

INDIANA
FEDERATION OF
YOUNG REPUBLICANS
THE YOUNG HOOSIERS OF INDIANA'S ONLY
PARTY OF PURPOSE

5-YEAR STRATEGIC PLAN

Enacted Saturday, May 18th, 2013 in Indianapolis, Indiana

Indiana Republican Party State Committee Edition

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EXECUTIVE SUMMARY

We've got a lot of work to do.

The Indiana Federation of Young Republicans (IFYR) is one of the oldest chapters of the Young Republican National Federation (YRNF), and is the longest sustained chapter in the nation. Under our new administration, we desire to make the IFYR the strongest and most effective it has ever been. We do not feel that this goal can be attained without both an immediate and long-term vision. One without the other can be dangerous.

This plan, which is designed to always be looking 5-years ahead on an annual basis, will outline our goals and strategies over its intended time period. We intend to require this document be updated yearly so that we are always looking 5 years ahead, and continue to renew our vision and add fresh ideas.

This plan will include a redefinition of the organization and restructure of its purpose, its operations, its membership, its leadership, and its governing documents. We intend to increase its public profile and to define the term "seriousness of purpose" as it pertains to this organization.

We will outline our membership growth strategies both in terms of county organizations and overall membership. This plan will also lay out our plans to sustain that growth and retain its members. We will lay out our intention to create a partnership with the Indiana College Republicans.

With growing our organization, we must also become more organized in order to support and sustain that growth and retention. We intend, on day one, to form several committees that will oversee specific operations of the organization – which will bring focus and much needed order to certain operations.

We will lay out our fundraising intentions including strategy. Most importantly, when it comes to fundraising, we will lay out what we will allocate those funds for – which will mainly be for deployments of YR's on the campaign trail. The general campaign operations of the IFYR will be county by county – working for candidates in their areas. However, we want to conduct several deployments to help in competitive areas where major door-to-door activity can be the difference in a race.

Thank you for taking the time to read this plan. We are serious about taking this organization and making it one that is viable and benefits the Indiana Republican Party.

RESHAPING IFYR

Defining our seriousness of purpose

Before we can move forward as an organization, we must first understand what the organizations intent is and what its purpose is.

Our intended purpose of the Indiana Federation of Young Republicans is as follows:

The Indiana Federation of Young Republicans (IFYR), a chapter of the Young Republican National Federation, is the youth and young professional arm of the Indiana Republican Party. Important to the growth of the Republican Party, the YRs reach out to Republicans, 18 to 40 years of age, and provide them with better political knowledge and understanding of the issues of the day.

The IFYR is an outlet for its membership to directly affect campaigns and elections through a variety of activities, including campaign leadership, door-to-door activity, and fundraising assistance.

The IFYRs provide a unique opportunity for individuals 18–40 to develop their leadership skills, meet key public figures, impact elections, prepare to run for office, and meet like-minded individuals at home and across the nation.

This statement will be the driving force behind the operations of our organization, which will raise our public profile as an organization that can have a significant impact on the direction of our state and the success of campaigns. This statement displays our “seriousness of purpose.” The organization being seen as “being taken seriously” by the party will further define the power of this organization. To further that and to give a voice to the Young Republicans statewide, we intend to ask the State Party for a seat on the State Central Committee as a voting member after earning it—a staple of our Party. This will also show young people that our party is serious about the youth and young professional vote.

We are currently taking all legal avenues to be declared an officially recognized political organization. We also must make certain changes to our official constitution and bylaws to make the organization flow more smoothly – and to conduct business more officially and efficiently.

In order to begin this process, we are prepared to take the following actions in order to attain the goal of redefining the purpose of this organization:

1. Implementing the above statement of purpose
2. Organizing IFYR as an incorporated non-for-profit
3. Declaring a State Political Organization Tax Status & State PAC filing
4. Constitutional Changes:
 - A. (Full Document Change) Changing Club(s) to Chapter(s).

- B. (Full Document Change) Changing Co-Chairman to Vice-Chairman
- C. (Article XVI, Section 1) Changing 2 meetings to amend By-laws to 1 meeting to amend By-laws.
- D. (Article XVI, Section 2) Changing 30 days notice for By-law amendments to 14 days notice for By-law amendments.
- E. (Article XVII, Section 2) Changing 45 days notice for Constitutional amendments to 30 days notice for Constitutional amendments.

6. Bylaw Changes:

- A. (Full Document Change) Changing Club(s) to Chapter(s).
- B. (Full Document Change) Changing Co-Chairman to Vice-Chairman
- C. Adding new Article: Banning Endorsements by Members of the State, District, and County YR Executive Committee in the name of their organizations or in their official positions in Primary elections or in State, District, or County Party Reorganization processes.
- D. (Membership Definitions and Requirements) Allowance of associate membership of what is considered "High School Republicans" ages 13-17 without voting powers or the ability to run for county, district, or state YR office.
- E. Requirement of a 5-year plan to be updated by the last day of every January.
- F. Requiring the Constitution and Bylaws be posted online for public viewing.

Our organization commits that we will provide a yearly shareholders report in December of each year including all metrics, fundraising, county and membership growth, and all other relevant data.

MEMBERSHIP AND COUNTY ORGANIZATIONAL GROWTH

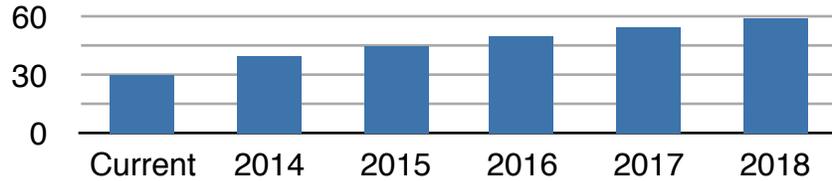
The Indiana Federation of Young Republicans would not be in operation without a membership base. It could not function with any sort of ability to accomplish its purpose without a committed membership base and leadership team. While the IFYR have had certain successes with incurring a larger membership than many other states, we feel that including a long-term membership vision will allow us to focus and create an even better organization.

Membership generally grows at a county level. We plan to empower the county organizations to gain membership through marketing, including social media, by several avenues. Those avenues are listed below:

1. Obtaining a list of all registered voters ages 18–40 who generally vote or have recently voted Republican in primaries from the Indiana GOP Datacenter for each county. We will then transmit names and contact information to the County YR Chairman and/or County YR Membership coordinator for contact.
2. Helping to better connect the County YR Chapters with the County Republican Parties. An official partnership between the County YR Chapters and County Republican Parties is imperative to both organizations. Connecting with the County Parties will allow an inlet of 18–40 year olds already involved in the party and those who will reach out to their friends and interested peoples to get them involved in both the party and the local YR Chapter. We will be reaching out to high schools and colleges with call out meetings and educational meetings. We will also bring in higher-profile speakers to spur interest.
3. Creation of a manual Creating a County YR chapter with sample bylaws and general suggestions on creating and growing the membership of the organization.
4. We will be submitting a copy of this 5-year plan each year to all County YR Chairmen.
5. Strong implementation of a Social Media Strategy for outreach and updates from the State Level to the District Level to the County Level. (See Social Media Strategy document for more details.)

Membership Goals

The county organizations are important to the growth of the membership. The more county YR organizations, the greater membership – and the greater number of counties that can be covered during an election and a larger training/involvement ground for members. The following chart shows over 5 years where we would like to be in terms of County Organizations:



We plan to make a partnership with the Indiana College Republicans. Since Members of the CR's can only be members for the time they are in college + 6 months after graduation, it is important to retain these members who stay within Indiana. We plan to partner with the CR's to make all CR members also IFYR members, and working with the CR Chairman to retain those members after graduation. We will work with the State CR Chair and the College CR chairs to make sure there is no conflict of operation and a partnership to work together when possible.

Overall membership retention is essential to the success of this organization. By continuing to provide consistent leadership, dynamic speakers, social events, membership meetings, involvement in local and statewide politics, continuing education, and a seat at the table – we believe we can sustain and retain membership for years to come.

We plan to enforce that each district have a quarterly meeting with District officers and keep in minimally monthly contact with County YR Chairs. There will also be a newsletter from the State Chairman and general contact to District and County YR Officers – keeping the leaders and members engaged at the state level.

STANDING COMMITTEES

Our current constitution and bylaws currently allow for certain Committees within the Indiana Federation of Young Republicans, including Finance, membership, and convention. However, over the last several years, there has been a breakdown of committees and sustaining them. Our administration intends to use committees to facilitate the bulk of planning and work before it reaches the full Executive Committee. This will also balance and reduce the workload for the entire team, and gives the ability for members of our team to choose what areas they are best suited to serve in and complete.

On day one, we intend to create several committees in order to sustain and increase operations of the organization. We will appoint the committee chairmen with the power to appoint members of the committee – subject to approval of the Executive Committee. As the bylaws dictate, the State Chairman shall be a de-facto member of each committee.

We intend to immediately form the following committees:

- Finance (Including Fundraising)
- Convention (Including IFYR and State Party)
- Legal (Including Constitution and Bylaws)
- Campaign and Deployments
- Chaptering Committee
- Chapter Sustaining Committee (Including Membership)
- Communications / Public Relations Committee

With the creation of these committees, we will be able to increase the overall operations, efficiency, and success of the organization. Committees will be empowered by the full State Committee to take certain actions as prescribed by the Committee. However, the full State Committee will have the final approval of all actions and can make changes at any time through a full state committee vote – should the rare need of an override arise.

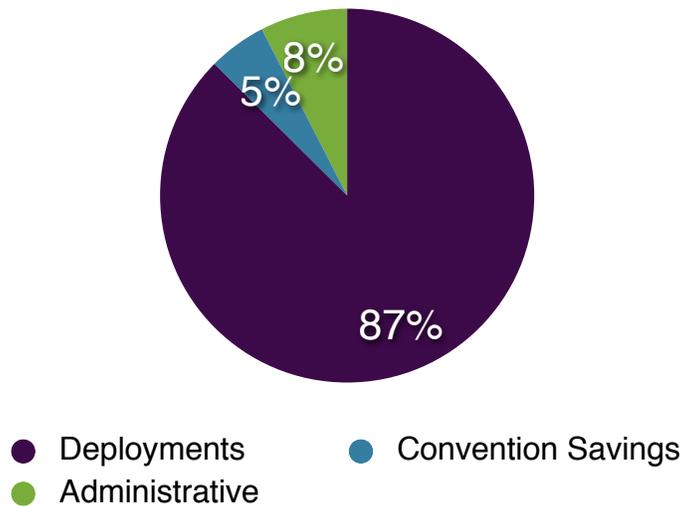
Also, for smoother operations and delegation of duties, we plan to make the following appointments on day one:

1. Executive Director
2. Social Media Manager
3. Director of Communications / Press Secretary

BUDGETING & FUNDRAISING

In order to function with such a large vision, especially with deployments (explained in a later section), we are looking to raise a larger amount of money than in previous years. Our fundraising goal per presidential and mid-term election cycle is **\$20,000.00**. This fundraising amount also includes a percentage for savings to conduct our biennial convention. Any budgeted remainders will be used as scholarships for national convention travel and administrative expense for the organization (i.e. YR t-shirts, savings, etc).

Deployments – \$17,500
Convention Savings – \$1,000
Administrative – \$1,500



Here is the general breakdown of what those fund titles are used for:

Deployments – Deploying Young Republicans to Districts/Counties where polling shows the need for door-to-door deployment (Covering food cost, housing cost, fuel, in-field water, etc – Further covered in next section.)

Convention Savings – The Indiana Federation of Young Republicans Convention that is required by our national parent organization every 2 years runs near \$2000–3000 with food, speakers, room rental, materials, etc. By breaking down the savings to \$1000 each year – along with our general sponsorships for the convention activities and fees collected from attendee registration, we will meet our goal of \$2000–\$3000 every two years.

Administrative – This category covers the costs of the administrative portion of our organization. This includes IFYR t-shirts, field-paper supplies for maps and non-electronic walking lists, and other general consumables for our membership and operations.

Miscellaneous – This category is for general costs incurred for the operations of the organization that are not defined within the 3 top categories which include national registration fees with the YRNF and government, state registration fees with the government, and any other cost that could arise that may be unforeseen.

All left-over monies – All monies that goes used in the intended operations listed above or money raised in excess of our goals will go to one of two places. It will either 1) be used to subsidize the cost of the IFYR officers to attend required national meetings or 2) be saved for future larger deployments and operations.

Our organization will record doors knocked on to provide metrics in our yearly report. It will also include how all dollars were spent, what was saved, and what we intend to do with all extra dollars.

Our fundraising strategy is simple – yet extremely important:

1. Direct asks from Republican Elected Officials, party leaders, private political leaders, lobbying firms, law firms, YR membership, and statewide business leaders – basically anyone who is willing to donate to our cause for a better Indiana. Those will be identified with help from State Party and mentors of the IFYR organization.
2. Possibly hosting a yearly fundraising dinner in Indianapolis with elected officials, lobbyists, and YR membership.
3. State Party Convention Ad Book – We have traditionally been the ones to sell ads and raise money through the State Party Convention Program. We intend to continue to do so.

DEPLOYMENT PLAN

This section is the hallmark of the five year plan. It is the #1 goal of the inaugural administration of this document. In past years, there have been very few, if any, deployments of the state YR organization as a whole to areas of Indiana that needed a burst of grassroots campaigning to turn the tide in a close election or close set of precincts. The only deployments in our memory are those that happened out of state. **It is the intention of this organization to never officially deploy outside of the state of Indiana when there are elections to be won here, both state and federal.** While we cannot stop our membership from helping outside of the state of Indiana with campaigns, **we will not make officially IFYR sponsored plans or use any of our fundraising dollars to support operations outside of Indiana. Those dollars and volunteers should be directed towards winning elections in Indiana.**

While each County Young Republican Organization will be working closely with candidates within their counties and with their County Parties, we intend to have 7 statewide Young Republican deployments into districts and/or cities that have been identified as swing areas in which a large grassroots burst could change the outcome of the race or result in that area. It is our intention to do deployments for each of the following organizations as defined by their polling and needs: Indiana House Republican Campaign Committee, Indiana Senate Majority Campaign Committee, The Indiana Republican Party – Statewide Team (SOS, Treasurer, Auditor) and Congressional.

The reason it is hard to make a deployment successful as far as manpower is because of the cost that would have to be incurred by young people in order to travel and stay for a deployment. **That is why we are making our #1 fundraising goal deployments, not paying for national conventions or other functions.** We want to fundraise the dollars it will take to feed and lodge members of the Young Republicans for **seven 2-day door-to-door deployments**, as well as subsidize fuel costs for those driving door-to-door teams while in the deployment-zone. If possible, we will also subsidize a portion of travel for those driving longer distances to come to the deployment zone.

We plan to pay for the food and lodging of out-of-town Young Republicans for deployments, as well as food for in-town Young Republicans. Those members who are willing and able to pay for their own expenses will be asked to do so. The paid-for members will be those who couldn't normally afford to do so or it would create a hardship on to do so, but would be willing to travel and work hard for a 2-day deployment.

To be completely open and transparent, here is how we break down what the cost would be to feed and lodge a Young Republican on a weekend deployment, including a general fund for in-district fueling:

Budget								
Per Deployment								
	#		Food		Travel	Lodging	Deployments	Total Costs
Out of Town YRs	12	\$	40.00	\$	35.00	\$ 50.00	7	\$10,500.00
In Town YRs	18		40.00		15.00	-	7	6,930.00
								<u>\$17,430.00</u>

Planned Results

	YRs	Volunteer Hours (20/ deployment)	Calls (40/ hr)	Doors (25/ hr)
Out of Town YRs	84	1,680	33,600	21,000
In Town YRs	126	2,520	50,400	31,500
Totals	210	4,200	84,000	52,500