



# Republican National Committee

## Communications

January 23, 2014

Dear Members:

Welcome to Washington, D.C., and to the RNC's Winter Meeting.

During this week, you will get a thorough update on everything the RNC is doing to grow our party and win more elections. You'll receive briefings from our departments on the exciting things going on at HQ and in the field.

It's been about ten months since the release of the Growth and Opportunity Project's report and its 219 recommendations. Some of those recommendations were for us. Some were for candidates, other committees, and other groups. For our part, we resolved to make big changes in how we operate—on the ground, in voter engagement, with data and technology, and more.

With that in mind, here's a short report on where we stand. This is the big picture; the finer statistics and details will be presented in the various sessions on your schedule.

### Ground Game

- We have fundamentally reshaped our ground game structure to be community-based and bottom up; we've ended the practice of five-month "parachute" campaigns.
- We've laid the foundation for a permanent, year-round ground game that's the earliest, largest, most diverse staff in recent history.
- 78 percent of our political staff is outside of DC.
- We have state directors, field staff, data directors, minority engagement directors and field staff in every 2014 targeted state. They are in place earlier than ever before.
- We have recruited over 8,000 precinct leaders and tens of thousands of precinct team members to communicate with voters neighborhood-by-neighborhood.
- We have invested in all fifty states and the territories. We spent \$12 million on political and state party investments.
- We have developed new voter scoring system to incorporate more data and create greater targeting focus for messaging.
- We have put in place data analytics reporting for state GOP and campaigns.

### Voter Engagement

- We've hired staff and developed programs at the national and state levels for targeted voter engagement with Hispanic Americans, Asian Pacific Americans, and African Americans.
  - We need to develop relationships with voters we have neglected for too long.
  - These relationships allows us to counter what the Democrats are saying but also to communicate with voters what it is to be a Republican.
  - These relationships also help us gather data and learn more about the electorate, what they care about and how we can communicate.
- We've also hired staff for making connections with women, young voters and faith-based voters.



- We tested our Hispanic engagement strategy in the New Jersey gubernatorial election with positive results—winning one county (Passaic) that had never gone Republican because of our Latino staff and offices making inroads in the community.
- We have launched state advisory teams within the Hispanic, APA, and African American communities.
- We are currently improving our engagement strategy and data collection in the San Diego mayor's race.
- We launched the Rising Stars Program to spotlight young, new voices in our party.

### **Data, Digital, and Technology**

- We're closing the digital divide with a multi-million dollar investment in technology that can help the entire party from the top of the ballot down.
- The goal is to improve our data to reach new voters and grow the party. It's a party-wide effort being led by the RNC because we can coordinate with candidates.
- We hired our first-ever Chief Technology Officer from Facebook, first-ever Chief Digital Director from Edelman, and first-ever Chief Data Officer from LinkedIn. All have built up teams in their respective areas.
- We've opened an RNC satellite office in Silicon Valley to recruit the best talent.
- We have state data directors in important 2014 states.
- Our technologists in DC and Silicon Valley are focused on 3 tracks:
  - 1) working with all 50 states to roll out the first batch of software tools
  - 2) developing brand new software that will make data use more efficient
  - 3) acquiring new data, from the work of our data directors and engagement staff
- We've grown our email file by 2.7 million.
- We're essentially operating a tech start-up inside the RNC.

### **Primary System**

- We've united behind changes to the debate system that will put the interests of voters and candidates above the interests of the media.
- We will vote on important schedule changes to the convention and to the primary calendar to make the convention earlier and the primary process shorter.

### **Communications**

- We achieved over \$153 million in earned media.
- We facilitated over 500 interviews for Republican leaders, RNC staff, and surrogates.
- We went on the offense against vulnerable 2014 Democrats.
- We created a 13,000 person surrogate database.
- We produced over 1,060 rapid response video clips.
- We have produced multilingual ads in Spanish, Korean and Vietnamese.

We have accomplished all of this thanks to our strong fundraising; we outraised the DNC by roughly \$10 million in the last year.

This is just a snapshot. And as always, there's more work to be done.

I look forward to the conversations in the days ahead and sharing our ideas for moving forward.

Building to victory,

Reince

