

RNC STATE PARTY STRATEGIES

POLITICAL GUIDE FOR COUNTY PARTIES

TABLE OF CONTENTS

03

Key Terms

08

State Party Staff and
Elected Officials

11

Overview on
Fundamentals of a
State Party Organization

13

County Party
Organization

16

Stakeholder
Management

18

Candidate Recruitment
and Development

21

Operations Planning

23

Field Programming

27

Coalitions and Strategic
Management

29

Election Day Operations
and Election Integrity

31

Bank Your Vote Efforts

36

Appendix



The background is a solid red color. It features a pattern of white stars of varying sizes, some of which are slightly tilted. On the left side, there are several horizontal rows of white chevrons pointing to the right. The text 'KEY TERMS' is centered in the middle of the image.

KEY TERMS

Absentee Voter - An absentee voter is a voter who may not be able to participate in-person in terms of casting a ballot due to different circumstances. Many states have different laws on whether voting by mail is allowed and how to request a ballot. An example is a voter who is in the armed services on a military base in which they may only temporarily reside or a serviceman or woman who is overseas.

Bracketing - Bracketing is another form of protesting- immediately, before, or after an opposition candidate's or organization's event. The purpose of bracketing is to dilute the earned media that the opposition gets.

Canvassing - Canvassing is another term for going door-to-door and pushing voters to vote or trying to persuade them for a specific issue.

Central Committee - The official organization of the Republican Party in a county is the central committee, which speaks on behalf of the party in the county, promotes the principles of the Republican National Committee (RNC – the national party) as set forth in the platform adopted at the party's most recent national convention, and recruits and supports Republican candidates for public office. The central committee should be committed to building a grassroots infrastructure that benefits Republican candidates for county, state, and national office and is actively engaged in sponsoring events for residents to engage with Republican leaders.

Coalition - A coalition is a group of people who come together to achieve a common goal. For example, “Catholics for Trump” was a coalition based on religion with the goal of electing President Trump.

Core Team Member - A dedicated volunteer who neighborhood team leaders can count on. They can play certain roles such as a faith leader, canvass leader, or phone bank captain.

County Party Chair - County party chairs oversee all political activities within their county. They are responsible for working with candidates, their central committee to build out and execute plans, and goals to elect members of the GOP into office.

Customer Relations Manager (CRM) - A central database used to track interactions with volunteers and stakeholders.

Customer Registration Identification Number (CRID) - This is predominantly used for paid voter contact regarding direct mailers.

Delegate - A person sent or authorized to represent others, particularly an elected representative sent to a conference. Usually at the state and county level making changes to bylaws and procedures, but can also be for the national convention to vote on presidential candidates and national bylaws.



Deputy State Director - Staffer who oversees the field program throughout the state. Certain states may have more than one deputy state director.

Direct Mail - A piece of mail that is sent to a voter. The mail itself can be for voter contact or fundraising purposes.

Down Ballot Campaign - Running or voting for offices listed below the most important—typically national—race on a ballot. For instance, in a presidential election, Senate and House seats and contests for state and local offices are down ballot (or down ticket) because their outcomes are often influenced by the turnout of the presidential race at the top of the ballot.

Early Voting - Early Voting is towards the end of an election in which a voter may cast a ballot at specified polling locations before Election Day. For example, states like Georgia have extensive early voting days.

Earned Media - Covered media that was organized by the county party with the intention to get picked up by news outlets.

Electoral History - Most commonly referred to as historical trends in a district. An example of this is looking at party turnout throughout a district or how many voters vote early vs on Election Day.

Executive Committee - The executive committee is the leadership of a state party central. This typically consists of the major urban chairmen, the rural chair, as well as the state party leadership including but not limited to the Chairman, National Committeewoman, National Committeeman, Vice Chair, Secretary and Treasurer.

Field Organizer - A staffer who oversees a neighborhood or ""turf"". Required to build out a volunteer organization to contact voters.

Field Program - A field program is the staff and volunteers in the community whose main purpose is to engage, persuade, and turnout voters. The main ways this is accomplished is by making phone calls, knocking on doors, voter registration efforts, as well as specific issue-based messaging campaigns.

Firehouse Primary - A firehouse primary is a candidate nominating contest funded and overseen by a local party organization rather than public election officials.

GOTV - Get out the Vote. These efforts usually take place in the last 72 hours of a campaign cycle. It's a grassroots centric push to turn out voters for their candidate. Usually consists of door knocking, phone calling, direct mail, and TV and radio advertisements.

ID Rate - The number of surveys taken at a door vs the number of doors knocked on when contacting voters.



Issue-Based Petitions - A petition that is used to identify supporters of a specific cause. Used most often as a voter registration and data collection tool.

Jungle Primary - A jungle primary is an election in which all candidates for elected office run in the same primary, regardless of political party.

Legislative Caucuses - These are committees that work with all elected officials within the state house or state senate. They primarily are charged with perusing legislative goals and agendas with policy implementations.

Neighborhood Team Leader - A very committed volunteer who can recruit and organize other volunteers in their neighborhood. This person is the overarching leader of the group targeting voters and training them.

Neighborhood Team Model - The structure used to organize volunteers at the grassroots level. Not to be confused with the classical Victory model- this is an intensive-relationship driven model to place people in the best position to be successful.

Nominating Convention - A nominating convention (used in states like Virginia and Utah) is used to nominate candidates for elected office. Unlike a primary where all the state's voters cast ballots, nominating conventions only allow members of the party's central committee to cast ballots for their preferred candidates of choice.

No Excuse Absentee Ballot - This is used in states like Florida where an excuse to request an absentee ballot is not needed to vote by mail.

Open Convention - A party convention in which delegates can vote for the candidate of their choice and are not tied to the results of primaries or caucuses.

Party Line - A “party line” is the ideology or the agenda of a political party. The party line consists of most core tenets of a party, as well as anything they are attempting to accomplish.

Power Dialer - A voter contact app tool to make calling voters more efficient. Will allow a canvasser to always be connected to a voter.

Ranked Choice Voting - An alternative to plurality elections, which are when whoever receives the most votes wins, even if they don't earn a majority of all votes. Maine is an example of ranked choice voting. Voters rank the candidates for a given office by preference on their ballots. If a candidate wins an outright majority of first-preference votes (i.e., 50 percent plus one), he or she will be declared the winner. If, on the other hand, no candidates win an outright majority of first-preference votes, the candidate with the fewest first-preference votes is eliminated. This process repeats until there is a winner with 50% of the vote plus one additional vote.



Regional District Chair - A regional chair oversees multiple counties within a defined region. They are responsible for working hand in hand with the county parties and relay the thoughts and concerns to the state executive committees. Regional district chairs are typically found in larger states with a larger number of counties.

Regional Field Director - A regional field director (RFD) is primarily in charge of managing and overseeing field staffers within their region. The RFD oversees training the field organizers to ensure that neighborhood teams are built out to the fullest capacity possible to contact as many voters throughout the state as possible.

Registration Advantage - Which party has the greatest advantage in terms of voter registration numbers in a district. Examples can include a Legislative District that has a Republican +3 voter registration advantage.

Robocall - A “robocall” is an automated telephone call that delivers a pre-recorded message to multiple phone numbers. Typically, robocalls are used for mass messaging.

Shy Voter - A “shy voter” is one who does not admit to supporting a certain candidate to pollsters, but still votes for that candidate in the election.

State Director - Staffer who oversees the entire field program, as well as all functions of the campaign in a state.

Surrogate - A campaign surrogate is another politician, celebrity, or person of influence, campaigning on a candidate’s behalf. An example is family members of a candidate appearing on their behalf at a fundraiser.

Voter Contact - Voter contact is any way in which a county committee reaches out to voters. This is included but not limited to door-to-door communications, phone calls, text, voter registration, and Bank Your Vote efforts.

Voter Education - One of the purposes of voter contact. Informing a voter on a candidate, ballot initiative, or how to vote early.

Vulnerable Candidates - A candidate in a district that is a close district in terms of party affiliation but is overall a weak candidate that advances Republican messaging.

Universe - A selection of voters that has been grouped together for any reason. Common examples include persuasion or turnout universes.



The background is a solid red color. On the left side, there are several vertical columns of white chevrons pointing to the right. Scattered across the upper half of the image are several white, five-pointed stars of varying sizes, some of which are slightly tilted.

STATE/COUNTY PARTY STAFF AND ELECTED OFFICIALS

Overview: The Political Department for every County Party Committee has a wide array of roles and responsibilities that expand from working with Legislative members and recruiting candidates, to managing a local field program and Election Integrity operations. Every day there will be something new and the overall goal remains the same, to elect Republicans up and down the ballot. Below is a bulleted list outlining the basic day-to-day operations of a County Party Political Department. Every county party is different, this is merely a guidance of what could be a fully built out county party staff if the funding is available.

Chairman: The Chairman of the County Party will wear many hats. One of the primary purposes of a County Chair is to manage surrogate relations and adequately communicate goals and missions to the membership through the executive board. Constant communication between a Chairman and board will ensure there is adequate buy-in and understanding of the tasks at hand.

A County Chair is also responsible for the financial wellbeing of the party as well as the volunteer recruitment and infrastructure at the local level. County Chairs should be taking the lead on developing a strong precinct program within their county to assist in the statewide volunteer goals of the State Party.

Lastly, one of the major roles and responsibilities of the Chairman is to ensure there is constant open communication with the State Party in order to accomplish the goals of the State Party as well as communicate the goals of the County Party.

National Committee Member: The national committee members of the state central committee works hand in hand with the Chairman and in conjunction with the Republican National Committee (RNC). Roles and responsibilities include voting on the RNC bylaws at meetings, working to elect the chairman of the RNC as well as disseminating important information to their respective state central committees. Additional roles can include being an ambassador to the stakeholders throughout their state and assist in major goals and visions of the state party chairman.

Vice Chairman: The Vice Chairman of the county party is primarily responsible with assisting and executing the Chairman's vision throughout the county. Vice Chairmen typically assist in working with the county's executive committee to disseminate information as well as planning logistics for anything from campaign events, state central committee meetings & conventions, fundraisers, and numerous other events.

Treasurer: The county party Treasurer is responsible for assisting the Chairman and Vice Chairman with the budget and all financial plans. Primarily, the Treasurer will work with the Compliance Director to ensure all billables are paid in a timely manner as well as all fundraising activities are compliant with state and federal laws.



Secretary: The Secretary of the County Party will work with the executive committee to ensure all communications coming from the Chairman and Executive Board, as well as the National Committee, are disseminated to the membership. Secretaries will be responsible for sending all communications from the Party to the membership including but not limited to call to meetings, convention agendas, general communications, events hosted by the party and all potential campaign events.

Executive Director: The Executive Director (ED) of a county party is typically a paid employee at the party who is responsible for working with the executive board to ensure that everything, operationally and logistically, is being completed in a timely manner. Essentially, an Executive Director will be working with all elected, appointed and hired members of the county party to provide feedback as well as ensure all tasks are executed in the most cost effective and efficient way possible.


Political Director: Political Directors (PD) manage the political operations including but not limited to, State Legislative caucus, State Party PD, candidate recruitment and key stakeholders across the County. They're charged with fostering relationships with legislators as well as analyzing key advocacy issues to make informed decision on where to spend financial resources. PD's assist with the overall planning and execution of County Conventions such as precinct delegate recruitment and volunteer recruitment.

Communications Director: A county party Communications Director (CD) is responsible for working with state and local media to push and influence stories around the county to build upon a narrative the county party wants defined. They work with the state executive committee on crafting a broader message into a clear and concise message that resonates with voters of the county and gets picked up by local media.

Finance Director: The role of the Finance Director (FD) is to keep the fundraising program on track and moving forward. A Finance Director should focus on raising the most revenue while keeping the appropriate leadership apprised of all planning and goals. Finance Directors oversee all fundraising operations from Direct Mail, Major Donor programs, small dollar donor programs, digital/email fundraising, and events.

Data Director: This role is generally a paid staff position or well-trained super-volunteer. The RNC deploys State Data Directors (DD) in targeted states and many other state parties employ their own data director as well. They are generally responsible for all things data related, including pulling universes and lists, managing voter contact apps and scripts, tracking voter contact activity, and maintaining tracking documentation that updates leadership on county and state party activity.



The background is a solid red color. On the left side, there are vertical bands of white chevron patterns, reminiscent of the stripes on the US flag. Scattered across the upper half are several white, five-pointed stars, similar to those on the US flag. The lower half of the image features large, flowing, wavy lines in a slightly darker shade of red, creating a sense of movement and depth.

OVERVIEW ON FUNDAMENTALS OF A COUNTY PARTY ORGANIZATION

County Party Organization will delve into the importance of working with the local committees to assist with messaging, grassroots activism and having a strong party overall from the bottom up.

The main building blocks of a county party will all be outlined in great detail for even the newest political operatives to be able to grasp and build out in their counties. The following subjects will be covered and explained in the following sections:

State Parties are multi-faceted organizations that seldom have one project taking place at any given time. Inversely, state parties are constantly working on and building upon programs to grow their base of voters and turnout as many individuals as possible to elect GOP candidates up and down the ballot.

Stakeholder Management will explain the importance of constant communication to further build a buy-in for the state party, as well as maintain good working relations with entities such as legislative bodies, donors, third-party organizations where possible, and all interested parties as a whole.

Candidate Recruitment and Development is something each county party needs to prioritize. Working with the appropriate legislative bodies is imperative to not only find the strongest candidate for each seat but provide them with training to properly develop strong campaigns and functioning organizations designed to win.

Operations is the building block for every county party. Working to ensure the trains run on time and all legal and compliance protocols are in place will be key for a successful county party.

Field Programming is imperative to assist state and county parties in voter contact. While not all states are considered target states, those nontraditional battleground states will have the ability to replicate these programs to conduct voter contact.

Strategic Initiatives and Coalitions works hand-in-hand with the county party to turnout voters of traditional and non-traditional groups that the GOP may have a historically difficult time getting involved with. This section will cover how to start identifying and developing coalition groups to work with to increase turnout as well as build a broader base for the Republican Party.

Election Day Operations and Election Integrity is, again, a multi-faceted program working with the field program to train poll watchers, build out a robust reporting procedure and lastly to work with legal and compliance to make sure the integrity of elections in the county are preserved.



The background is a solid red color. It features a pattern of white stars of varying sizes, some of which are slightly tilted. There are also white wavy lines that sweep across the page, creating a sense of movement. On the left side, there are several sets of white chevrons pointing to the right.

COUNTY PARTY ORGANIZATION

Introduction:

County parties are the most local centralized entity for local elected officials to connect with the voting base. They are essential in the overall State Party structure to help organize volunteers and elect Republican candidates at the local, state, and federal levels. Establishing a strong relationship between the State Party Committee and local stakeholders is the most effective way to engage with voters, activists, and donors throughout the State.

Phase 1: Establishing Communication

The top priority for any County Party is to establish a strong communication channel with the State Party and local leadership. Through constant communication with the State Party, key stakeholders and local party members, your County Party will be better equipped to plan and execute your political operation throughout the cycle.

- Organize weekly/monthly meetings, calls, emails with the State Party, local stakeholders, and local party members
- Communication is key, the County Party needs to have constant communication with local party members. Calls, email or preferably in person meetings are key to keep the communication in place to not only disseminate information but get buy-in from the counties.
- One major key to provide adequate communication to local party members is to provide a well built out agenda. Topics that should be discussed are listed below:
 - Finance and Fundraising
 - Data
 - Digital
 - Political/Field
 - Communications

➤ Emails/Meetings/Call Schedules

An additional aspect to consider is scheduling out emails, calls, and in-person meetings.

- Set a schedule for emails or calls to continue constantly contacting
- Silo groups off. Are you emailing or calling the following?
 - State Executive Committee
 - City Council Members
 - Local Stakeholders
 - High Dollar Donors
- Work with digital vendors to ensure any emails sent out to stakeholders are not being sent to spam, or the wrong inboxes and addresses (APPENDIX A)



Phase 2: Functioning County Party Structure

Once you have established regular, scheduled communication with the State Party and local party members, the next step is to establish a County Party structure. Building out a defined structure that includes a flow of information will assist in the execution of a political plan.

- Main goals of phase two are as follows:
 - Building out a structure of reporting
 - Scheduling calls, meetings, and emails to ensure a transfer of information and plans.
 - Build out a fundraising budget and expenditure list. (APPENDIX B)
 - Build out a structure and functioning precinct captain plan.
 - Roles and responsibilities in terms of goals. For example:
 - Door to door voter contact
 - Phone voter contact
 - Voter registration
 - Petition gathering
 - Volunteer capacity

Phase 3: County Convention

The most important role that a County Party plays with respect to the State Party structure is recruiting precinct delegates for State Convention. It is the role of the Political Director or volunteer coordinator to coordinate with each County Party Chair and each Regional District Chair to recruit and administer.

- Convention Planning and Preparation
 - Work with the executive committee to determine how often conventions, or state central committee meetings must take place as approved in the bylaws.
 - In addition to determining the time frame of how often conventions and meetings occur, there may be specific language in the bylaws or state laws stating the physical location of the venue. (APPENDIX C)
 - Coordinate precinct delegates and alternate delegates to send to State Convention.
 - Surrogate request procedure:
 - At each county party meeting or convention, it's important to work with local stakeholders to request a speaker for events. Another avenue can be working with the state's Regional Political Director (RPD) to request surrogates through the RNC. (APPENDIX D)
 - Building out an agenda
 - Work with state executive committee to determine if any changes to the bylaws need to be added.
 - Work with surrogates to schedule speaking slots.



The background is a solid red color with a complex pattern of overlapping geometric shapes. On the left side, there are several horizontal rows of chevron-like shapes pointing to the right. Scattered across the upper half of the image are numerous five-pointed stars of varying sizes and orientations. The lower half of the image features large, flowing, wavy lines that create a sense of movement and depth.

STAKEHOLDER MANAGEMENT

Introduction:

A key component to building a strong political operation is stakeholder management. In order to properly execute action items and establish buy-in from the grassroots, it is imperative to establish regular communication and build relationships with leadership across the County.

Phase 1: Coordination with State & County Leadership and Legislative Bodies

A top priority for any County Party's political shop should be reaching out to both the State Legislative Caucus and any outside groups. This will not only help the party foster relationships throughout the cycle, but help manage key stakeholders throughout the County as well.

- Organize weekly/monthly communication plan with each respective group
 - Communication with State Party leadership is a top priority
 - Monitor target races throughout the election cycle.
 - Work with the Regional District Chairs to coordinate precinct delegates and alternate delegates to send to State Convention
 - Statewide Elected Officials
 - Coordinate on scheduling campaign events, fundraisers, and grassroots meetings throughout the County.
 - Legislative District Leadership and Elected Officials

Phase 2: Incentives for Stakeholders & Establishing Buy-In

Once you have established relationships with the state legislative caucus and other outside groups, the next step is establishing buy-in and building incentives. One of the best resources that a state party can offer are trainings on GOP Data Center and campaign walk apps.

- Coordinating with local volunteers on utilizing County Party resources
- Develop candidate and grassroots training schedule.
- Coordinate with the state data team to set up trainings on GOP Data Center
- Use training materials developed by the State Party on canvassing applications for doors and phones.
- Coordinating with local elected officials and campaigns on canvassing efforts.

Phase 3: Joint Coordinating Programs

- Events Calendar
 - Develop an events calendar that outlines campaign events, fundraisers, and GOTV efforts.



The background is a solid red color. It features a pattern of white stars of varying sizes, some of which are slightly tilted. On the left side, there are several horizontal rows of white chevrons pointing to the right. The text is centered in the middle of the image.

CANDIDATE RECRUITMENT AND DEVELOPMENT

Introduction:

The County Party should be the pre-eminent organization in terms of candidate recruitment and training. Working with the State Party to utilize their recruitment and development resources will be essential to the process. Below are the phases to build out a candidate training program and the step-by-step guide in recruiting candidates into a race.

Phase 1: Recruitment Tools and Procedures

There are many ways the County Party will be able to reach out and find new candidates for local elections, below are a few examples of how to find candidates:

➤ Digital advertisements

- Work with the State Party and utilize materials to post on social media or send out emails to specific targeted lists to coerce potential candidates to attend trainings

➤ Working with legislative bodies and stakeholders

- Elected officials and power brokers in each county have numerous connections.
- The County Party needs to be able to reach out to these individuals and get their opinion and advice on potential candidates.

➤ Working with the State Party

- The County Party should be in constant communication with the State Party in order to accomplish county and statewide goals, as well as utilize resources developed by the State Party.

Phase 2: Candidate Training Programs

The second phase of Candidate Recruitment and Development is training potential candidates. It is the responsibility of the Political Department or Volunteer Coordinator to recruit a candidate for every seat up and down the ballot in order to yield the highest vote total statewide.

➤ Candidate Training School Planning

- Utilize the candidate training program developed by the State Party
- Include all aspects of a campaign such as:
 - Fundraising
 - Expenditures
 - Paid voter contact
 - Grassroots activism (APPENDIX E)



Phase 3: Candidate Development Program

The final phase of candidate recruitment and development is to provide incentives to candidates while also ensuring they continue to support both the State and County Party. The main goal is to provide incentive driven goals determined by the State Party to strengthen the candidate while setting attainable goals that benefit the both the County and State Party.

➤ Using State Party requests from candidates

- Requests from the candidates could be as follows:
 - Working with the door-to-door and phone app that the State Party has integrated

➤ Using State Party incentives for candidates

- Incentives for candidates could be as follows:
 - Assistance from the field team or county's precinct program and volunteers after the primary.



The background is a solid red color. It features a pattern of white stars and chevrons. The stars are of various sizes and are scattered across the upper half of the image. The chevrons are arranged in a series of horizontal rows, with each row containing a different number of chevrons, creating a sense of depth and movement. The overall design is clean and modern.

OPERATIONS PLANNING

Introduction:

For any County Party Committee to be successful there needs to be a codified manual with all guidelines, processes, and procedures.

Phase 1: Operations Planning

Operations are the building blocks for any successful organization. Imagine this as the foundation for a house.

- Hire a compliance officer to ensure that all finances are properly reported and tracked
 - If the party cannot afford a compliance officer, some counties choose to work with CPA's who may be on their executive board.
 - All bank accounts need to be known by the executive board for transparency.
- Build out a clear and concise chain of command
 - This will ensure that all communication is funneled through the proper channels and will assist in progressing the goals of the party. **(APPENDIX F)**
- Vendor Relationships
 - Work with compliance to ensure that all contracts are housed in one centralized area and reviewed by legal counsel.
 - Create a list of all vendors that the County Party is working with to ensure that potential transitions of administration have all the contact and contractual information.

Phase 2: Collateral & Office Planning

The last major part of operations will be to focus on office locations as well as collateral. Collateral will consist of anything from merchandise provided from campaigns to yard signs being distributed.

- Offices
 - Work with the State Party to determine areas where having an office would be the most helpful to the overall goal
- Collateral
 - Work with the campaigns to ensure that all memorabilia comes to the County Party headquarters/office and is then distributed across the County. Examples of collateral include:
 - Clothing
 - Buttons
 - Yard Signs
 - Palm Cards



The background is a solid red color. It features a pattern of white stars of varying sizes, some of which are slightly tilted. There are also white, wavy, horizontal lines that resemble a stylized horizon or a series of hills. The overall effect is a textured, patriotic-themed background.

FIELD PROGRAMMING

Introduction:

A field program is an essential part of the overall County Party operation. It organizes volunteers, educates voters, and gets voters to the polls come election time. The program will be people and metric driven that engages, embraces, and entrusts supporters and volunteers to win. It is essential that the program focuses on meeting volunteers where they are, training, and testing the infrastructure early.

Phase 1: County Elections Guide

The purpose of this section is to take a deep dive into the different legislative districts and mayoral/city council races in order to identify which areas to allocate resources. The County Party should be a resource to the State Party, and vice versa, in providing information on local races.

➤ County District Analysis

- In order to manage the most effective field program, it is important to do a district analysis of local races. This will provide the necessary information of where to hire field staff, where to open field offices, and identify other aspects of the County to highlight in supplemental communications.
 - Some items to consider when collecting information on districts for the County Party are:
 - Registration Advantage
 - Vote Totals
 - Electoral History
 - Vulnerable Candidates (**APPENDIX G**)
- District Demographics
 - The County Party should understand the demographics in each of the local races in order to recruit the best candidates and establish the most effective messaging and communications plan.
 - Examples of demographics to consider are:
 - Socio-economic status
 - Minority communities
 - Community interests
- County Specific Messaging
 - Every county should have district-specific messaging centered around the issues that are most important to the constituents in that county. This could be something as simple as education to something as specific as preventing a city park from being turned into a commercial area. (**APPENDIX H**)
- District specific messaging could also target the opponent or discuss an issue that the Democrat opponent is weak on.
- Once the issue is identified, the County Party should work with the State Party to develop a plan of action. (**APPENDIX I**)

Phase 2: Pathway to Victory in the Field

This section will be focused on developing a field and voter contact plan for the county in a battleground state. The County Party will need to coordinate with the State Party as well as develop a plan around the resources they have available.

► Field Program Planning

- Volunteer Recruitment Plan
 - Even if there is paid staff on the ground, they are likely not able to contact all the targeted voters on their own. This is why a field program needs to focus on identifying, training, testing, and empowering volunteers in their neighborhoods and turfs.
- Recruiting Volunteers
 - One of the most difficult aspects of a field program is finding enough productive volunteers to achieve the voter contact results necessary to win. It is important to remember to be creative when identifying volunteers and not just rely on those within the typical Republican Party infrastructure. Examples of where to find volunteers are:
 - Issue-Based Petition Signers
 - Social Media
 - Email Recruitment
 - State and County Parties
 - Stakeholders
 - Team Meetings
 - Past Volunteers
 - High School and Colleges
 - Churches
- Field Offices
 - Field offices play an essential role in the field operation by providing central locations for volunteer recruitment, volunteer training, and phone banks.



Phase 3: Importance of the Neighborhood Team Model

The neighborhood team model is the linchpin of the RNC's field program. The neighborhood team model provides a volunteer structure that allows for organization, distribution of responsibilities, and accurate reporting up the chain of command. For states that don't have a traditional field program, this is the suggested way to organize a precinct program and volunteers.

➤ Neighborhood Team Leader

- Typically, 10+ hours a week commitment
- Recruits other volunteers
- Receives extensive trainings
- Holds numerous 1:1s a week
- Works with field team to establish and accomplish goals

➤ Core Team Member

- 3 to 5+ hours a week commitment
- Receives more specific training
- Can hold many types of roles
 - **Canvass Captain** – helps coordinate volunteers for canvassing days.
 - **Recruitment Captain** – helps NTL or field staff find or call volunteer prospects.
 - **Faith Captain** – Holds voter registration drives at their church.
 - **Data Captain** – Enters the team's information in CRM.
 - **Deputy to the NTL** – Helps the NTL with planning and executing all team activities.

➤ Volunteer

- 1 to 3+ hours a week commitment
- Helps their team meet their goals



The background is a solid red color. It features a pattern of white stars and chevrons. The stars are of various sizes and are scattered across the upper half of the image. The chevrons are arranged in a series of horizontal rows, with each row containing a different number of chevrons, creating a sense of depth and movement. The overall effect is a dynamic and patriotic design.

COALITIONS AND STRATEGIC INITIATIVES

Introduction:

The purpose of this section is to identify opportunity groups that may be persuadable in the upcoming 2024 elections. First, it is important to identify key organizations and coalitions that you want to target. Then you should set attainable metrics for how to further grow and activate these coalitions to elect Republicans up and down the ballot.

Phase 1: Identify Coalition Groups/Issues

The County Party should be a resource to the State Party, and vice versa, in terms of identifying coalitions and executing the statewide coalitions plan.

➤ Coalition Engagement and Identification

- Identify the Traditional and Non-Traditional coalitions that are prevalent in your county
 - Traditional Coalitions: Women, Hispanic, African American, Faith
 - Non-Traditional: Issues-based, 2A, School Choice (APPENDIX J)

Phase 2: Establishing Voter Contact Metrics

Once the coalition groups have been organized, the next step is to establish voter contact metrics such as voter registration drives, phone banking, and canvassing. Through these efforts your political operation will become more robust and continue to grow the party.

➤ Coalition Engagement Political Plan

- Determine the target universe of the specific coalition groups you are targeting.
- Establish voter registration/community engagement metrics.
 - Ex: Churches, Gun Shows, Outdoor Expos, and Community Centers

Phase 3: Specialty Media

Once your county party has developed a political plan for coalitions, the next step is to properly train and develop surrogate communications. In addition, the next step is to incorporate coalitions into the field program through volunteer phone banks and canvassing.

➤ Each coalition should have voter contact goals with a comms component to not only amplify GOTV but increase media presence.

- Scheduled TV interviews, radio hits, and letters to the editor (LTE)
- Activate specific coalition volunteers to assist in voter contact efforts
 - Ex: Coalition specific phone banks/doors



The background is a solid red color. On the left side, there are vertical bands of stylized American flag patterns, including stars and stripes. The rest of the background is filled with large, flowing, wavy lines in a slightly darker shade of red, creating a sense of movement and depth.

ELECTION DAY OPERATIONS AND ELECTION INTEGRITY

Introduction:

Election Day Operations (EDO) are an integral part of any state party strategy in place. The County Party will play an essential role to ensure elections are conducted in a fair manner and will be key to ensuring confidence and faith in elections remain high and voter turnout isn't an issue.

Phase 1: Understanding Election Laws

The first step in creating any Election Integrity program is determining the electoral process created under the law. However, in the current political environment, it is just as important to track changes through legislation, litigation, and administrative rule-making. Moreover, 2020 showed the power that election administrators have in executing the election, so it is essential to build relationships early with those stakeholders.

► Determine the existing Election Laws

- Track Election Law changes (legislation, litigation, administrative rulemaking)
- Create Election Law Calendar (APPENDIX K)
- Build relationships with election law stakeholders at statewide and local levels (legislators, SOS, board of elections, etc.) and learn how election laws are implemented.

Phase 2: Developing Roles and Responsibilities

Along with determining how elections are actually carried out, it is important to determine what roles volunteers can play in the process. The County Party should be recruiting, and training volunteers based off of the EDO plan that the State Party had developed. The County Party could also take the lead on identifying high volume polling locations in the County.

Phase 3: Execution and Election Monitoring

The County Party will play an essential role in testing the EDO effort put in place by the State Party during the Primary Election.

► Testing

- Execute Election Integrity Plan for the Primary Election
- This will allow the State Party to determine if there are any weaknesses that must be addressed prior to the General Election.



The background is a solid red color. On the left side, there are vertical bands of white chevron patterns, reminiscent of the stripes on the American flag. Scattered across the upper half of the image are several white, five-pointed stars, also reminiscent of the American flag. The lower half of the image features large, flowing, wavy lines in a slightly darker shade of red, creating a sense of movement and depth.

BANK YOUR VOTE EFFORTS

Introduction:

This section will outline steps to building out a Bank Your Vote plan for your state. This is a roadmap and what works well in one area may not in another, being that each state and area of the country is unique. Ensure you are working with your RNC Victory team to build out a tailored plan for your state. Bank Your Vote is an initiative aimed at informing Republican voters about all the available voting methods that are available to them. This is done through leveraging surrogates into communication efforts and identifying voters to target with pre-election day voting information.

Historical Data Analysis: The first step in building a Bank Your Vote program is to conduct a historical AB/EV analysis for your area to help identify which voters to target for pre-election day voting. Include a breakdown of total votes by party, the number of early votes, the number of absentee votes, and the number of election day votes. The analysis should also include the total number of absentee requests for Republicans and the number that were returned. Forming this will help you in forming your own political goals around Bank Your Vote. Work with your RNC Victory team and RNC GOPDataCenter to conduct analysis and form your goals.

Compile Laws: Ensure that you and your team are familiar with all the state laws regarding absentee and early voting. Produce an outline that includes all relevant laws and procedures. This should be a document that can be shared with county committees and volunteer activists to ensure everyone knows the process in your state. The document should include but is not limited to answering the following as applicable:

- Who can and cannot vote early or by absentee in your state?
- What are the different types of ways to cast a ballot in your state?
- What is the process for submitting an absentee ballot request?
- Who can and can't return an application?
- What is the process for returning an absentee ballot?
- Ballot Harvesting. Who can and can't return a ballot?
- What all needs to be included to return a ballot?
- What is the process for Early Voting in your state? Where are the Early Voting locations?
- When does the early voting period end?
- Include planned voter contact dates. When will AB/EV push begin? When will AB/EV chase begin?
- Include any AB/EV events. Consider launches, rallies, training, Days of Action, tabling events, etc.



Calendar Timeline: A Bank Your Vote calendar is vital to running a successful operation. The calendar can be used for proper planning around field, digital, and communication efforts. Letting our voters know when, where, and how they can vote. The calendar should be very detailed and include all dates that are relevant to your efforts. Consider the following on the calendar:

- When do absentee requests become available?
- When are absentee ballots mailed out to voters?
- What is, if any, the absentee application request deadline?
- What is, if any, the absentee ballot return deadline?
- When does the early voting period begin?

Resource Creation: Providing informative and educational resources to your team of volunteers and Republican voters is vital. Utilize the list below as a starting point.

- **Pre-Election Day Voting Guide-** A document that will outline the methods and manners of voting in the state. How to vote by mail, early, and in person.
- **Bank Your Vote Petitions-** Encouraging voters to sign their name and include contact information signifying they are supportive of Bank your Vote efforts. These leads can be used for volunteer efforts and potentially become donors.
- **Mail in Ballot Applications**
- **Early Voting Information**
- **Voter Registration Materials**
- **BankYourVote.com-** Each state has a tailored Bank Your Vote website that is unique to their state. The URL is your states initials followed by bankyourvote.com. For example, Florida's is fl.bankyourvote.com. Incorporate into your trainings, social media posts, and materials.

Goal Setting: Identify and set specific metric goals for your state. Work with the RNC Victory team to break these goals out over the election. Consider the following:

- Establish your data goals and formulate your AB/EV push and chase universes.
- How many commits do you want to collect on BankYourVote.com from your state?
- How many volunteer trainings will you plan for? Which types?
- How many doors and phones will your team do?
- How many LTEs promoting Bank Your Vote?
- Number of Bank Your Vote events you plan to organize?
- Number of tabling voter registration events you would like to take part in?



Events: Utilize your calendar to build out a plan for events. Think through the different types of events listed below. Will you utilize them for application collection, education & advocacy efforts, or ballot collection operations?

- **Organic Events-** These should be local fairs, gun shows, festivals, farmers market type events. Places you can have a table set up to provide voters with Bank Your Vote information and have them sign the Bank Your Vote petition. Incorporate these into your own calendar for the year.
- **Planned Events-** These are events you or your team may plan out. Example: An Early Vote Rally during early vote period where you have surrogate speak and a call to action to have attendees walk over to the local early vote center to vote.
- **Community Partnerships-** Build a tracker with contact information on the following categories: religious organizations, senior centers, gun stores, gun clubs, local veteran's groups, local schools, friendly republican businesses, and any additional republican leaning community organizations in your area. This can be used as a list of potential places to reach out to about Bank Your Vote efforts.

Example: Identify and establish a POC at local church, meet with them, discuss Bank Your Vote, make an ask to host a voter registration drive or offer to leave information on Bank Your Vote as well as vote by mail applications for members of the church to utilize.

Communications & Digital Efforts

- “Low Hanging Fruit”- Provide your team with the Bank Your Vote talking points and encourage them to advocate on behalf of Bank Your Vote efforts in your state and area. Encourage them to talk about Bank Your Vote with family, friends, and neighbors.
- Letters to the Editor- Provide LTE copy for your County Committees to advocate for Bank Your Vote.
- Email Communications- Utilize your calendar to send out timely emails about Bank Your Vote efforts. Remind your local Republican voters about upcoming deadlines!
- Social Media Pushes- Utilize Bank Your Vote graphics to promote your efforts. Utilize the calendar to ensure pushes are happening around important dates and deadlines.
- QR Codes- Incorporate QR codes that link to BankYourVote.com into your materials.
- Texting- Utilize texting to remind your team and voters of upcoming dates and deadlines regarding Bank Your Vote.
- Surrogates- Work with in state stakeholders to promote Bank Your Vote efforts through their networks. Video promotion, social media posts, Op-eds, etc.



Bank Your Vote Phases: Using the calendar you have developed lay out your phase plan to help keep you and your team on track for your Bank Your Vote efforts. Use the breakdown below as an example. Note: phases can overlap and are not just boxes to check.

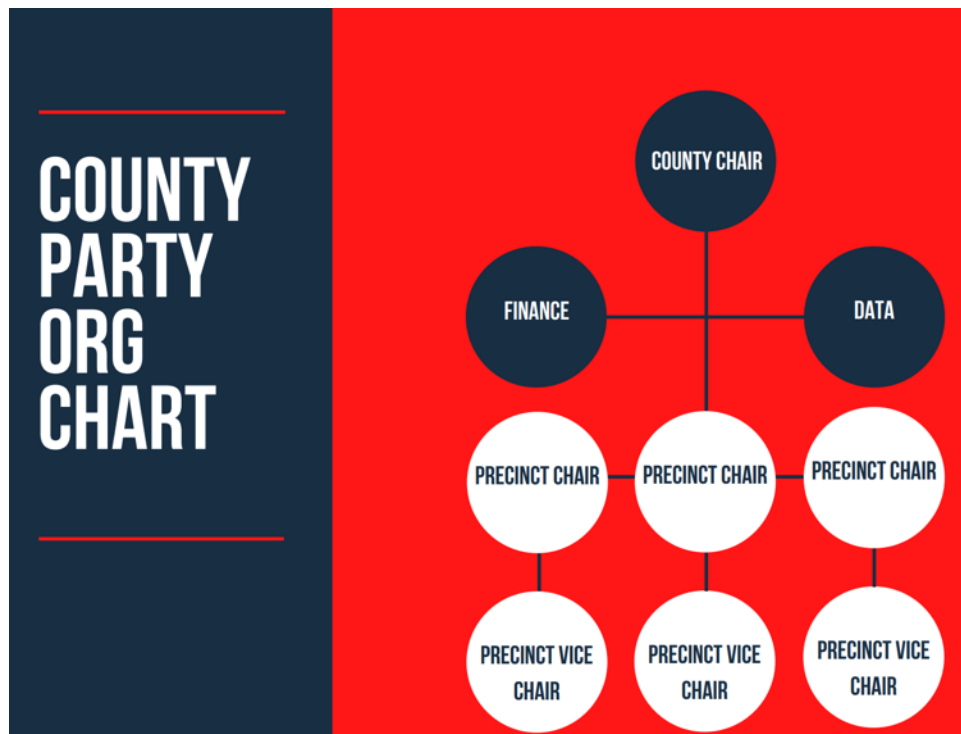
- **Phase 1- January - February**
 - Establish the foundation for 2024 Bank Your Vote Efforts
 - Compile laws
 - Complete historical analysis
 - Establish goals
 - Establish calendar and timelines
- **Phase 2- March - May**
 - Educate and Advocate for Pre-Election Day Voting
 - Launch Digital and Communication Efforts
 - Launch Bank Your Vote Field Plan through doors and phones
 - Continue Recruitment + Training Efforts for your team
 - Utilize the primary to test your efforts
- **Phase 3- June - August**
 - Continued building of Bank Your Vote Infrastructure
 - Continued Digital and Communication Pushes
 - Field efforts focused on AB Push and tabling events
 - Continue to recruit new team members
- **Phase 4- September - Election Day**
 - Full court GOTV centered around pre-election day and election day
 - Continued Digital and Communication Pushes
 - Field Plan in action- door, phone, texting, tabling events.



The background is a solid red color. It features a pattern of white stars of varying sizes, some of which are slightly tilted. On the left side, there are several horizontal rows of white chevrons (V-shapes) pointing to the right. The word "APPENDIX" is centered in the middle of the page in a white, bold, serif font.

APPENDIX

Appendix A:



Appendix B:

	A	B	C	D	E	F	G	H
1		July	August	September	October	November	December	Total
2	Mail			\$6,581	\$9,518	\$2,441	\$5,550	\$24,090
3	Phones	\$3,759	\$11,277	\$14,645	\$10,015	\$16,498	\$10,633	\$66,826
4	Digital	\$4,500	\$7,500	\$4,500	\$6,000	\$6,000	\$6,000	\$34,500
5	Elephants	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$3,000	\$18,000
6	Eagles		\$5,000		\$5,000			\$10,000
7	Chairs					\$10,000		\$10,000
8	Caucus			\$5,000	\$5,000			\$10,000
9	Events	\$10,000		\$25,000	\$25,000			\$60,000
10	Total	\$21,259	\$26,777	\$58,726	\$63,532	\$37,939	\$25,183	\$233,416



Appendix C:

NRS 293.125 Precinct meetings of registered voters before county convention: Time and place; notice.

1. The county central committee of each major political party in each county shall have a precinct meeting of the registered voters of the party residing in each voting precinct entitled to delegates in the county convention called and held on the dates set for the precinct meeting by the respective state central committees in each year in which a general election is held.

2. The meeting must be held in one of the following places in the following order of preference:

(a) Any public building within the precinct if the meeting is for a single precinct, or any public building which is in reasonable proximity to the precincts and will accommodate a meeting of two or more precincts; or

(b) Any private building within the precinct or one of the precincts.

3. The county central committee shall give notice of the meeting by:

(a) Posting in a conspicuous place outside the building where the meeting is to be held; and

(b) Publishing in one or more newspapers of general circulation in the precinct, published in the county, if any are so published,

on the date set for giving notice of the meeting by the respective state central committees.

4. The notice must be printed in conspicuous display advertising format of not less than 10 column inches, and must include the following language, or words of similar import:

Appendix D:

SURROGATE REQUEST

Speaker Request Form

Requestor/Point of Contact Information

Name:

State/Position:

Email:

Cell Phone:

Response Deadline:

Event Details

Event Host(s):

Event Title:

Event Type:
(State Convention,
State Fundraiser,
Grassroots, etc.)

Location of Event:
(Name of Venue,
Venue's Address,
Type of Venue)

Event description/
purpose

Dates/Times:

Duration of Event:



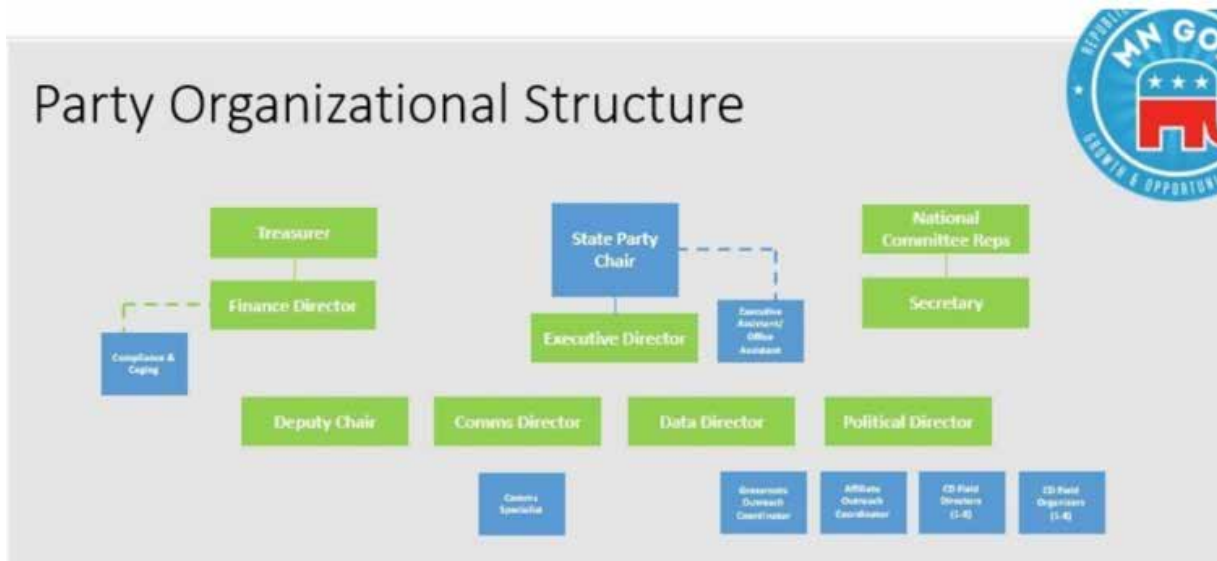
Appendix E:



The Republican Party will be hosting a Candidate Training School on Saturday October 19th, | 2021 from 9:00 AM EST to 3:30 PM EST. This will be held at the Italian American Club located at 123 Johns Ave, New York New York 45678. Each speaker will have forty-five minutes to present on the topics below. Presentations should be submitted to executivedirector@stateparty.org no later than October 17th.

- 9:30 – Opening Remarks (State Party Chairman)
- 9:35 – State Legislature (Executive Directors of Caucuses)
- 9:50 – Fundraising (Fundraising Vendor)
- 10:35 – Finance/Compliance (Compliance Officer)
- 11:20 – Polling (Polling Vendor)
- 12:05 – Lunch
- 12:15 – Voter Targeting (Voter Contact Vendor)
- 1:00 – Data (Data Vendor)
- 1:45 – Field Program (Regional Political Director RNC)
- 2:30 – Strategic Initiatives (Strategic Initiatives RNC)
- 3:15 – Candidates Program (State Party Executive Director)
- 3:30 – End

Appendix F:




Appendix G:

Illinois House/Senate Target List

House Seat	LD 49	LD 48	LD 53	LD 61	LD 96	LD 56	LD 66	LD 112
Type	Offensive	Offensive	Offensive	Offensive	Offensive	Offensive	Offensive	Offensive
Rauner/JB	2.77%	3.07%	.28%	4.01%	7.85%	10.08%	2.4%	5.57%
Harold/Raoul	3.77%	4.36%	2.85%	3.57%	2.44%	12.89%	.6%	3.10%
Trump/Biden	17.27%	22.54%	18.57%	15.4%	1.93%	18.61%	5.11%	.39%
Progressive Income Tax Hike (No Vote)	12.66%	13.26%	12.54%	6.5%	20.04%	3.68%	19.46%	19.52%

Senate Seat	SD 21	SD 23	SD 24	SD 25	SD 27	SD 46	SD 48	SD 56
Type	Offensive	Offensive	Offensive	Offensive	Offensive	Offensive	Offensive	Offensive
Rauner/JB	2.83%	4.94%	3%	2.63%	.49%	7.78%	1.07%	3.96%
Harold/Raoul	.31%	5.6%	.96%	2.55%	2.44%	7.58%	15.55%	5.72%
Trump/Biden	20.21%	18.49%	18.57%	10.26%	18.91%	.08%	18.39%	6.94%
Progressive Income Tax Hike (No Vote)	18.82%	22.52%	12.56%	19.34%	13.1%	16.84	34.34%	23.04%

Appendix H:


Arizona Republican Party ✓
 @AZGOP

PHOENIX ● TUCSON ● YUMA

🗳️ This week is an important week to get out & vote!

PHX ➡️ Prop 105 & Prop 106
 TUS ➡️ City Council & Mayor
 YUM ➡️ City Council & Judge

Visit voter.azsos.gov/voterview to locate the name and address of the polling location where you are registered to vote!



Appendix I:

State Specific Issues

In order to generate buy-in amongst stakeholders and be able to effectively communicate with the voters, it is important to address local issues that voters care about. Below are two examples of messaging that can be done regionally.

Issue #1: Jobs in the Energy Sector

- **Target Universe:** Mining and fracking are essential to the livelihoods of many families. These families rely on energy sector jobs such as mining and fracking. If we take those opportunities away, with no initial replacement, thousands of will be out of work and families will suffer.
- **Background:**
 - The city of and residents of the surrounding communities rely heavily on jobs in the energy sector. Throughout the state of fuel jobs accounted for 19.7% of the energy labor force. In 2017, the state saw a 3.3% decrease in job opportunities in the coal industry as well as a 21% decline in coal production in 2018. Natural gas employment declined by 7.4%.
 - Even though President Biden campaigned on not banning fracking, his decision to halt the progress on the Keystone Pipeline is worrying voters over what he might do next. It is no surprise that the Democrat party wants to transition to energy sources such as wind and solar energy, while minimizing the amount of crude oil that is extracted and used.
- **Suggested Messaging:**
 - "The Democrats are threatening job opportunities for the people of by declining the mining of natural gas and coal. The Biden Administration has also restricted construction of the Keystone Pipeline, leaving voters thinking "what is next?" While the Democrats want to take jobs away from the American people, Republicans want to provide opportunities for families to create a living."
- **Stakeholder Involvement and Asks:**
 - Congressman will play an essential role in spreading the message. As someone who is heavily involved in infrastructure projects in the state, we will ask him to utilize his social media to show how Democrats want to take away jobs from average Americans and stunt a city's economy.

Appendix I:



PRO-LIFE

Summary

The pro-life coalition in Arizona is one the largest coalitions. The Republican Party of Arizona played a significant role in what was one of the largest Walks for Life the state has ever seen. Data and contact information was collected and has since been utilized to activate these members into becoming volunteers for the President. The Party also has a great working relationship with many of the other pro-life organizations in the state to amplify these outreach efforts. GOP Data says that pro-life voters make up 10% of all voters and run a 78%+ on the net ballot. Due to the significance of the pro-life movement, this coalition is very active and motivated to re-elect the most pro-life President. They recognize it's not only the White House at stake but the Supreme Court as well. The Party and Trump Victory will continue working with this coalition and other pro-life organizations such as Students for Life, Arizona Life Coalition, and Voices for the Voiceless to push back on the radical lefts extreme abortion stance.

Recent Events

April 21 - Pro-Life Voices for Trump Participates In TVLI Training. With special guest Arizona State Treasurer Kimberly Yee, Pro-life Voices for Trump Advisory Board Member. Engaging Pro-Life Voices for Trump supporters in Arizona with the Trump Victory program to train them on Campaign Sidekick and articulate why we need their help in supporting President Trump.

