



0' X 6' PT.
FROM TOP OF
THE BEAM TO
BOTTOM OF
ROOF DECK

2
A9

BLUEPRINT FOR TOMORROW

FORGING REPUBLICAN STRENGTH THROUGH GRASSROOTS

STUDIO #2
W.I.C.
12'-6" CLS WOOD
10'x8'
16'-1/2" X 20" AT
ACCESS HATCH
GAMES ROOM

BY MICHAEL STEELE

1
A9

CHAPTER SEVEN

GRASSROOTS

STUDY

0' X 6' PT.
FROM TOP OF
THE BEAM TO
BOTTOM OF
ROOF DECK

0' X 6' PT.
FROM TOP OF
THE BEAM TO
BOTTOM OF
ROOF DECK

HALL
11'-6"
TUB
SHOWER
BATH
STUDY

FORGING REPUBLICAN STRENGTH THROUGH GRASSROOTS

1. CONNECTING LOCALLY, EMPOWERING NATIONALLY

Our Party is built on a belief in the amazing capacity of the individual to reach new heights and to accomplish long held goals. Nowhere has the power of individual actors been more inspiring than in our grassroots operations. And yet, as a Party, we have not always effectively matched the energy and dedication of such individuals with the support they need and deserve. By updating and developing a grassroots play book that emphasizes discourse over sound bites and neighbor-to-neighbor advocacy over the advertising-only approach we've fallen victim to in recent years, as your RNC Chairman, I will commit to the common sense and deeply personal approaches that have guided our most successful campaigns.

The technology that will transform every aspect of our work at the Republican National Committee will also provide the grid across which local activists can find, connect to, and inspire one another. Leveraging this investment will not only make us more efficient and nimble, it will also amplify the impact of our activists across every district and every state, making clear the fact the Republican Party is a national Party with activists in all 50 states and the U.S. Territories.

2. A PERSISTENT PRESENCE

Each intersection of our grassroots network is an action point and a storehouse of knowledge. This dynamism cannot be turned on and off simply to accommodate election cycle calendars and campaign budgets. As the facilitator of this network, the RNC cannot wait to build the infrastructure our grassroots activists need. We must begin this work today and maintain it every day forward. We will partner with every state Party to develop the tools and environment necessary to keep pace with the fast and steady tempo of engagement and exchange engendered in our activists. As Chairman, I will ensure this activity begins immediately and never goes into momentum-shattering hibernation.

3. A FULLY FUNCTIONAL STATE PARTY

The cornerstone of our future success begins with our State Central Committees. It has never been more important that the Republican National Committee build a strong and lasting partnership with each State Party. It is critical that each State Party, its leadership and members, share in creating opportunities to win. For too long State Parties have been expected to win elections without the help and tools necessary to do so.

And then you are criticized for yet another loss.

No more. Our overall success depends on each state party being in a position to win local, county, state and national elections. We cannot have a National Committee moving in one direction and 50 State Parties left either trying to catch up or just being left to write yet another check while resources flyover head to “targeted states”. While each state and region of our country is different — with different needs and expectations — we must begin to work as a team. And it starts with making you a partner in the process at the inception of our plan for 2009 and beyond.

But our State Parties must be prepared to do their part, too. No longer can we treat our Parties as a place to come and rest on past successes. There is hard, demanding work to be done and each state committee must be prepared to “step up” and perform. That means, organizing your counties, fundraising and recruiting candidates. That means, if you are not prepared to work with your county chairperson and fellow committee members, then maybe the State Party is not the best place for you. Just as we try to find the best candidate to run for office, so too, must we find the best Republican activists to serve on and lead our State Parties.

4. EMBED RNC TALENT AND RESOURCES

In order to reap the benefits of newly energized local operations and strategies, home grown talent from your state will be hired and be utilized to ensure our national committee is working with you to incorporate the insights and magnify the resources of each state party. Our collaboration on the frontlines of the grassroots movement will ensure our combined success in winning the war.

5. UNLEASHING OUR STRONGEST LEADERS

Our Party is as diverse as our nation. Republican ideals have helped to shape good government in Maine as effectively as they have in Mississippi. No one knows this better than the men and women who advocate for these principles day in and day out. It is time for us to harvest their wisdom and use it to train the next generation of activists in each state. Acknowledging that there is no one-size-fits-all approach, the RNC will co-sponsor annual training at the state level. We will learn from the real on-the-ground winners and ensure that practical, relevant, and recent knowledge is shared across the network. We will honor these leaders’ accomplishments and support their efforts to build the next generation of activists.

6. BREAKING THE SILENCE

Most importantly, we will grow our grassroots network to attract new members to our Party. 46% of Americans voiced their belief in Republican values last

November. Of these motivated voters I believe we can and must recruit 50,000 new volunteers within the next year. Their energy, commitment and fresh perspectives will transform our grassroots organizations.

There are many others who share our vision for the future to whom we have not yet begun to reach out. Voter registration is the first and most obvious way to help connect constituents to the system and give voice to our values. As Chairman I will coordinate with State Parties to turn over every stone and bridge every resource gap necessary to register 2 million new Republican voters by Election Day 2010.

Finally, we would do well to remember that the whispers of many tally only to silence. We have to provide the opportunity and the means to connect Republicans to Republicans and we must focus energy in the creation of lasting and productive coalitions. Proponents of school choice, small businesses, and reformists — to name only a few — have worked too often in strictly vertical hierarchies — limiting prospects of synergy and cross-fertilization. In breaking these stovepipes down, we can share not only precious resources but best practices and new ideas. Our many voices can become one roar.

7. BIGGER, FASTER, STRONGER

Recently, our grassroots efforts have mirrored the progress of the ivy that grows on college campuses: steady, yet unfocused, and occasionally receiving prompts from an aloof caretaker. Instead, I want our grassroots to resemble the aggressive and tenacious kudzu vine that grows with intimidating speed and strength. We need Party leadership that will work hard to support the bigger, faster, stronger grassroots network that our motivated activists need and deserve to transform our Party. Join me to give them, and us, that type of leadership.