



Coalitions Program

The Ohio Republican Party will expand our organization at the grassroots by building an unprecedented coalition based infrastructure. We know that many unaffiliated voters as well as members of our Republican family share issue interests and policy goals aligned similarly with the Republican Party platform, our elected leaders and candidates. Yet, every two years around an election cycle, national and state campaigns spend precious time and resources hastily re-cultivating grassroots outreach programs that disappear as soon as the election is over. By building permanent county based networks with key coalitions, we will create long-term organizational benefits for the Ohio Republican Party at every level.

Republican Coalitions being established:

- Agriculture Coalition
- Educators and Parents Coalition
- 2nd Amendment Rights Advocates
- Sportsmen Federation
- Small Business Owners Alliance
- Veterans Coalition
- Faith and Values Coalition

Coalition Goals:

- **Communication**
 - *Education* - improve Republican Party issue-based communication at the grassroots
 - *Feedback* - channel grassroots feedback to elected leaders, candidates and key staff
 - Outreach on policy initiatives and coalition priorities through local public speaking and events
 - Support strategic ORP Communication Department efforts with local media (ie: LTE campaigns, radio call-ins, press conferences, other events)
- **Grassroots Activism**
 - Identify local events for Republican elected leader and candidate presence
 - Enhance grassroots volunteer recruitment activities for state and local leaders
 - Event participation and crowd building
 - Participate in and strengthen county Republican organizations
 - Social media outreach
- **Build our database**
 - ORP and local coalition communication
- **Voter Registration**

How We Build It in 2013:

1. Identify Leadership Teams (February-June)
2. Leadership Team Meetings (April-September)
3. 25 District Coalition Leaders Identified and 88 County Leaders Identified (April-November)
4. Build out county organizations and general coalition activities (September-December)
5. Regularly test structure (ongoing)