

October 8, 2020

Board of Directors
Lincoln Club of Orange County

2020 BOARD OF DIRECTORS RETREAT Post Meeting Report

On Saturday September 12th, 2020 the Board of Directors met for their annual retreat. This report shares with our members a recap of the four priorities discussed by the BoD:

- Mission statement
- Member Services and Benefits
- Statewide Lincoln Club
- Political Goals

Mission Statement

Tom Klingenstein, Chairman of the Board of Directors of the Claremont Institute, was our featured speaker at this year's retreat. Klingenstein has publically exposed multiculturalism as a political revolution from far-Left fanatics. He proposes **“preserving the American way of life”** as the new why of the Conservative mission to combat the era of radicalism on the Left.

This led to our own discussion about the Club's mission. A renewed focus on our mission will make our leadership more impactful.

Summary

- It was concluded from the retreat that the BoD will rework our existing mission statement.
- The same group will consider branding opportunities and a roll out plan.

Member Services and Benefits

Through **increased staff attention and new benefits** our aim is to drive up the value of membership to help with retention and attract new members. Next year the Club will add new services with exclusive political insights and Platinum dues will be streamlined to \$10,000 (instead of \$7,500 dues/\$2,500 donation to the Club's Federal PAC). The under 35 rate of \$2,250 will apply to under 40 year olds.

Summary:

- Streamline Platinum Circle membership applying to 2021 renewals with increased benefits.
- Raise our under 35 membership to age 40 to encourage and foster young entrepreneurs.

Statewide Lincoln Club

In recent years, the Club has achieved significant political victories by working with our sister Clubs in San Diego and Northern California. These victories have inspired discussions on what it might look like for the BIG THREE to come together under the same brand and banner.

Forming the 'Lincoln Club of California' would create the **largest statewide donor organization overnight.**

Joining forces would not only give us more clout from a public relations point of view, it would triple our fundraising capability and help tip the scales in tightly contested races.

Summary:

- We will begin the formal process to go statewide and work with the other Club's to formulate a proposal.
- The proposal will consolidate certain functions under a statewide Lincoln Club brand and infrastructure, but agree to permit each individual organization to maintain autonomy over key decisions.
- We will work together on a launch plan with adjoining PR plan.

Political Goals

Every 10 years, through the redistricting process, partisan gerrymandering has benefited Democrats more than Republicans. The best strategy to change Orange County's political outcomes and retake Congressional seats is to mount a full-scale effort to influence the redrawing of maps at the end of 2021. Reclaiming the Governor's mansion through the recruitment of a strong candidate with cross party support is another short-term goal.

The BoD also discussed long-term political goals to break the 2/3 super majority in the State Senate and Assembly and to expand school choice through the Charter School movement in California.

Summary:

- Plan a full-scale effort to influence redistricting.
- Recruit THE conservative candidate for Governor.
- Target seats to break the 2/3 super majority in the Capitol
- Play a big role in encouraging the Charter School Association and their supporters to begin backing Republicans and Conservative-led projects in California.

Getting Everyone Involved

Staff will be working with the Club's committees to make sure everyone is involved and aligned with the overall plan.