlotte Mecklenburg School Board and municipality meetings.
- Utilize these teams to develop talking points, summaries of meetings and alerts to potential or recently passed legislation.
- Distribute talking points or calls to action for important and immediate legislation being considered by utilizing a meckgop.com blog, email calls to action, letters to the editor templates or press releases.
- Work with the NCGOP, General Assembly, RNC and other legislative advocacy groups to distribute important updates and talking points.

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 and 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, retain and mobilize volunteers.
- The MeckGOP Headquarters Committee will maintain a registry of volunteers that identifies volunteer self-preferences, such as committees, staffing headquarters, event support, phone banking, data entry, etc. The system will automatically notify volunteers about opportunities, along 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 ways to recognize contributors.

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 to lead neighborhood recruitment programs, to include education on topics such as volunteer coordination and making the “ask”.
- Provide area leaders training to conduct grassroots organization 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 their 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 and events, including local government meetings, 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 achieve greater election victories.
- Actively facilitate volunteer opportunities to support local candidates through a regularly scheduled e-newsletter, calendar and signup mechanism.
- 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, 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 and/or virtual ethics training 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 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 hospitality committees 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 show how these principals make our lives better, and increase votes for Republicans in the 2021 and 2022 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.

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.

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.