

2010 Young Republican Leadership Conference

YR CLUB BUILDING MANUAL



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INTRODUCTION

This packet is intended to provide club leaders with information and ideas to help them design and implement a membership recruitment plan that meets their needs. The ideas in this packet have been worked in YR clubs as well as other civic and volunteer organizations. While each county is different, and each club's situation is different, the fundamental principles of successful membership recruitment are the same.

THE QUESTIONS

What is a Young Republican?

What do Young Republicans do?

How can I become a Young Republican?

How can I organize a group of YRs?

These are questions that you will want and need to answer in order to start and operate an active and productive Young Republican club. This manual will provide you with some basic guidelines to do just that!

What is a Young Republican?

Young Republicans are between the ages of 18 and 40 who are interested in taking an active role in Republican Party politics. They are organized as a special group because as young people they have different opportunities and situations to incorporate into their political activity.

Young Republicans take part in GOP activities in their communities, doing everything from vote registration drives, to phone bank operations, to being campaign managers and running for public office themselves. They provide crucial support to the Republican Party, and work to ensure the future of the party in their communities and state.

Anyone between the ages of 18 and 40 and a registered voter is eligible to be a Young Republican. The best way to organize is on the local level, because the foundation of the Young Republican organization is built from the grassroots level on up.

Purpose of a Young Republican Organization?

A Young Republican ("YR") club provides the opportunity for young people who are interested in good government to:

- learn about government and politics
- participate in the political process
- meet with elected officials
- become better informed and more involved citizens

Through the YRs, persons can develop their political knowledge and understanding of the issues of the day, and as citizens become more effective voters and campaign workers. By participating in the local club, they may assist in selecting candidates for public office and then may elect those candidates by actively helping them in their campaigns.

YRs provides a unique opportunity for young people to meet government office holders, key decision makers in society, and like-minded individuals in their own community, state, and across the nation.

Structure of the Young Republicans?

Young Republicans National Federation State Federations Local Clubs

Young Republicans National Federation (YRNF)

The YRNF is a pyramidal organization, built from the ground up. As the name implies, it is a federation of local clubs, which make up the state organization and ultimately, the national organization. It is important to remember that the local club is the building block of the entire organization.

Every two years each state YR organization elects delegates to attend the YRNF convention. At the convention the national officers are elected. The National Committee is the decision-making body of the YRNF. It is comprised of the elected officers, appointed officers, regional directors, and the chairman, national committeeman, and national committeewoman from each state. The National Committee meets three times each year. While only members of the National Committee can vote at meetings, all YRs are welcome and encouraged to attend national meetings. In addition to the business meeting, YRNF meetings generally include social events, feature nationally prominent Republican speakers, and provide the opportunity to meet YRs from across the country.

State Federations

Each state has a YR Federation whose charter has been approved and accepted by the YRNF. The State Federation is responsible for electing a state Chairman, National Committeewoman, and National Committeeman to represent the state on the YRNF National Committee. The State Federation is the umbrella organization for the local YR clubs within the state. The State Federation is the primary means of communication between the YRNF and the local clubs.

Local Clubs

The local YR Clubs elect their own officers to run their local organization. This includes programming, public relations, membership/recruiting, and financing the local operation.

For the most part, the majority of Young Republicans are most active at the local level, keeping in tradition with the GOP philosophy of the importance of local government.

THE DETAILS

When someone asks, “Why should I join?”, remember, the answer you give will likely determine whether or not the prospective YR will actually join!

Keep in mind the interests of the person you are recruiting. For the die-hard Republican, emphasize the attributes of the party involvement at this level. For that person seeking a new social group, emphasize the benefits of group participation and meeting new people with similar interests.

Some thoughts to keep in mind while making your pitch about YRs are:

- Young Republicans offer the opportunity for political involvement at the local, state, and national level through local clubs, state YR federations, and the Young Republican National Federation.
- Young Republicans is an excellent opportunity for the individual to meet and get to know key political leaders.
- Young Republicans provides the opportunity to learn about how our political system functions.
- Young Republican activity is the key to becoming a “decision maker” in the political system.
- Young Republican involvement offers an excellent opportunity for young leaders to run for office.
- Young Republicans offers an excellent opportunity for community involvement and a chance to work in solving the problems in one’s own community.
- Young Republicans introduce you to the movers and shakers of the community, thereby expanding one’s political and business networks.

Recruiting Leaders

One of the most important steps in organizing a YR club is to locate young people with leadership potential. Remember: leadership is essential to every YR group, no matter what its size. And, if leaders are located first, your job of club building will be much easier.

Possible sources for leaders include:

- Republican Party activist under the age of 40.
- Active members of professional and civic organization with strong community ties.
- Current elected officials and local office holders may be able to recommend young people who have worked in their campaign and displayed interest in the political system.

Once the key leaders have been located, you will need to point out the potential benefits of their membership in the organization. These benefits may be:

- Leadership experience, which may help them in other social, community, or business situations.
- Access to and experience in the local party that may lead to later leadership in the party hierarchy.
- Invaluable experience for anyone interested in seeking public office.

Although most YR leaders have had previous experience in other political organizations, some may have never been members of any political group. Do not eliminate a potential leader simply because he or she has no background in politics.

The importance of locating and recruiting a core group of leaders cannot be overemphasized – success or failure here will all too often determine the future of the entire organization.

Recruiting Members

A club is not a club without MEMBERS! They are the lifeblood of your organization; they are vital to an organization whose purpose centers on participation and volunteerism!

Once several key leaders have been located, you can rapidly expand the base of your new YR organization. Members can be located and recruited through the same process as mentioned above; however, once you have recruited several key leaders, it will be much easier to recruit members. The possible sources for members are endless a few suggestions are as follows:

Successful salespeople know how to prospect for new customers. They know how to beat the bushes and turn over rocks to generate new business. The sales concept known as prospecting also applies to recruiting members.

Potential members are all around you – you just have to know how and where to look for them. Once you find members, you must make contact with them and educate them on your organization.

We will focus first on how to find members, and second how to contact them.

1. Prospecting: There are a number of places you can look for potential members. A few of them are listed here.

a. Friends of current members: Encourage your current members to invite friends to meetings. Have a competition; offer a prize to the member who brings in the most new recruits.

b. Ask Party Leaders for names and addresses of activities who are YR age. If these people are already involved they are likely to be interested in the Young Republicans.

c. Ask Elected Republicans for the names and addresses of current and past campaign volunteers. These are hot prospects.

d. Party Functions: Talk to young people at party conventions. Give them information on your next meeting. Encourage interested parties to give you their name, address, phone number and e-mail address.

e. Public Events: Set up a table at your county fair or other community events. Advertise your next meeting, and have a sign up sheet posted for the purposes of a mailing list. Once you have a name and address, you can begin your sales campaign.

f. Other Civic Groups: People who are involved in groups such as the Jaycees, Kiwanis, fraternity and sorority alumni groups, etc., are good prospects. If possible, have a YR representative attend these events. This is a great way to advertise your own upcoming meetings and activities. This also helps to prove the YRs as a group who cares for the community.

g. Business Groups: If your local party is a member of the Chamber of Commerce promote your club at Chamber functions.

h. Campaigns: Try to recruit members who are volunteering on campaigns for local candidates.

These are just a few of the places that you can find potential members. The key point to remember is this: **THEY WILL NOT COME TO YOU**. The salesperson that sits at home and waits for the phone to ring will likely not make much money. The one who beats the bushes and aggressively prospects will be far more successful.

Personal contact is the best means of both locating and recruiting YR members.

Remember: most young Americans today identify with the Republican Party, and are just waiting to be asked to get involved!

In recruiting, always stress what the individual can gain by joining YRs. Since you are asking the person to make a personal investment of time and money, it is most effective to show the individual what he or she can personally gain. It is important to understand the motivations that people may have in joining an organization. Potential members will join if...

- ...they believe in the purpose of the organization.
- ...they are seeking involvement in community affairs.
- ...their friends are members.
- ...are against the activities of another group (i.e. Democrats).
- ...are looking for something interesting to do in their spare time.
- ...they want to meet members of the opposite sex!

Plan and Publicize the Organizational Meeting

When you have located potential leaders and members, hold a small informal meeting to plan the Organization Meeting. At the planning meeting you should:

1. Appoint a temporary chairman.
2. Select a club name (such as “The _____ Young Republicans” or “Young Republican Club of _____”).
3. Choose a regular meeting time.
4. Determine the location for the Organizational Meeting. Select a site that is easy to reach, has ample, well-lit parking, has a pleasant atmosphere, and will allow you to serve refreshments. (A member’s home may do, but experience has shown that response is greater in a public location.)
5. Ask each person attending the planning meeting to provide a list of names of people, with their addresses and phone numbers, who may be interested in joining a YR club. Ask them to list business associates, friends, and members of other organizations to which they belong. Contact each person on the lists by mail at least 10 days prior to the Organizational Meeting. The letter should be followed by a phone call two days before the meeting.
6. Draft a proposed constitution.
7. Decide on the program.
8. Prepare an agenda.
9. Prepare a News Release to send to all local newspapers, radio stations, and television stations. List the temporary chairman as the contact person. In the news release, announce the formation of the new YR club; the date, time and location of the first meeting; and the speaker of the type of program. Use correct format, and be sure to meet required deadlines.
10. Ask each person at the planning meeting to arrive at least 30 minutes before the starting time of the Organizational Meeting to help arrange the seating, set up a membership table, check on the lighting and microphones, and prepare refreshments.
11. Determine the amount of annual dues required for membership and design a membership application.
12. Prepare the membership table. You will need membership applications, nametags, pens, and copies of the agenda and propose constitution. Also have prepared paper ballots for the election of officers.
13. Select someone to contact the State YR Chairman, chairs of area College Republican organizations, and your GOP County Chairman. These people should be personally invited to attend the Organizational Meeting and may be invited to address the group.

Conduct the Organization Meeting

The purpose of this meeting is to officially form the YR club. If you have a speaker of program for your meeting in addition to the organizational business, have the program

before the business portion of the meeting. Keep the program and business portion of the meeting short – no more than two hours in total.

Below is a sample agenda for the Organizational Meeting

1. Call to Order. (Temporary Chairman) Be punctual!
2. Introduction of YR and/or GOP Officers. (Give each an opportunity to briefly address the group.)
3. Conduct the Program/Guest Speaker Address the Group.
4. Introduction of Individuals (Temporary Chairman)
5. Explanation of Purpose of Meeting.
6. Adopt the Constitution.
7. Elect Officers. (This could be done at the second meeting.)
 - a. Only dues paying members can vote or be an officer.
 - b. Ask for nominations for each office and vote on that office before moving on.
 - c. The newly elected President may take over at this time.
8. New Business
 - a. Set the next meeting and the program.
 - b. Discuss membership drive.
9. Announcements
10. Adjourn. Serve refreshments.

FACEBOOK!

MYSFACE!

Get the word out to new members

- **Recruit based on City/State/Political views**
- **Get event information out**
- **Create pages for members-show support, interest, keep informed**
- **Connect with younger crowd**

COMMUNICATION

KEEP CURRENT MEMBERS INVOLVED: In business, a happy customer is the most effective form of advertising. The same concept applies to the Young Republicans. If your members are active, involved, and enjoy participating, they will create word-of-mouth advertising. A happy member who is excited about the organization is more credible than any publicity flier or unsolicited letter. Members are more than likely to stick with your organization if they feel as though they are actually a part of it – something more than just a rank-and-file member. There are several keys to ensuring that your members stick around:

1. Keep them informed: Be sure that all members are contacted prior to every event. While postcards, newsletters, faxes, or emails are important, always remember that there is and will never be a substitute for the **PERSONAL PHONE CALL**.

2. Give them something to do: Find out if they want to help, and if so, find out what areas interest them. Then, give them a job and a title. Give them responsibility, and they will feel ownership in the organization.

3. Make it Fun: If people enjoy participating in the Young Republicans, they are likely to stay involved. If they don't, they will find some other way to spend their time. Fun doesn't mean every meeting has to be a party. Meetings can be fun if the mood, attitude and execution of the agenda are exciting.

Projects: Make arrangements for a club project (either social or political) begin as soon as possible after the organization meeting. Remember, most members are joining because they want to be involved and achieve.

THE ROLE OF THE OFFICERS

The officers play an important part in the development of an effective YR organization. Below are listed the different elected positions within the Executive Committee and their duties.

Club President:

The President, as the Chief Executive Officer of your club, has many significant responsibilities and roles that will impact the success of your membership recruiting program:

A. DIPLOMAT: The President should work to develop and maintain good working relationship with local party leaders, other club Presidents and elected Republicans. These 3 people can be among the best sources of membership referrals, but only if they are comfortable with the relationships they have with the President.

B. SPOKESMAN: The President is the official representative at local party meetings and events. The impression the President makes while operating in this capacity will help determine the organization's level of credibility among party leaders.

C. LEAD SALESMAN: The President should go out of his or her way to meet and greet every single guest who attends a club function. If no one pays attention to a guest, this person is not likely to return. If the leader of the organization goes out of the way to speak to everyone personally, they will notice this extra effort. Personal attention is vital.

D. ROLE MODEL FOR MEMBERS: The President must be enthusiastic and confident. Actions must demonstrate that the President believes in the organization. The President must convey to members and prospects that the club is a serious organization that is worth participating in. Very often, potential members will be turned off if the President seems unsure or apprehensive in his or her capacity. Members want a strong leader.

Vice-Chairman:

The Vice-Chairman should, in the absence of the Chairman, perform the duties of the Chairman, and should perform other duties as designated by the Chairman. That can include: planning monthly programs for the club (including guest speakers, education

programs, community service projects, social events) or being responsible for membership, recruiting, communication, records, mailing lists, etc.

Treasurer:

The Treasurer should collect all dues and pay all expenses as directed by the Executive Committee. The Treasurer is responsible for establishing bank accounts, keeping records, keeping track of disbursements, preparing monthly financial statements, and having records available for inspection at all times. The Treasurer is responsible for preparing the annual budget. The Treasurer should be a member of the Finance Committee.

Secretary:

The Secretary is responsible for taking minutes at all club and executive board meetings. The Secretary is also responsible for mailing announcements and notices and for keeping track of all paperwork required by the state organization. The Secretary should also work with the newsletter editor and public relations chairman.

Setting Up Committees

Each club should decide what committees it should have. Listed below are typical YR club standing committees.

Campaigns/Elections: This committee keeps track of all local, state, and federal GOP races. It is responsible for acting as a liaison to the local senior party for all campaign related activities and is the contact point for candidates seeking YR volunteers. This committee should conduct an annual voter registration drive.

Communications/Newsletter: This committee is responsible for all communications needed within the club, including a telephone network system of e-mail to contact members. They put out a monthly newsletter and remind members of upcoming meetings and special events and projects. They may stay on top of other upcoming political events so that YRs can attend.

Community Service: This committee is responsible for establishing community-related projects for YRs. This committee is important to show that Republicans work to solve problems in their communities, rather than creating a bigger government.

Finance/Fundraising: This committee works with the Treasurer to create and implement a financial plan including long range and short-range goals. The committee also is in charge of raising money to meet its financial planner.

Membership: In conjunction with the Second Vice-Chairman, this committee recruits new members and plans an annual membership drive. They find a monthly meeting place, take care of refreshments, greet new members, and introduce new members at meetings.

Program: This committee works with the First Vice-Chairman to plan monthly programs. They may make a long range plan of programs for a year in advance. They are responsible for contacting, inviting, hosting, and thanking all speakers who participate in YR meetings and events.

Publicity: This committee works with the Communications Committee, but its responsibilities are focused more on external communications. They work to publicize YR meetings and events, send out press releases as necessary, and keep YRs abreast of what is going on in the political arena.

Social: This committee is very important! Not all YR endeavors have to be political; it is important to have some purely social events, which allow members to get to know each other. This committee may plan parties, outings, or be responsible for hospitality suites.

A Word to the Club Organizers

Successful YR clubs never happen by chance. It takes hard work, dedication, and perseverance. Effective chairmen and organizers define their objectives, develop plans for achieving their objectives, assume personal responsibilities for implementing and following those plans, monitor the progress of the club regularly, and persevere in the face of frequent setbacks until their objectives are achieved. As important as anything you do, it is the preparation of leadership to lead the club in future years. Encourage and groom individuals who will carry the load after you have graduated from the ranks.

PARLIAMENTARY PROCEDURE

The club chairman is the person who determines the direction of a meeting – whether it will run smoothly or be a series of confusing issues raised by the membership. The smooth operation of the meeting depends upon the chairman’s ability to use parliamentary procedure in a fair and orderly manner.

Robert’s Rules of Order date back to 1876 when General Henry M. Robert adapted the standard rules of procedure of the House of Representatives for group meetings. The rules are quite detailed, and it is nearly impossible to memorize them all. A chairman who understands the basic guide can be an effective presiding officer.

Some Basic Provisions of Parliamentary Procedure

1. The club should have an agenda for each meeting.
2. Action is taken by a motion made by a member that is supported by a second from another member.
3. Each motion should only deal with one basic issue or idea.
4. Debate should follow, not precede, a main motion. The Chairman should require a motion to be stated and seconded before debate is allowed.

5. Each speaker should be allowed one hearing on a subject under debate. The Chairman may refuse to call upon a speaker for a second hearing until all others have had an opportunity to speak.
6. Debate must be limited to the issue at hand. Speakers who wander or attempt to enter new matters should be ruled out of order.
7. No new main motion may be introduced while another is on the floor.
8. Main motions may be amended. Votes on amendments must be taken before the original motion is voted upon.
9. No more than one amendment to and amendment can be made.
10. Before a vote on a main motion is taken, business can be interrupted by a motion to “lay it on the table,” to “postpone action,” to “refer it to a committee,” to “withdraw it from consideration,” or to “adjourn the meeting.”
11. Debate can be closed formally with a subsidiary motion (to close debate or to move the previous question), and a two-thirds affirmative vote. In cases where the Chairman believes discussion to have ended, a vote on the main motion may be taken without formal motion to close debate unless a member objects.
12. Several motion are not debatable, such as to adjourn or to appeal a decision of the chair, or to table a motion.
13. A member may rise to a “point of order” at any time. After a point is stated, the Chairman issues a ruling. This ruling can only be overturned by a majority vote of members present.
14. Before main motions are voted upon, the motion should be read.
15. After a motion has been passed or defeated, no further discussion on the same issue should be allowed at that meeting, other than through a motion to reconsider.
16. The Chairman may not make or second motions.
17. Nominations to office do not need a second.
18. The Chairman should indicate before a vote if a two-thirds majority is required and whether the issue calls for a simple voice declaration, roll call, or secret ballot vote.
19. When electing officers, those officers with two or more nominations should be decided by secret ballot vote.
20. **Motion Procedure:** 1. Obtain the floor (member). 2. Assign the floor (chairman). 3. Make the motion. 4. Second the motion. 5. State the motion. 6 Debate. 7. Put the motion to vote. 8. Announce the results.

Types of Motions (Motions are arranged in order or precedence.)

Keys to Abbreviations:

- | | |
|-----|--------------------------|
| A | Amendable Motion |
| * | No Second Required |
| D | Debatable Motion |
| 2/3 | Vote Required |
| LD | Limited Debate |
| R | Vote May be Reconsidered |
| M | Majority Vote |

ND Not Debatable
 NA Not Amendable

	D	M	A	R
I. Main or Principal Motion				
II. Subsidiary Motions				
1. To Postpone Indefinitely	D	M	NA	R
2. To Amend	D	M	A	R
3. To Commit or Refer	LD	M	A	R
4. To Postpone to Definite Time	LD	M	A	R
5. To Modify Debate	ND	2/3	A	R
6. The Previous Question	ND	2/3	NA	R
7. To Lay on the Table	ND	M	NA	
III. Incidental Motions				
1. To Consider Seriatim	ND	M	A	
2. Request for Information *				
3. Parliamentary Inquiry *				
4. To Withdraw a Motion *	ND	M	NA	R
5. Division of Assembly *	ND	M	NA	
6. Division of Question	ND	M	A	
7. Suspension of the Rules	ND	2/3	NA	
8. Appeal Ruling of the Chair	D	M	NA	R
IV. Other Motions				
1. To Take from the Table	ND	M	NA	
2. To Reconsider	M	NA		

PROGRAMS

Purpose of club programs: The goal of programs for regular club meetings is to maintain the interest of club members and to give them the opportunity to expand their political knowledge in a variety of ways. Regular club programs may also seek to (1) recruit new members, (2) keep members better informed on political developments at all levels, (3) interest members in club and Party projects, and (4) give individual members an opportunity to participate in debates, seminars, panel discussions, etc.

Essentials for Program Planning: In selecting a speaker, the key is to be realistic. You should try to match the speaker with the event. Some points to consider are:

- How many people will attend? (A governor should not be invited to an event where only 25 people are expected to attend.)
- How much in demand is the speaker you want? The greater the demand on a speaker's time, the further in advance you will need to schedule.
- Does the speaker require an honorarium; and, if so, can your club afford it?
- Can your club pay transportation and related expenses if that is expected?

- Is the speaker qualified to speak on the topic selected?
- What is the popularity and drawing power of the speaker or the topic?

To increase your chances of obtaining the speaker you desire, follow these simple rules:

1. Send your invitation well in advance of the meeting date.
2. The actual letter of invitation should include the following: the name of your club and the name of the person handling the event, the number of attendees expected, the type of meeting planned and whether or not it is a fundraiser, whether or not you will pay travel and other expenses, an inquiry as to whether or not the speaker requires an honorarium, information regarding the topic and format that is desired, and the date or possible alternate dates for the event.
3. About one week after the invitation letter is sent, it is usually good to call the speakers or his or her scheduler and discuss the event with him/her. This extra invitation can often turn the tide in your favor if the speaker is trying to decide whether or not to attend.
4. Stay in close touch once the speaker accepts – don't forget about his or her transportation and lodging arrangements as well.
5. When inviting Republican speakers from out-of-state, send copies of your letters to your elected Republican Congressmen, the YRNF office, and to your state GOP leaders. A cover letter asking these people to second your invitation will usually yield results.

The meeting itself: No matter what type of meeting is planned, the room you use is critically important! Although it is often difficult to estimate turn-out, be sure that the meeting room is suitably sized for the event.

Hint: Be sure that the room is slightly smaller than the expected crowd. You will then be assured of what looks like a good turnout, which in turn will also help your publicity.

The physical arrangements of the room should be suited to the specific needs of the event (i.e. dinner, a speech, a reception). Prepare in advance a checklist of needed equipment for the program: microphone or other type of sound system, podium, overhead projector, VCR/DVD and TV, screen, American and state flags, glasses, water, etc.

MINUTES

Minutes are the responsibility of the Secretary. They should be clear, brief, precise, and typed to become part of the permanent history of the organization. Minutes should record the actions of the club, but not every detail must be included. The secretary should record what was done by the club, not what was said by the members.

The official actions of the club are officially recorded in the minutes, but the pros and cons of the action are not. Resolutions should be written out in full and attached to the minutes if passed or defeated. Motion should be written out in full within the minutes.

NEWSLETTER

The effectiveness of your club depends not only on participation, but upon a well-informed membership. The easiest way to do this is through a newsletter. A newsletter allows you to reach members and others with your message when they might not be present to hear it in person. It can increase member participation, interest, knowledge and provide a tangible statement of your club's vitality.

A member who has a computer and some knowledge of desk-top publishing is an ideal newsletter editor. IN selecting an editor, make sure it is someone who will work with the club chairman and will agree to have content approved before publication.

Topics: The most important item your newsletter will carry is the notice of your next meeting. It should appear first, with all the details. The subjects you choose to feature are limited only by your imagination and creativity. However, some of the most logical topics include issues of local concern, a synopsis of upcoming activities, features on your members who have done or are doing unique things, committee appointments, profiles of newly elected club officers, party nominees, GOP officials, Republican officeholders, "Outstanding YR of the Month," by-lined reports of projects by committee chairs, and a "Chairman's Message." Other thing to include could be: a membership application, an issues column, letters to the editor, YR state, regional, and national news and events, editorials, cartoons, humorous anecdotes poking fun at Democrats, etc. In an election year include a sample ballot and the names of all Republican candidates with their headquarters addresses and phone numbers. Each issue should include the names of new members and a calendar of all upcoming YR and GOP activities in your region.

Cost: The cost of your newsletter will depend upon whether you do the typing or have it professionally typeset, if it is photocopied or printed, and whether you do a collation yourself. Some clubs build the cost of their newsletters into their dues structure. Advertising can defray some of the cost.

If you are sending 200 or more newsletters in each mailing, you should send them by bulk mail. Contact your county Republican Chairman to see if you can use their bulk permit by paying a small additional fee. Through it requires more effort than first-class mailing, bulk mail is much cheaper. Check with your local post office for step-by-step procedures on bulk mailings. If the newsletters do not comply with post office regulations, you will be required to do them again or be charged for first-class postage. Bulk rate delivery generally takes an extra day or two than first-class, so be sure to mail the newsletter early.

Who should get the newsletter? Always keep your mailing list up to date and add new members to the roster immediately. Some suggestions of recipients are:

1. All club members
2. Your county Republican Committee Chairman
3. Other YR clubs, state YR officers

4. Potential members
5. Elected officials and candidates in your area

SUGGESTED SOCIAL EVENTS

1. Beach Party or Picnic
2. Barbecue
3. Political Roast
4. Tail Gate Party
5. Watch a Major Sporting Event
6. Halloween Costume Party
7. Christmas Party
8. Canoe, Sailing, or Raft Race
9. Softball or Volleyball Game
10. Political Trivial Pursuit Game
11. Valentines Dance
12. Post Election Night Victory Party

SUGGESTED PROGRAMS

1. Discussion among School Board Members
2. County Commission "Outlook on the Future"
3. State Legislative Session Review
4. Funding of County Agencies
5. University Professors on Political Polling
6. County Election Officer
7. Newspaper Editors and TV News Directors
8. County GOP Central Committee Chairman
9. Law Enforcement Discussions
10. Tax Assessor
11. Bank Officers (Economics, Personal Investment, etc.)
12. President of the Republican Women, Black Republican Council, Hispanic Republicans, other Republican organizations
13. Debate among Candidates
14. Issues before the City Council
15. Juvenile Court Judge to discuss Juvenile Issues
16. Official from State GOP Headquarters

SUGGESTED COMMUNITY SERVICE PROJECTS

1. Adopt a highway
2. PLUS: Project Literacy U.S.
3. Habitat for Humanity
4. American Red Cross sponsor blood drives, assist with disaster relief
5. Big Brothers/Big Sisters
6. Special Olympics

7. Adopt a school and read to children
8. Chaperone an alcohol free graduation party for MAADD and/or SADD
9. Visit a seniors' center
10. Set up a group to assist the elderly by raking leaves, showing snow, etc.
11. Women's shelter
12. Veterans Hospital
13. Hospice
14. Phone-a-thon for a local charity or civic cause
15. Work at a food bank or soup kitchen
16. Animal shelter or wildlife refuge
17. Clean a community park
18. Organize a regular program to visit hospitals and nursing homes
19. Coordinate a softball challenge, walk-a-thon, car wash, or carnival with proceeds going to a local charity
20. Host a summer picnic or party for boys and girls from an area children's group home
21. Raise funds to purchase smoke detectors for the needy

SAMPLE CONSTITUTION

Article I - Name

The name of the organization shall be the _____ Young Republican Club.

Article II - Objectives

The objectives of the Club shall be:

1. To develop and maintain a (county/city-wide) Young Republican organization.
2. To bring young people into the Republican Party, to provide an opportunity for political expression and recognition, to train political workers, and to provide a practical means by which they may contribute in the development and betterment of the Republicans Party as a service to the United States of America, and the State of _____ and its political subdivisions.
3. To support the principles, objectives, and platform of the Republicans Party and to work for the election of all duly nominated Republicans candidates.

Article III - Membership

Section 1: Active – Any person who is at least eighteen years of age but not over forty years of age, is a resident of _____ and is a registered Republican voter is eligible for active membership in the Club.

Section 2: Associate – Any resident of the _____ not meeting the requirements of active member status may be an Associate member and shall have all the rights and privileges of active members except that he or she shall not vote or hold office.

Section 3: Honorary – Honorary members shall be those persons so designated by a _____% vote of those members present at any regular meeting of the Club.

Section 4: Dues – Dues for active and associate members shall be determined annually by the executive committee.

Section 5: Expulsion – The membership may, by a two-thirds vote of those members present at a regular meeting, expel from the Club any member for any act or conduct deemed unfriendly or hostile to the best interests of the Club; provided that the Executive Committee has reviewed such proposed action and has made a recommendation, and that such member has been notified by certified mail of the recommendation of the Executive Committee at least one week prior to the meeting, and that such member has had the right to present a defense, either by himself/herself or through a representative. Notice of the charges against the member and recommendation of the Executive Committee must be included in the call of the meeting, and must be received by the membership at least 72 hours prior to the beginning of the meeting.

Article IV: Officers

Section 1: Designation – The officers of this Club shall be Chairman, Vice Chairman, Treasurer, and Secretary. All officers shall hold office from the annual meeting until their successors take office. No officer may serve more than two consecutive terms in the same office. Officers shall serve without compensation and must be active members in good standing of the Club.

Section 2: Vacancies – A vacancy in an elective office shall be filled by an election by the membership if more than six months of the unexpired term remain. If fewer than six months remain, the vacancy shall be filled by an election of the Executive Committee.

Article V – Powers/Duties

Section 1: Chairman – The Chairman shall preside at all meetings of the Club and Executive Committee, appoint committee chairs and committee members, supervise the activities of the Club, and perform all duties incidental to the office.

Section 2: Vice Chairman – The Vice Chairman shall, in absence of the Chairman, perform the duties of the Chairman, and shall perform such other duties as designated by the Chairman.

Section 3: Treasurer – The Treasurer shall collect and pay out all Club funds as directed by the Executive Committee. The Treasurer shall deposit such funds in a depository designated by the Executive Committee and shall keep accounts thereof open at all time to inspect. The Treasurer shall render accounts of the transactions and of the financial condition of the Club at each regular meeting and shall submit an annual written report at the January meeting. The Treasurer shall be bonded for such a sum as may be required by the Executive Committee, the cost of such bond to be borne by the Club. The Treasurer shall be a member of the Finance Committee and perform such other duties as assigned by the Chairman.

Section 4: Secretary – The Secretary shall be responsible for taking minutes at all Club meetings and Executive Committee meetings. The Secretary shall also be responsible for

the mailing of all announcements and notices and the handling of all other secretarial work as assigned by the Chairman.

Article VI – Executive Committee

Section 1: Duties – The Executive Committee shall consist of the elected offices of the Club, the immediate past Chairman, and the chairs of the standing committees, and shall be responsible for the management of all Club activities, subject to the approval of the membership.

Section 2: Meetings – Executive Committee meetings shall be held as such times and places as the Committee shall decide, and each Committee member shall receive at least three days notice from the Chairman unless said notice is waived by a majority of the Committee members. A majority of the Executive Committee shall constitute a quorum.

Section 3: Attendance – Any member of the Executive Committee who misses three consecutive meetings of the Committee, and does not show cause within 15 days, shall be considered to have resigned from his or her office.

Article VII - Meetings

Section 1: Regular – The Executive Committee shall set the date and time for each monthly meeting. Notice of the meeting shall be given to the general membership at least 72 hours in advance of each meeting.

Section 2: Special – Special meetings of the Club shall be held at any time by the Chairman or Executive Committee or by signed petition of ten percent of the active members. Written notice must be given the membership of the Club at least one week in advance of such special meeting. Such written notice shall contain a summary of the matters to be considered and only such matters shall be discussed.

Section 3: Annual – The annual meeting of the Club shall be the regular meeting in January of each year.

Section 4: Quorum – A quorum shall consist of twenty percent of the active membership.

Article VIII - Elections

Section 1: Annual – The election of officers shall be held at the annual meeting in January and officers-elect shall take office at that meeting.

Section 2: Nominations – At the regular meeting in November the Chairman shall appoint two Executive Committee members and the Club membership shall elect two non-committee members to serve with the Chairman as the nominating committee. The nominating committee shall submit a report of their nominations at the December meeting and the report will place in nomination the names of one or more candidates for each office. Nominations may also be made from the floor at that meeting or at the annual meeting.

Section 3: Ballots – Voting in all contested races shall be by secret ballot. No proxies shall be allowed. Fifty percent plus one of the votes cast shall constitute a majority for election. If a majority is not obtained on the first ballot, the two candidates receiving the most votes will be the candidates in a runoff election.

Article IX - Committees

Section 1: Standing – The Chairman shall appoint members of the committees. The Standing Committees shall be as follows: finance, membership, social, and events.

Section 2: Special – The Chairman, with the approval of the Executive Committee, shall establish all such committees as deemed necessary.

Article X – Candidate Endorsement

Section 1: Endorsement – Neither the Club nor the Executive Committee, nor any officers in their official capacities shall in any way endorse or oppose the candidacy of any Republican in the primary election.

Section 2: Penalty – Violation of this article shall constitute grounds for a vote of censure and/or removal from the office by the Club membership following the voting and notification procedures of Article III.

Article XI – State Affiliation

Section 1: Affiliations – This Club is a member of the _____ Federation of Young Republicans, and shall be subject to the Constitution and by-laws of said Federation.

Section 2: Convention – The Executive Committee shall nominate the delegates and alternates to the state convention and they shall be elected by a majority vote of the members present at the regular meeting one month prior to the Convention.

Article XII – Parliamentary Authority

Section 1: Authority – The rules contained in “Robert’s Rules of Order, Revised” shall govern all proceedings, except when inconsistent with this Constitution.

Article XIII - Amendments

Section 1: Submissions – A proposed amendment to this Constitution shall be submitted in writing to the Secretary at any regular meeting, at which time it shall be read to the members. It shall be voted upon at the next regular meeting.

Section 2: Notice – Written notice of the next regular meeting sent to all members shall contain notice of the proposed amendment to be voted upon.

Section 3: Vote – An amendment to this Constitution shall pass if receiving 2/3 vote of those members voting any regular meeting.

This Constitution is hereby adopted this ____ day of _____, 20__.

THE MEDIA

Publicity is a very important part of membership growth. You want the public to know about all of your activities and contributions to the community. Obviously, if you get a lot of media exposure, more people will know about your club. This will increase your membership. Following these steps will by no means guarantee media coverage for your event. However, it will greatly improve your chances.

A. STEPS TO INCREASE YOUR CHANCES OF GAINING EXPOSURE:

- 1. Identify the reporter most likely to cover your event/story and make contact with them.** If your newspaper has a weekly political news column, find out who writes it. If you see Republican-friendly articles, take note of the reporter's name. Call this person and introduce yourself. Let the reporter know that you will be in contact from time to time regarding upcoming events. Find out how the reporter prefers to receive the information. Some people prefer faxes, others email, and others regular mail.
- 2. Find out when the paper's submission deadlines are.**
- 3. Send the press release at least 3 or 4 days prior to the submission deadline.** Send it directly to the attention of the reporter you contacted earlier.
- 4. Follow up about 2 days prior to the submission deadline.** Make sure the reporter received the press release, and politely ask that it be included. **THANK THE REPORTER FOR HIS or HER TIME**
- 5. Follow up after the information is included in the paper.** **THANK REPORTER FOR INCLUDING IT. THANK HIM/HER FOR BEING FAIR.**
POINT TO CONSIDER: Is your event *NEWSWORTHY*? Individuals and groups seeking coverage constantly bombard reporters and editors. As a result, you have to catch their attention. They will only print those items that are deemed to be "newsworthy." The fact that your Young Republican club is having an event at a local high school next Saturday afternoon is not necessarily newsworthy. The fact that your local Congressman will be the guest speaker **IS** newsworthy. Consider these items when you develop your press release.

B. PRESS RELEASE GUIDELINES

Written Press Releases should contain certain specific information. Your Press Release should be typewritten, double-spaced, one page, and one-side maximum. It should include the following information:

- ◇ The contact name and phone number for your club (list work and home number) Also list an email for response and a web page that has the information for the event
- ◇ The date that the information can be published
- ◇ Who is conducting the activity and whom it benefits
- ◇ What the activity is and the most important details
- ◇ Where the activity will take place. Be sure to give the street address of location and directions, if appropriate.
- ◇ When--Include the day of the week, month, date, year, time and a.m. of p.m.

- ◇ Photos—Check with media representatives to see if they prefer black and white or color photos. Include a description of the photo.

Please remember, this press release is more important to you than to the media. They are not likely to go out of their way to gather the information you neglected to include.

Check to see if you can email the press releases to the local media. It will save time and money for your club. In addition, it will be easier for the media, if they have the information in an electronic format.

SAMPLE PRESS RELEASE

(Release immediately following the organizational meeting.)

(Name of Club) Young Republicans

FOR IMMEDIATE RELEASE

For information:

(Name)

(Phone Number)

(Release Date)

_____(name)_____ of (City) _____, _____(official title)_____ of the _____(state)_____. Young Republican Federation met with local Young Republicans last evening to charter the newly formed Young Republican Federation (met with local Young Republicans last evening to charter the newly formed (name of club) _____). At the meeting attendees heard from local GOP officials, elected officers, and adopted their constitution.

The new chairman, _____(name)_____, announced plans for their upcoming projects, including _____.

Other elected officers include _____(name)_____, of _____(city)_____, etc. (include title)

The new chairman, _____(name)_____, announced that the first regular meeting of the club will be _____(date)_____ at _____(location)_____ with _____(name)_____ as guest speaker. Other program plans include _____. All interested persons are encouraged to attend the upcoming meeting. Plans for the next few months will be formulated at this time.

All interested Young Republicans may call _____(name and phone number)_____ for further information.

SAMPLE MEMBERSHIP APPLICATION

Applying to be: _____Active Member (18-40 years old) _____Associate Member (40+)

Name: _____

Address: _____

Phone(s) (work) _____ (home) _____

E-mail Address: _____ Fax: _____

Are you applying for: _____ Single Member (\$15) _____ Couples (\$25)

Spouse's name: _____ Spouse's Birth Date: _____ Your Birth Date: _____

Signature

Date

In what areas would you like to participate?

_____ Issues and Platform

_____ Fundraising

_____ Publicity

_____ Club Newsletter

_____ Social Events

_____ Phone Calling

_____ Campaigns

_____ Recruiting Members

_____ Speakers for Meetings

_____ Voter Registration