



Republicans Educating Democrats & Unaffiliateds

www.meckgop.com

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Voters continue to trend unaffiliated or feel the Democratic Party no longer represents their moderate views.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.