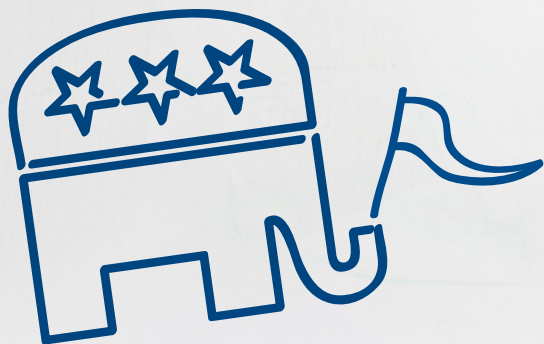




Reince for RNC Chairman

The RNC Plan for Victory
in 2011 and 2012





MY PHILOSOPHY

The RNC Chairman plays a critical and invaluable role in advocating for the Republican Party's platform, principles and candidates. Our next Chairman must be a conservative - fully committed to being a "servant leader" of the Committee and the entire Republican Party if we are to be successful in 2011 and 2012. There is much at stake.

I'm running for Chairman for only one reason. I believe our country is in great peril and we have to do something about it. People in politics always say that the next election is the most important election ever. But the direction that Barack Obama, Harry Reid and former Speaker Pelosi have been taking America is causing real damage to our great country. Our Party must lead the way to a better America.



We have an enormous opportunity to not only strengthen our Party but, more importantly, save our country and the very idea of America. The United States is exceptional. Yet, with each passing day under the current President we lose more and more of what made our great nation "a shining city upon a hill whose beacon light guides freedom-loving people everywhere."

As RNC chairman, I will be dedicated to a philosophy of working together as a team. Our mission is too important for anyone in leadership to act alone or act to the exclusion of any gifted and talented person hungry to help us succeed at the ballot box.

My interest is to bring all of us together for a common purpose - to unite our Party and to secure Republican victories from the White House to state houses all across America.

Reince



The Republican National Committee is a committee of 168 individuals in 50 states, 5 territories and the District of Columbia. We have one common goal - electing Republicans. We are not simply a building in Washington, D.C. We have been elected by our state and territory Republican membership to promote the Republican Party. It is my goal as Chairman of the RNC to allow us, as a committee, to do our job of supporting state parties and electing Republican candidates with the proper resources and focus.

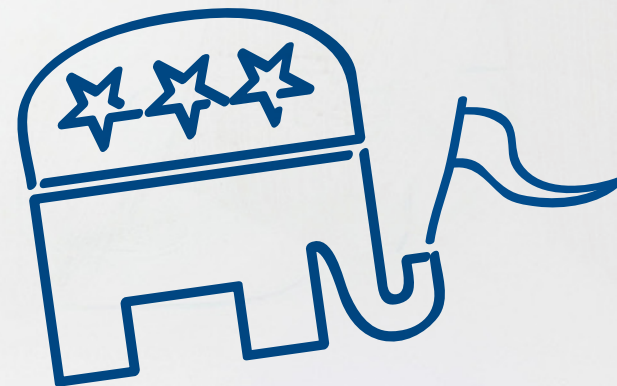
The RNC Members are the Board of Directors and the Chairman is the elected CEO to fulfill the mission of the RNC. There must be a business plan in place to operate effectively and restore faith in our donors.

The Executive Committee of the RNC must have a role to oversee the operations of the RNC. Under my leadership we will break from past traditions and elevate the Executive Committee:

- ✓ The Executive Committee will be the Transition Team leaders.
- ✓ The Executive Committee will convene at least once a month.
- ✓ The Executive Committee will be a part of the new team with our sister Committees.

The Budget Committee of the RNC must have a role in overseeing the budget of the RNC. Under my leadership:

- ✓ The Budget Committee will have an active role in creating the budget for 2011 and 2012.
- ✓ The Budget Committee will convene once a month and be updated on major donor progress and the ensuing results of our increased fundraising efforts. This will include a review of the Chairman's actions of calling and visiting with major donors. Accountability will be a priority.
- ✓ The Budget Committee will be part of the team making tough allocation decisions to spend the RNC budget most effectively and efficiently.





The Sub Committees of the RNC must have a clear role and mission. Under my leadership:

- ✓ Each Committee will have defined priorities and be action oriented.
- ✓ Committee leadership and membership will be reassessed where allowed by RNC rules.
- ✓ Every Member should be included in RNC leadership and every Member will have the opportunity to serve in a specific role within the RNC. We need to make use of the incredible talent and experience we have on the RNC.

We must put together a top notch staff to assist in executing the RNC Members plan for Victory.

Under my leadership:

- ✓ We will be a Member committee not a Consultant committee.
- ✓ We will have a strong staff with experience in leading and implementing.
- ✓ We will employ staff that understands the proper culture of the Committee - our Membership know their states and territories the best. Listening, not dictating, will be our method of operation.



14-DAY ACTION PLAN

The RNC Rules stipulate that whoever wins the officer elections on January 14th, 2011 will immediately take office. The newly elected Chairman will be given the gavel and must be prepared to lead. Our plan for RNC Victory in 2011 and 2012 will include specific action items. We begin with specific action items for the first 14 days. Our plan will be expanded in the following weeks in consultation with each of you.

We, as the Membership of the RNC, know that we must stop the bleeding immediately. And we must and will be prepared to lead and implement from day one.

UNITY:

- ✓ Immediately reach out to former RNC Chairmen to schedule conference calls and meetings to gain advice and counsel. Regular conference calls with former Chairmen will be part of my routine throughout my tenure.
- ✓ Meet/Call with Republican Leadership; Senate Minority Leader McConnell, Speaker Boehner; NRSC Chairman Cornyn; NRCC Chairman Sessions; RGA Chairman Perry; prospective Presidential candidates.
- ✓ Executive Committee call and RNC Regional conference calls.
- ✓ Meet/Call key political leaders with the Tea Party and key coalitions.

OPERATIONS:

- ✓ We will identify and hire a Chief of Staff.
- ✓ Given the RNC's financial reality, our staff must be lean and effective. We will assess current RNC staff and operational structures to determine where proper reductions can occur.
- ✓ Examine current expenditures, reduce expenditures and ensure austerity and responsible management of funds.
- ✓ Ensure a comprehensive RFP process is in place and is enforced at the RNC.
- ✓ Put forward the "Good Governance" resolution to the Executive Committee for debate and passage.



14-DAY ACTION PLAN (CONT.)

FINANCE:

- ✓ Put in place a Finance Chairman and begin the process of recruiting Regional Chairmen.
- ✓ Personally call at least 150 Major Donors and begin scheduling major donor visits. Conduct an assessment to develop the best strategy in regaining the support of major donors.
- ✓ Name a Budget Committee Chairman and meet with the RNC Treasurer to assess debt and payment schedules.
- ✓ Begin the process of re-implementing a Regional Finance Director program, which is dedicated to helping State Parties raise additional funds.
- ✓ Review all employment contracts within the Finance Department to determine what changes need to be made immediately.
- ✓ Compile a list of every vendor/job and give all vendors notice that no contract is automatically extended. Send out an RFP and instruct staff that there must be a minimum of 3 proposals before a contract is awarded.

CONVENTION:

- ✓ Personally call the Host Committee and schedule a visit to Tampa, FL.
- ✓ Ask for the immediate resignation of the COA staff to ensure the very best personnel are hired.
- ✓ Begin the process of evaluating candidates for Convention Manager.
- ✓ Put together a task force of RNC Members and former Convention managers who have experience with conventions.
- ✓ Have the task force audit the COA contracts and expenses.



14-DAY ACTION PLAN (CONT.)

POLITICAL:

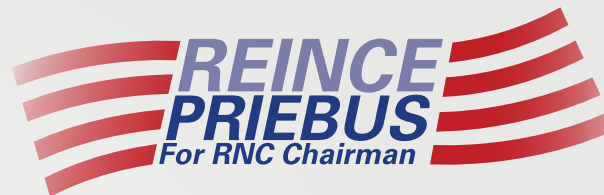
- ✓ Identify and hire a Political Director.
- ✓ Begin the process of hiring Regional Political Directors in consultation with State Parties.
- ✓ Name a Chairman for the Redistricting Committee, call a meeting in Washington, DC of committee members, technical experts and lawyers to continue preparing for the redistricting process throughout the country.
- ✓ Convene a meeting with the Regional Political Directors to obtain a proper accounting of special elections and special needs of State Parties.
- ✓ Focus staff on lessons learned from 2010 before they are lost.
- ✓ Put together a task force of RNC Members and former Political Directors to assess priorities and structure.

COMMUNICATIONS:

- ✓ Begin the process of identifying and hiring a Communications Director.
- ✓ Ensure the basics are getting done - press releases and research in opposition to Barack Obama's liberal agenda.
- ✓ Focus on a strong surrogate and booking shop.
- ✓ Strategic appearances on TV where necessary to rebuild the brand of the RNC.

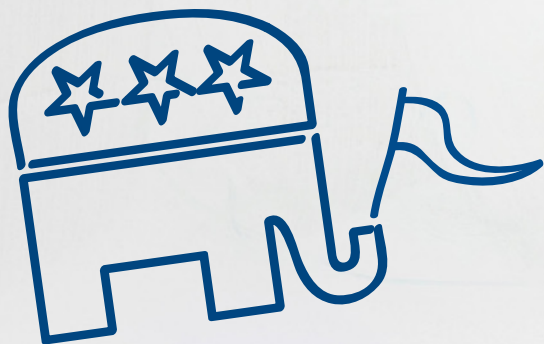
TECHNOLOGY:

- ✓ Initiate development of a new "Members Section" secure login on the primary RNC website to access key materials such as: meeting minutes, agendas, research documents, etc...
- ✓ Audit of all technological assets at the RNC.
- ✓ Staff will research all potential technology for State Parties and each RNC division.
- ✓ Begin conducting a "lessons learned" study with State Parties and candidates on using technology to raise money and win elections.



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Phase II





9-MONTH PLAN

UNITY:

- ✓ Organize RNC Conference Calls with Sister Committee Leadership (NRCC, NRSC, etc) to inform Members of their activity. Members will have an open conversation about candidate recruitment in their states.
- ✓ Hold RNC Spring Meeting and allow time for Members to interact and learn from each other. Bring in congressional and senate leadership for open and informative learning session. Make the RNC meetings memorable, learning experiences.
- ✓ Put together an advisory group of Republicans including Past Chairman, Capitol Hill, and Talking Heads. Let RNC Membership know in advance of advisory meetings to allow them to be in attendance.
- ✓ Put together a series of key leader meetings (WRFW, TEA Party, etc). Inform RNC Membership before inviting a leader from their state. Invite RNC Membership to attend these meetings.
- ✓ Organize a truly value added RNC Summer Meeting with input from Members.
- ✓ Expand Member Services to include daily contact with members to survey progress and interactions.

OPERATIONS:

- ✓ Implement an audit of all contracts building wide and corresponding proposals.
- ✓ Implement a budgeting process where if goals are not met the budget is adjusted accordingly building wide.
- ✓ Reorganization of RNC Staff to be more productive regarding member and state party relationships.
- ✓ Institute the new modernized accounting system, which will allow for more efficiency and transparency.
- ✓ All current and new employees will be asked to sign a code of ethics and confidentiality, which shall remain in effect upon an appropriate period of time after leaving RNC employment.



9-MONTH PLAN (CONT.)

FINANCE:

- ✓ Multiple and frequent Major Donor low cost finance events throughout the country and in each region.
- ✓ Major Donor Calls per month with measurable monthly goals released each month to the RNC Budget Committee Members.
- ✓ Senior Staff Major Donor Calls per month with measurable monthly goals released each month to the RNC Budget Committee Members.
- ✓ Clean up our donor lists - phone, mail, and email -- and use the in house analysis team to apply the RNC Microtargeting data and ID data to update and maximize our lists. The RNC has spent millions of dollars updating their voter lists and that information needs to be applied to the donor lists.
- ✓ Ensure there is one master email list that does not get caught up in division competition. The master email list will be controlled by the COS and/or his or her Deputy to maximize the list for both raising money and winning elections.
- ✓ Meet State Victory finance goals with the help of the regional finance directors and resources from the RNC and state.
- ✓ Use regional finance chairman to work with regional finance director and state parties to meet the financial goals of State Parties and the RNC.

POLITICAL:

- ✓ Assist the State Parties in writing a 2011 and 2012 Victory plan with measurable goals for registering voters, IDing voters, and building volunteer base.
- ✓ Assist the State Parties in initiating and funding their State Victory accounts. Work with the State Parties in writing a finance plan to fund their Victory plans. The plans will include fundraising milestones and goals. Regional finance directors will help states in reaching those goals.
- ✓ Work with State Parties to begin the candidate recruitment process.
- ✓ Initiate a thorough review of GOTV and 72 Hour programs.
- ✓ Put in place a robust and serious political education program which trains activists and campaign and victory staff.
- ✓ Win special and off year elections in Kentucky, Louisiana, Mississippi, New Jersey and Virginia gubernatorial and legislative races.
- ✓ Implement a coalition plan that identifies leaders and activists for each coalition. Turn the lists over to the State Parties.

CONVENTION:

- ✓ After staff changes are made and a convention manager is hired, recommend a budget and staffing needs to the COA.
- ✓ Form a committee of RNC Members who will be involved with making recommendations to the COA.
- ✓ Form a technology task force to ensure we use technology in ways we never have before at Conventions.
- ✓ Appoint Members to COA that will make sure the committee is run in a professional businesslike manner.

COMMUNICATIONS:

- ✓ Develop a surrogate program in every state to critique the Obama administration policies at local GOP clubs and parties, local talk radio and state press.
- ✓ Train State Party and allies press and communication officers to be able to effectively deliver the Republican message.
- ✓ Develop relationships with state and local blogs and bloggers. Have routine conference calls with bloggers.
- ✓ Where needed help expand conservative oriented blogs.
- ✓ Develop a grassroots communications relay team. Creating a system so grassroots can pass on Republican communication messaging.
- ✓ Attend major TEA Party and coalition events where appropriate and develop ongoing communications with those groups.

TECHNOLOGY:

- ✓ Invest in Voter Vault open source technology.
- ✓ Reorganize the technology resources in order to service all divisions of the RNC and the State Parties.
- ✓ Put together a committee of all technology leaders in the party and beyond. Have them present case studies of new technology and how that technology may be used to win elections. The committee will meet once a month in 2011.
- ✓ Experiment with new technology in the 2011 elections in order to be prepared for the 2012 Presidential race.
- ✓ Complete secure section of the RNC website for Members to obtain important information.
- ✓ Continue to develop handheld technologies and applications to improve canvassing, ID programs, and GOTV efforts as well as overall communications strategies.

