



## **REPUBLICAN TOWN COMMITTEE TWO-YEAR PLAN**

*Growing Today, Winning Tomorrow*

**Summary:** This two year plan will help guide Republican Town Committees to become stronger by increasing their support base, becoming better known in their community, and by being able to increase their support of Republican candidates.

### ***The Basics***

Each Republican Town Committee should complete the following three items per year. Whether it be extra convention delegates, prime floor seating at the convention, or other incentives, the Massachusetts Republican Party will develop a reward system for those Republican Town Committees that complete the following items every year:

- 1. Contact every registered Republican in their town and ask for their financial support at least once each year. (even better idea – also contact the independents who have voted in recent Republican primaries) Re-solicit known donors at least one additional time each year.*

Your RTC must reach out to fellow Republicans. One thing is for certain, if you don't ask you won't receive support. To use Voter Vault for this and other items in this plan, contact MassGOP headquarters for a user name and password.

- 2. Conduct or participate in one charity / community event per year.*

Your involvement in the community must extend beyond politics and into the realm of every day life. Your charity/ community event will not only improve your community, but will gain credibility and awareness for your Republican Town Committee. Examples: participating in a river clean up day, organizing food collection for the local food pantry, or collecting items to send to our troops overseas, etc.

- 3. Donate at least 50 cents for every registered Republican in your community to the Republican candidate(s) of your choice.*

The purpose of a RTC is to elect Republicans and these candidates need your help. You can divide the funds in any way you like, and donate them to the Republican candidate of your choice. But you must be donating at least 50 cents per registered Republican per two year cycle to candidates. For example 2000 Republicans X .50 = \$1000 that your town committee must donate.

---

## *The Basics Plus*

In addition to the basic three items listed above, there are several other ways that your Republican Town Committee can be stronger, more vocal, and better equipped to elect Republicans. The more steps your Committee completes, the more effective you will be in helping to elect Republicans.

4. IDENTIFY VOTERS – There are issues, and then there are VOTING issues. By identifying voters based on their most important issue(s), *and adding that information to the Voter Vault*, you will save multiple Republican candidates both time and money in their future races.
5. COLLECT SIGNATURES – Collect signatures for candidates to get on the ballot, for statewide initiative petitions, and for district public policy petitions.
6. ORGANIZE ONLINE – Become visible and influence debate on the internet. This includes creating a local web page, and a local blog (see the handout *RTC Guide to Simple Blogging*).
7. REGISTER REPUBLICANS – Grow our ranks. This can be done through several steps, including targeted voter registration drives, contacting people who have recently moved into your community, and sending birthday cards to High School Seniors, urging all of them to register, via mail-in voter registration.
8. RUN CANDIDATES – Recruit candidates for local as well as state office, and volunteers to help them. This will not only increase the number of potential candidates we have, but also increase the number of campaign volunteers.
9. CHALLENGE INCUMBENT DEMOCRATS – Go on the offense with your incumbent Democrats, and hold them accountable. Did they cast a vote that was against the district? Did they not show up for a vote? Why? Let people know through emails, web page, blog, and letters to the editor.
10. TRAIN YOUR MEMBERS – Educate your team to become better activists. Schedule a presentation on Voter Vault from state committee personnel. Attend a Republican campaign school.
11. KEEP MORALE HIGH – Institute one or two social events each year, such as a December Christmas or holiday party, or a summer cook out, etc., to thank your activists. When picking a social event, make sure it doesn't interfere with the election calendar, and the work that needs to be done electing Republican candidates.
12. USE VOTER VAULT – We have a tremendous advantage over the Democrats with our Voter Vault technology. It's critical that for your RTC to add data into voter vault so we are better prepared come election time.
13. WORK WITH FRIENDS – Reach out to those that are likely to work with you. Recruiting your friends to help you first, regardless of their party affiliation. After they have helped you, with a mailing, an event, a petition, etc., it will be much easier to recruit them to the town committee, and you will have already accomplished much.
14. EXPAND AND IDENTIFY MEMBERSHIP – There are several ways for you to find new members of your RTC. You can use Voter Vault to find voters that are likely to support, and become active in your RTC.
15. WRITE A CAMPAIGN PLAN – The more activities you are doing, the more important it is to have a campaign plan for your committee, with a calendar and budget you can plan accordingly.

Details of these action items are found in our RTC Action Packet.

## *Sample Two Year Plan*

### Spring 2007:

- ✓ Elect Municipal Republican Candidates
- ✓ Pre-Summer Donation Letter to Republicans (before summer vacation is a good time to ask for money)
- ✓ Create Republican Town Committee web page
- ✓ Initiate Republican Town Committee Blog

### Summer 2007:

- ✓ Identify Voters
- ✓ Conduct Charity Event
- ✓ Attend Campaign Training for your Members
- ✓ Host summer barbecue to thank activists

### Fall 2007:

- ✓ Identify Voters
- ✓ Re-Solicitation Letter to Previous Donors (they are likely to donate again)
- ✓ Conduct Social Event for Members
- ✓ Register Republican Drive
- ✓ Collect signatures for potential state wide initiative petition drive (Sept 19 – Nov. 21)

### Winter 2007/2008:

- ✓ Identify Voters
- ✓ Recruit Legislative Candidate(s)
- ✓ Initiate Signature Collection Plan for Candidates
- ✓ Host Christmas or holiday party for activists

### Spring 2008:

- ✓ Identify Voters
- ✓ Elect Municipal Republican Candidates.
- ✓ Pre-Summer Donation Letter to Republicans (before summer vacation is a good time to ask for money)
- ✓ Complete Signature Collection Plan for Candidates
- ✓ Collect additional signatures for state wide initiative petition drive (May 7-June 18)
- ✓ Collect signatures for district by district public policy petitions (April 22- July 8)

### Summer 2008:

- ✓ Identify Voters
- ✓ Work for Candidate(s)
- ✓ Donate to Candidate(s)

### Fall 2008:

- ✓ Identify Voters
- ✓ Work for Candidate(s)
- ✓ Donate to Candidate(s)

### Winter 2008/2009:

- ✓ Identify Voters
- ✓ Recruit Legislative Candidate(s)
- ✓ Conduct Charity Event
- ✓ Host Christmas or Holiday party to thank activists
- ✓ Attend swearing-in of your newly elected Republican legislator

### Spring 2009:

- ✓ Start two year plan again.