

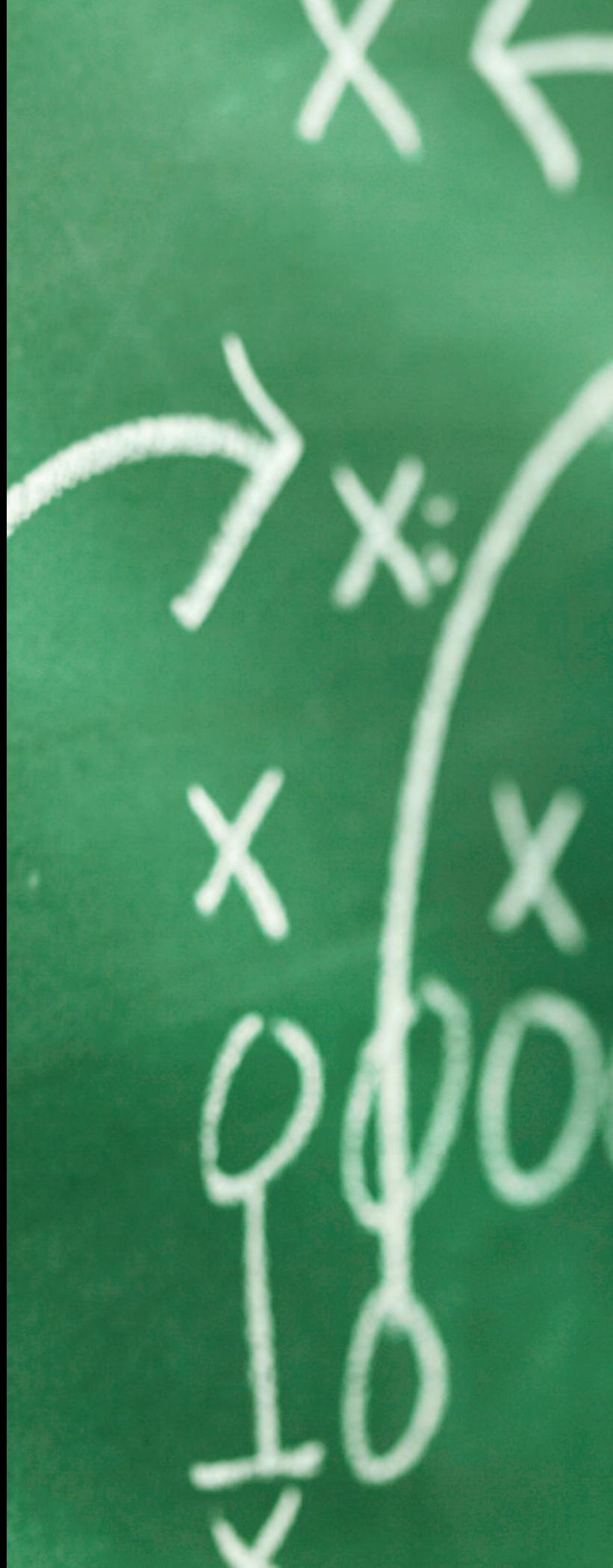
The Anuzis Playbook

Tackling the Fundamentals



Saul Anuzis
FOR RNC CHAIRMAN

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To My Colleagues on the Republican National Committee:

The next Chairman of the Republican National Committee will have to execute thousands of strategies and tactics to achieve our shared goals of ending Barack Obama's disastrous Presidency and building on our historic gains in Congress. But we have five fundamental challenges that will make all the difference in the next two years:

1. **Restoring the credibility of the RNC with donors, activists and voters.**
2. **Making the RNC a financial powerhouse again.**
3. **Going beyond the 72-Hour Program to a 30-Day Program.**
4. **Winning the digital, social and mobile campaign.**
5. **Involving and empowering the members of the RNC to a greater extent than ever before.**

I'm running for Chairman of the Republican National Committee to make a clean break with the past, and I know that I can tackle these fundamental challenges effectively, and successfully do the basic blocking and tackling that will win elections.

As a State Party Chairman and National Committeeman I earned the trust of the donor and activist communities. I raised record funds in my state. We led the country in voter contacts in our successful 72-Hour Programs. We innovated on the digital front when many others were hesitant to embrace these new technologies. And I involved my state committee as partners in all we did.

Millions of Americans strongly fear for the future of our country if President Obama is re-elected and we have an obligation to them to mount a successful campaign to limit this President's damage to a single term. We can't meet that obligation without restoring the RNC as the pre-eminent political organization in our country. And we won't achieve that restoration with anything less than a clean break with the team of the last two years.

I ask for your vote for Chairman with the confidence that we can win together, and a commitment to doing whatever it takes for Republicans to triumph in 2012.

Sincerely,



Saul Anuzis



Restoring the Credibility of the RNC

It's no wonder that the faith of donors and activists in the RNC has been shaken. We needn't recount every detail here. But the headlines of the last two years have been devastating to the reputation and credibility of the RNC, as we've read about lax accounting procedures, invoices hidden in drawers, and spending RNC funds in places with questionable themes.

When the Republican National Committee elects its next Chairman, it's essential that we make a clean break with the last two years. To do anything less will signal to donors and activists that it's business as usual at the RNC. With a new leadership team at the RNC, we can set about the task of rebuilding the credibility of the committee, and restoring the trust of donors who expect the committee to be good stewards of the funds they generously donate. **Here's how we'll do that:**

- ✘ As Chairman, I'll appoint a special task force of committee members, Co-Chaired by our new General Counsel and Budget Committee Chairman, to review and strengthen every accountability and transparency policy at the RNC. Every procedure will go under a magnifying glass to ensure that all funds are properly used.
- We will strengthen the Budget Committee, and give it real teeth to enforce spending discipline at the committee. The Budget Committee will receive the information it needs to be an active partner in guiding financial decision-making.
- ✘ We will establish tight policies on travel expenses. The days of VIP jet-setting are over.
- We will develop a new system with greater transparency for posting and reviewing Requests for Proposals from RNC consultants and vendors, and a system of competitive bidding for contracts above a certain threshold.



Making the RNC a Financial Powerhouse Again

Our party enjoyed tremendous success at the ballot box in 2010, yet we still fell short in so many close elections. Just consider what election night might have been like if we had won five more Governor's offices in Illinois, Vermont, Oregon, Minnesota and Connecticut. We fell just a handful of votes short in a dozen more congressional races. And we all probably know several outstanding, hardworking candidates in our own states who came stunningly close in legislative or county campaigns.

Unfortunately, the Republican National Committee could not deliver the resources it took to mount the robust get-out-the-vote campaign that could have pushed these candidates over the top. Many of the committee's most generous donors withheld support from the RNC the last two years, lacking confidence in the committee's leadership, plan and internal controls. When we've restored the credibility of the RNC, we can rebuild their confidence that their contributions will be wisely spent.

Here's what we'll do to make the RNC the financial powerhouse it's always been – and will be again:

- ✘ We will rebuild the National Finance Committee, restructuring the committee on a regional basis, and providing the Committee the staff support they need to succeed.
- ✘ We will develop a complete two-year plan for the most aggressive Victory Operation in history, so that prospective donors know exactly what they're investing in.
- ✘ We will develop a plan to quickly retire the debt incurred over the last two years, so that this burden doesn't hang over our efforts in 2012.
- ✘ We will showcase the reforms of our accountability and transparency task force so that prospective donors know that rigorous internal controls are in place to ensure funds are properly spent.
- We will rebuild the historically successful donor clubs like Team 100, the Regents and the Eagles.
- We will tightly control the cost of fundraising. These costs have spiraled out of control and need to be reined in.
- As Chairman, I'll make my number one focus raising money. Upwards of 70% of my time will be devoted to asking our supporters to support us financially. The most disappointing thing I've heard since Election Day is how many Republican who had generously given to the committee for decades had never been asked to contribute in the last two years. That will change.

Going Beyond 72-Hours: The 30-Day Program

In the four election cycles from 2000 to 2006 the RNC reinvented the way by which Republicans conducted voter registration, voter identification, absentee/early voter programs, and our get-out-the-vote programs. By combining new technology and innovative tools with massive financial resources and robust manpower, the Republican “ground game” shot past the Democrat’s and gave the GOP the edge we needed to maximize winning opportunities and mitigate losses in bad election years.

By 2008 the Democrats had caught back up to us with the ground game operations and actually moved ahead due in large part to the Obama campaign’s emphasis on online tools to inform and motivate their troops.

In 2010 the RNC simply did not have the resources to devote to matching, let alone overtaking, the Democrat ground game. I say that, even in light of the historic Republican wins of 2010: More Republicans would have won in 2010 had our Party amassed resources comparable to previous election years and devoted them to our ground game.

Winning in 2012 does not mean we can simply turn back to the vaunted 72-Hour Program that led the way during most of the past decade. ***The reality is that we need to drive our GOTV intensity over the last 30+ days of the election.*** If voters are casting ballots, either at early voting stations or in the mailbox, our GOTV machine must be firing on all cylinders.

October will in essence become GOTV month. The RNC will devote the resources required to generate the manpower and intensity associated with the 72-Hour program, but at a level that is required to sustain the effort over the entire month. This will be the primary focus of resources when I am chairman – ***fund the ground game first!***

- ✘ We will invest more resources toward improving Voter Vault. We will make Voter Vault even simpler to use, more powerful, more suited to the individual users, and easier to utilize via mobile units like smart phones.
- ✘ We will invest more resources into more Victory Centers than ever before. I believe we can generate greater enthusiasm, manpower and productivity by significantly increasing the number of VCs. One centrally located VC in a certain area may sustain an ongoing 50 volunteers, but two VCs located more proximate to differing population centers may each be able to sustain 30 or 40 ongoing volunteers.
- We will invest more resources toward verifying the accuracy of existing voter rolls. Fraud exists and inaccurate official voter lists are commonly used to rig the system. We will invest more resources toward verifying the accuracy of existing voter rolls.
- We will invest more resources to matching and obtaining emails, social network profiles, and cell phone numbers to voter files. Voters are receiving information through dynamically changing channels and the RNC must stay ahead of the curve.

- ✘ We will invest more resources into Voter ID programs. Our targeting will only be as good as the quality of the data we have available and use on our lists. Data must continuously be updated, enhanced, and grown.
- ✘ We will invest more resources into the utilization of predictive tools. Greater investment in microtargeting, and additional hard-ID tools will ensure our data is more effective and efficient than that of the Democrats.
- ✘ We will invest more resources into absentee and early voting programs. More voters are voting early, either via absentee ballots or some other early voting mechanism depending on which state they live in. Greater investment in communications to these voters, more resources directed at getting them to act, and more emphasis on propelling likely GOP voters to avail themselves of early voting (in whatever form) will pay large dividends. So too will greater emphasis on removing those who've already voted early/absentee from our ongoing contact universe.
- We will invest more resources into generating a veritable army of volunteers on the phone that we have ever had before. Recruiting volunteers is a labor- intensive exercise. Training them is too. The resources devoted to equipping, transporting, feeding and extracting the data from volunteers are extensive and an integral part of the GOTV plan. As Chairman, I will make sure these operations are well funded and executed properly.
- We will invest more resources to ensuring we accurately track our target voters and get them to the polls. Our ability to monitor the poll books and determine who has, and has not voted, is not up to pace with the technologies we have at our disposal. Now is the time to change that.
- We must ensure more resources are devoted to state and local parties as well as individual campaigns to ensure fair, fraud-free elections, challenge irregularities, and ensure an accurate counting of votes. Massive numbers of people need to be trained, equipped, and deployed. This is all complicated by a decades-old consent decree that the RNC is subject to. As chairman, I will vigorously pursue ending that long-ago consent degree.
- ✘ We will invest more resources preparing to parachute into possible recount situations anywhere in the country. No election day is complete without a razor-close election or two where the outcome can linger for weeks or months. The quicker we are prepared to act, the more probable our chance of success may be in many of these situations.
- ✘ We will revive the RNC's role in political education, running training programs for our activists and grassroots leaders. The return on investment for training is tremendous, because we have no more valuable resource than our supporters in every community of our country.

These are the nuts-and-bolts components of what the Party must do. My commitment as Chairman is that we will map out what is required to execute the preeminent program, determine how much that will cost, and then commit the resources to funding these activities. No war can be won using air power alone. Our troops need to be on the ground always advancing and occupying into not only necessary and desirable territory, but even advancing into Democratic stronghold territory. That's how the RNC will operate on my watch.

Winning Digitally: The Social/Mobile GOP Everywhere

There is little question that during the 2008 campaign cycle Republicans were outmaneuvered in terms of using technology to move their message and activate supporters. The Obama campaign's use of online tools to organize its grassroots offline was unprecedented and unmatched. Republicans were caught flat-footed. As the Chairman of the RNC's Technology Committee, I saw firsthand that we gained ground in 2010 and now have an opportunity to take our efforts to the next level.

The democratic, free-market, rapidly evolving, ground-up nature of the Internet is aligned with Republican Party values -- and for that reason, we can surpass Democrats in 2012. Together, we have seen the Tea Party movement and other local conservative activist groups effectively use technology to self-organize to win elections, oppose the government takeover of our health care, "cap and tax," and other big-government initiatives. Our mission is to empower these people and give them a way to use the RNC's data, research and other resources to give themselves and others a voice and the ability to speak out and affect real change in America.

To put it simply, the RNC has two primary objectives -- to rebuild the Republican Party brand and to build a bridge to engage Republicans and the grassroots. The Internet presents a compelling and unique opportunity to leap ahead on both objectives, at a time when surveys say that 72% of voters get at least some information about campaigns online.

Rather than emulate what the Democrats have done and continue to do on the Web, we need to innovate. The ultimate goal should be to reach, empower, activate and listen to the grassroots to better arm them in their efforts to elect conservative candidates.

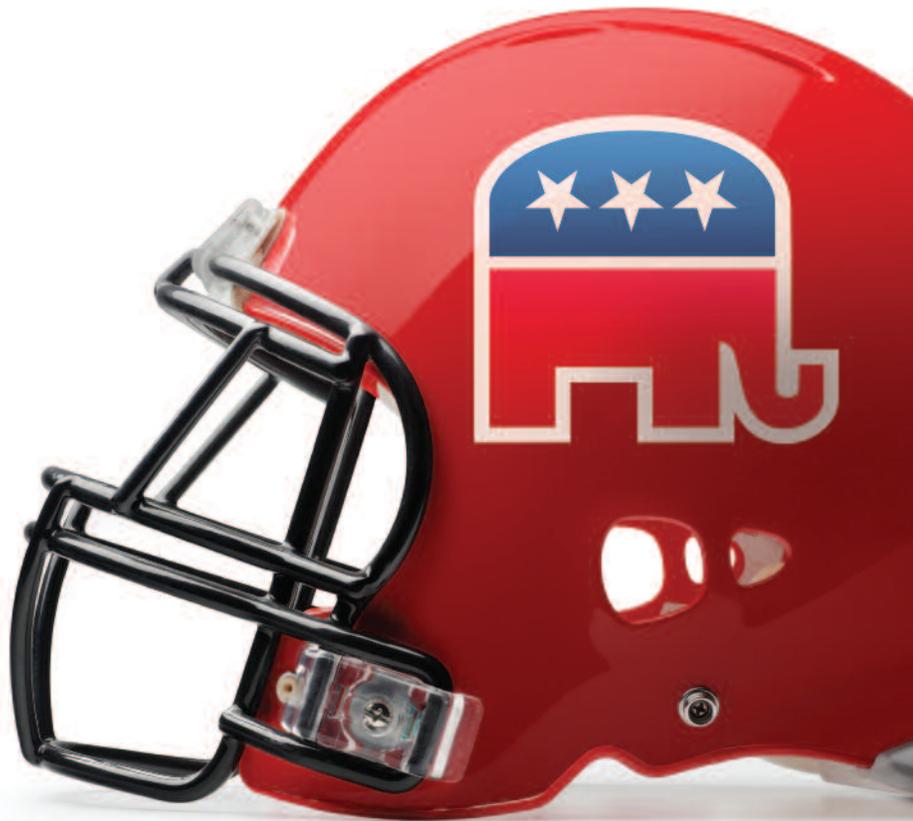
The use of technology is not the end goal. In its broadest sense, "technology" is the facilitator for a distributed grassroots network. Since 2008, we have seen millions of potential activists yearning to be heard and reached. Now is the time to tap into something bigger than just the party -- the growing frustration with big government -- and turn it into a powerful army of everyday Americans who are ready to take back their country.

Our challenge is not so much a lack of activism but the inability to harness it and then activate it when needed. Plenty of people -- like soccer moms and college students -- are willing but just aren't being asked to be a part of the Republican National Committee network.

Therefore, our party must address how to leverage technology in a way that will attract these Republican activists and then facilitate ongoing involvement & activism.

While this is a "technology plan," it's actually much more than that. Technology should not be a stand-alone component of the RNC. Gone are the days of having separate communications department and "eCampaign" departments. Instead, technology must be infused into everything the RNC does to make its efforts more effective and more efficient.

I'll be releasing a more detailed plan shortly. But the focus is on taking our Internet campaign beyond just our web site, infusing social networking and mobile communications into everything we do. Our goal is to equip Republican and conservative activists with tools that will let them take action anytime of the day or night, no matter where they are. Think of it as having a Victory Center in every home, or on every cell phone.



Involving and Empowering RNC Members More Than Ever Before

Our party is built on the relationships we all have with one another as activists and party leaders; elected officials and constituents, and the common belief that our conservative approach to governance is in the best interest of our nation. The relationships that form the fabric of our party should always be a grassroots-up relationship of equals and not a Washington-down paternalistic relationship.

Role of RNC Members

RNC members are the Board of Directors, and the Chairman is elected to implement the objectives and policies set by the board. As Chairman, I will work for the membership. I will constantly look to RNC members for input and guidance. These are the leaders I will depend on when working with their state party to help carry out the RNC's objectives and policies within their state or territory.

I will work with the entire membership from each state. Having been a state chairman, I fully appreciate the vital role of chairs within their states and within the RNC and will work with members to enhance the relationship between the RNC and state chairs. I will also work to involve National Committee Women and Men to a much greater degree than I have witnessed during my tenure as an RNC member. I believe there is underutilization of the experience, skills, passion and commitment of our committeewomen and committeemen.

- ✘ I will conduct Listen & Learn sessions with members, party leadership and elected leadership in every state and territory during the first 6 months after I am elected Chairman. Throughout my tenure I will conduct regular regional meetings that will help to localize our approach and will give me an opportunity to hear from you where you live.
- ✘ I will conduct monthly regional on-line/video conferences with RNC members to receive input and advice, and also to make members better aware of ongoing activities at the RNC.
- ✘ I will always be accessible via phone or email to listen to ideas or concerns of members, to answer questions (or find someone who can answer them if I am not best suited for a particular question) or to help with a problem a member may be experiencing.
- ✘ I will work to make our regular meetings more interactive and productive.
- ✘ I will devote training and resources to assist members, not just state parties, to do their jobs better. This will include training on use of communications technology such as email and blogging and using tools like Facebook and Twitter. The RNC will also help members with their communications by providing a member list-serv and by providing contact management services for the members.



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