



CAMPAIGN 2010 – GOAL ELECT MORE REPUBLICANS (National, State, Local)

Our mission: Organize the most powerful grassroots energy nationwide in electing Republicans and gain seats on the Hill, both in the House and Senate.

The Campaign Committee will be organizing nationwide grassroots efforts in several segments such as election rallies, voter registration, engaging in high schools, etc.

NFRW is here to provide the support, training and materials needed to make a huge impact on the results of the election. Below are some ideas we consider possibilities for 2010. We hope this provides a vision of what to expect.

NFRW Coordinated Events

Project “Ground Campaign” 2010 – meeting people where they are

Attend community events and “showing our colors”

Have a registration drive, phone banks

Spring 2010 – Nationwide Voter Registration Drive

Fall 2010 – Nationwide Voter Registration Drive

Club and State with largest amount of registrations receives awards and recognition on NFRW website.

Project “Educate” 2010 - Nationwide Drive (September).

Promote each club making contact with their local high school government teacher, asking to make a presentation on voting and register students that will be eligible to vote in the election: content of presentation must be non-partisan, however most teachers will allow students to sign up to volunteer for individual candidates or political parties to have exposure working in an election.....some actually give extra credit. In Indiana, students that sign up get Election Day off from school to work and extra credit!

Project “Let’s Rally” 2010 (October)

Sponsor a National Rally to organize prior to Election Day to build the momentum with our members, volunteers.

Schedule a conference call asking all clubs to participate by joining at one location for call, followed by going door to door, making calls, etc.

Conference calls will play a vital role in communication for this committee. Why? We want to all be on the same “page”. Talking points on various issues will be constant, enabling every member, no matter how active she may be in the local club, the opportunity to be educated on the issues and be an ambassador of communication for the candidates.

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State and Local –Event Possibilities:

Project “Candidate Identification” - 2010

Identify Republican candidates early - identify target congressional and senatorial races and work with the state federations providing support as needed.

Develop a working relationship with their congressional and senatorial candidates' campaign teams.

Be prepared to deploy to support candidates

Thought: By each club reaching out to their congressional and senatorial candidates , the organizations and individual members will be recognized and the campaign teams will learn to depend on our organizations for volunteer assistance AND advice.

Project “Educate the Candidate”– 2010

Local Clubs and State Federations **create a handout** to distribute to each candidate. Including: (and other items you think of)

Identify a **TEAM of women** who are prepared to be advisors to candidate. Strive to make available experts in focused areas: (e. g. Treasurers, Media, Fundraising, Messaging/PR, Image).

List training opportunities for the candidate, their campaign team and club members in your area.

List all of the ways club members can contribute to local, state and national candidates, while also outlining all of the projects they do that assists every candidate (e.g., registration drives).

Provide **local club listings** with the name of the clubs, contact information of the presidents for the clubs in their election districts.

Project “Voter ID” - 2010

Work with the Board of Elections and establish opportunities to register voters; e.g. high school students, new U. S. citizens, newcomers in communities.

Be creative – how about **tail gate parties** in your precinct areas to register new voters or to switch parties.

Attend different community events, e.g. tea parties, and these opportunities to register voters.

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Project “Engage the Media” - 2010

Educate voters on key issues during the upcoming election.

Enhance relationships with the local media (print, broadcasts media, bloggers)

Provide members/candidates with a listing of all media outlets in their area

Compose a **list of events** in your county (county fair, parades, republican events, large attended chicken dinners, hog roasts, etc) providing the date, contact information if possible, address, and approximate attendance to the event.

Project “Public ID” 2010

Assist your candidates to get recognition in your local, state and national elections.

Create handout for your club members to use – and others including candidate’s picture and position they are running for.

Sign up to **follow candidates on Twitter and Facebook**, encourage your friends to do the same

Use your club website and create links with each candidate’s website

Write letters to the editor and participate in blogs that talk about the candidate, use talk radio - start early.

Project “NETWORK” 2010

Assist candidates to become known in various communities:

Host coffee for your candidate with your neighbors

Invite candidates to **participate in local community events** that you attend

Invite candidates to speak to your club.

**The National Federation of Republican Women –
the most powerful grassroots organization nationwide -
electing Republicans!**