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| |  | | --- | | RNC Communications | | |  |  |  | | --- | --- | --- | | |  |  | | --- | --- | | |  | | --- | | **RNC Launches New Initiative to Grow the Party and Win**  *Co-Chairs Announced to Lead Effort*  **WASHINGTON** - Republican National Committee (RNC) Chairman Reince Priebus today launched an initiative to grow the Republican Party and improve future Republican campaigns.  The effort, known as the Growth and Opportunity Project, will be chaired by five GOP leaders and is charged by Priebus with initially reviewing past practices and also making critical recommendations for the future in these eight key areas: 1) campaign mechanics and ground game; 2) messaging; 3) fundraising; 4) demographic partners and allies; 5) third party groups; 6) campaign finance issues; 7) presidential primaries; and 8) lessons learned from Democratic campaign tactics.  The group will reach out to hundreds of individuals including RNC Members, grassroots activists, donors, elected officials, community leaders and other important partners to gain insight and help the Republican Party form a solid path going forward. These leaders will be involved in one or more of these critical areas.    The Growth and Opportunity Project is co-chaired by five prominent Republican leaders:  Henry Barbour, National Committeeman from Mississippi  Zori Fonalledas, National Committeewoman from Puerto Rico  Glenn McCall, National Committeeman from South Carolina  Sally Bradshaw, Veteran senior strategist in Florida and national politics  Ari Fleischer, Former White House Press Secretary    They will report their findings to Chairman Priebus and make recommendations for a long-term strategy for the future.  "The Growth and Opportunity Project will recommend a plan to further ensure Republicans are victorious in 2013, 2014, 2016 and beyond," said Chairman Priebus. "I've appointed a talented group of individuals to study eight key areas, and I look forward to working with these outstanding Republicans as they conduct rigorous analysis and engage in important conversations. The work of the Growth and Opportunity Project will be critical as we move forward as a Party and take our message to every American."  "This is a time of great opportunity for the Republican Party," said Co-Chairman Sharon Day. "I am excited for the future of the GOP and am confident this project will strengthen our cause tremendously in the coming years."  ### | | | | |