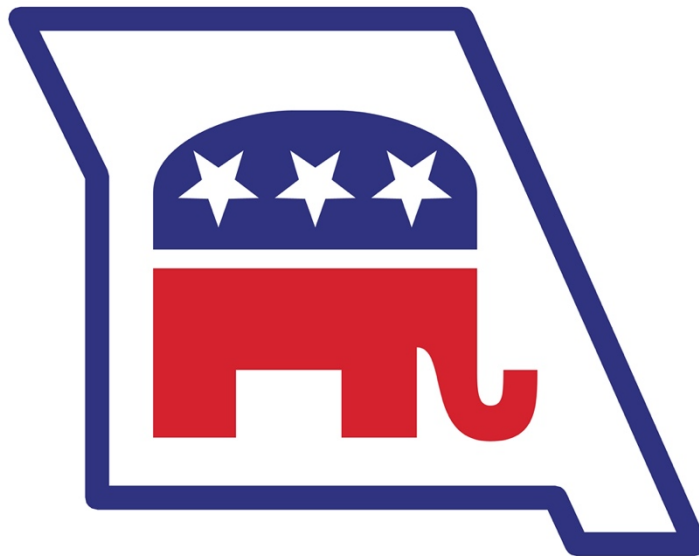


# THE MISSOURI REPUBLICAN PARTY

## OFFICIAL COMMITTEE HANDBOOK

(v. 2023-2024)

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PAID FOR BY THE MISSOURI REPUBLICAN PARTY, JENNIFER FINCH, TREASURER.

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## *A NOTE FROM THE CHAIRMAN*

Dear Republican Leader,

We are happy to provide you with the Missouri Republican Party's 2023-2024 Official Committee Handbook. We hope you find this guide helpful in creating a strong, effective party structure while navigating the legal requirements of managing a local party organization.

We have included suggestions for effective fundraising, volunteer and candidate recruitment, voter contact, and communications at the local level. As you know, we have set an ambitious goal of making our party a model to be replicated across the nation. To achieve this, it is vital to have the participation of Republican leaders at all levels of the state party organization.

Over the past several years, we have seen extensive changes in several state and federal laws and regulations governing the electoral process, particularly as they relate to campaign finance. Attached you will find the most up-to-date rules from the Federal Election Commission and the Missouri Ethics Commission.

For any additional assistance in building or managing the local party, or for help complying with various laws and regulations, contact the staff of the Missouri Republican Party.

Thank you again for your commitment to the Missouri Republican Party. Your input is vital in the formulation of messaging and strategy, so please contact us with any information that you believe would be helpful.

I look forward to working with you as we continue building this party—and celebrating the victories that are sure to come.

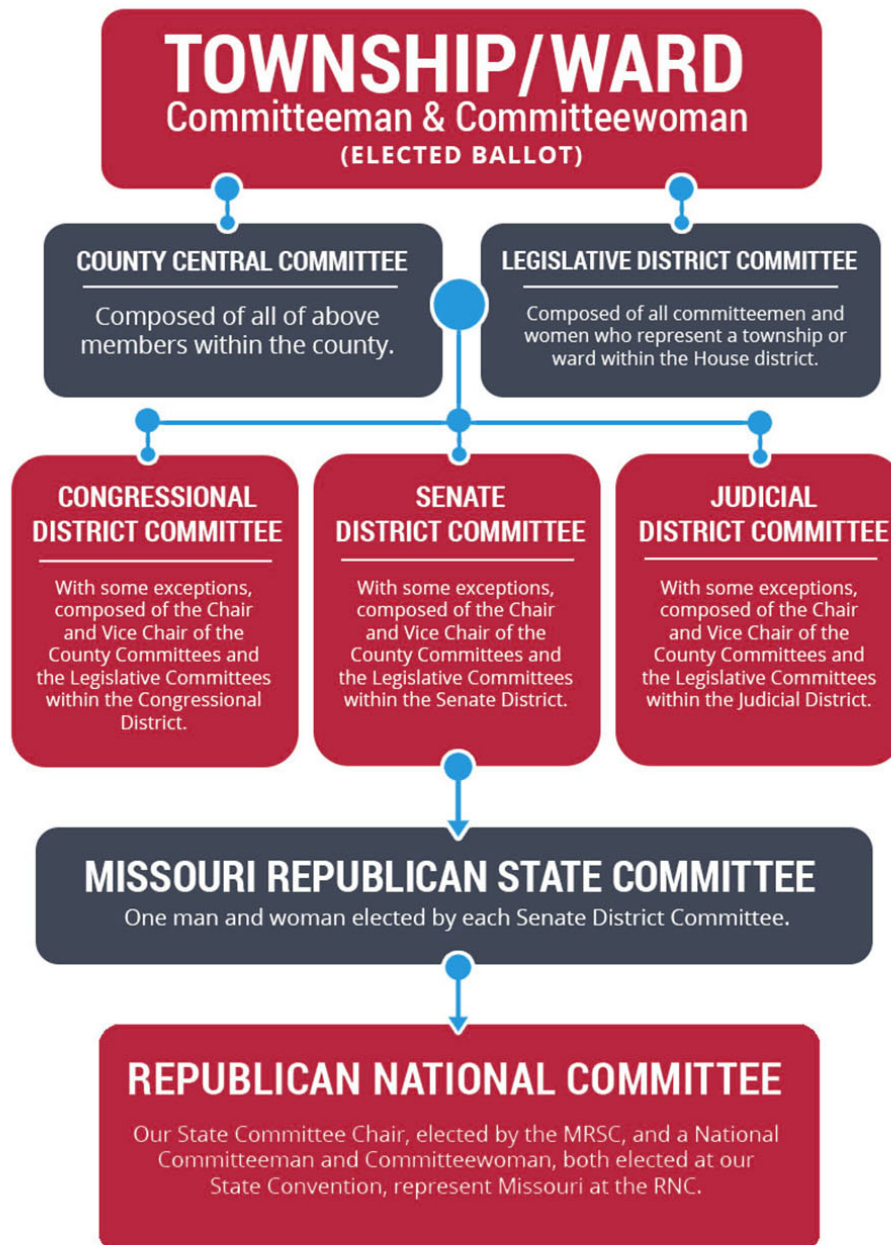
Sincerely,

*Nick Myers*

# MISSOURI REPUBLICAN PARTY COMMITTEE ORGANIZATION

## Committee Structure

Knowledge of how each committee is elected and operates will reinforce how important each person is to the Missouri Republican Party. If we are not organized at the lowest level, we cannot exceed at the State level. Below is a flowchart designed to help clarify the structure. Each committee organization is explained in more detail following the chart.



## **County Central Committee**

### **(Election of Committeeman and Committeewoman from Township/Ward/Precinct)**

Reference: §115.607, 115.609, 115.611, 115.613, 115.615, 115.617, and 115.621, RsMO 2016.

### **Voting Members and Qualifications:**

- All elected committee members from townships/wards/precincts within the county.
- One man and one woman shall be elected from each township/ward/precinct, except as provided in subsections 2, 3, 4, 5, and 6 of §115.607 (first class counties with population of more than 300,000).
- Each committee member must be both a resident and registered voter of the committee subdistrict (township/ward/precinct) for a period of at least one year before the person's election.
- Changes of township, ward, or precinct lines shall not affect the terms of office of incumbent county committee members elected from districts as constituted at the time of their election.

### **Township/Ward/Precinct Elections:**

- **Dates:**
  - St. Louis County and St. Louis City: At primary election preceding a gubernatorial election.
    - Committee members serve 4-year terms
  - All Other Counties: At each primary election
    - Committee members serve 2-year terms
- **Filing Fees:** (Paid to County or City Election Authority, or current Treasurer of County Committee.)
  - St. Louis County and St. Louis City: \$100.00
  - Jackson County (including Kansas City) and Clay Counties: \$25.00
  - All other counties: \$0.00
- **Filing Deadline:**
  - 5:00 pm on last Tuesday in March preceding the primary election

- **Vacancies:**

- If a vacancy is created due to:
- A lack of a person filing for the position
- Resignation or death
- Ceases to be a registered voter or resident of the county or township/ward/precinct which the committee member serves
- A tie vote between two or more persons on the ballot

A majority of the committee shall elect a new person to fill the vacancy. The person selected to fill the vacancy shall serve the remainder of the vacated term. The new person shall have been both a resident and registered voter of the county (and the township/ward/precinct) for at least one year prior to the committee's vote.

## **Reorganization after 2024 Primary Election:**

- **Dates:**

- Tuesday, August 20 to Saturday, August 24

- **Meeting Notice:**

- A meeting notice (including the time and location) should be sent to elected committee members at least 5 days prior to the meeting, unless county committee bylaws specify otherwise.

- **Location:**

- The meeting must take place in the county seat. State law requires the county courthouse shall be available for this meeting at no charge, but committees may use a different venue at their discretion.

- **Officers:**

- Each county committee should elect two committee members, one man and one woman, as Chair and Vice-Chair. Each committee should also elect another man and woman, who may not be members of the committee, as Secretary and Treasurer.

- **Proxies:**

- Proxies are not permitted unless allowed by county committee bylaws.

- **Reporting:**

- Each county committee must submit its roster of new committee officers and members to the Missouri Republican Party and county election authority immediately following the meeting.

# **Legislative District Committee**

Reference: §115.619, 115.620, and 115.621, RsMO 2016.

## **Voting Members:**

- The members of the legislative district committee are the committeemen and committeewomen of townships/wards/precincts contained in whole or in part of the legislative district.
- The committee members, themselves, do not have to live within the legislative district. Only a portion of their township/ward/precinct must be within the district. This means some committeemen and committeewomen may serve as voting members for more than one legislative committee.

## **Vacancies:**

If a vacancy is created due to:

- A lack of a person filing for the position
- Resignation or death
- Ceases to be a registered voter or resident of the county or township/ward/precinct which the committee member serves
- A tie vote between two or more persons on the ballot

The legislative committee DOES NOT appoint a person to fill the vacancy of a voting member. The county committee must meet to fill the vacancy of the committeemen or committeewomen of townships/wards/precincts. If the current vacancy was also an officer of the legislative district committee, the legislative committee would then elect officers in accord with Mo Rev. Statute 115.621.4. If the officer vacancy is the chair of the legislative district, then the vice-chair shall call the meeting. We suggest that the most current township/ward/precinct boundaries are collected prior to any meeting of the committee to reaffirm the voting membership of the committee.

## **Reorganization after 2024 Primary Election:**

- **Dates:**
  - Tuesday, August 27 to Saturday, August 31
- **Meeting Notice:**
  - At least 5 days prior to the meeting, unless bylaws specify otherwise.
- **Location:**
  - Within the district and venue is at the discretion of the current chairman.
- **Officers:**
  - One man and one woman, who are members of the committee, shall be elected as Chair and Vice-Chair. One man and one woman, who may not be members of the committee, shall be elected as Treasurer and Secretary.
- **Proxies:**
  - Statute permits use of proxies.

- **Reporting:** Submit the roster of new committee officers and members to the Missouri Republican Party and county election authority immediately following the meeting.

## **Senatorial, Judicial, and Congressional District Committees**

Reference: §115.619, 115.620, and 115.621, RsMO 2016.

### **Voting Members:**

#### **Contiguous Districts**

- The congressional, senatorial, or judicial committee of a district which is composed of:
  - One or more whole counties; or
  - One or more whole counties and parts of one or more counties; shall consist of the chairman and vice chairman of each county committee included in whole or in part of the district **and** the chairman and vice chairman of each legislative district committee included in whole or in part of the district

#### **Non-Contiguous Districts**

- The congressional, senatorial, or judicial committee of a district which is composed of:
  - Parts of one or more counties;
  - Part of a city not within a county;
  - A whole city not within a county; or
  - Part of a city not within a county and parts of one or more counties; shall consist of the committeemen and committeewomen of the precincts/townships/wards included in whole or in part of the district and the chair and vice chair of each legislative district committee included in whole or in part of the district

### **Vacancies:**

If a vacancy is created due to:

- A lack of a chairman/vice chairman from a legislative or county committee
- A lack of a person filing for a township/ward position
- Resignation / Death
- Ceases to be a registered voter or resident of the county or precinct/township/ward which the committee member serves.

The congressional, senatorial, or judicial committee DOES NOT appoint a person to fill the vacancy of a voting member. If the current vacancy was also an officer of the respective district



committee, the respective committee would then elect officers in accord with Mo Rev. Statute 115.621. If the officer vacancy is the chair of the respective district, then the vice-chair shall call the meeting. We suggest that the most current township/ward/precinct boundaries are collected prior to any meeting of the committee to reaffirm the voting membership of the committee.

## **Reorganization after 2024 Primary Election:**

- **Dates:**
  - Any senatorial, judicial, or congressional district committee that is wholly contained within a county or a city not in a county may choose to meet on the same day as the respective county or city committee. All other committees shall meet as prescribed in the remaining portion of this section.
  - Senatorial Committee: Between Tuesday, September 3 to Saturday, September 7.
  - Congressional Committee: Between Tuesday, September 10 – Saturday, September 14.
  - Judicial Committee: Between Tuesday, September 17 – Saturday, September 21.
- **Meeting Notice:**
  - At least 5 days prior to meeting, unless bylaws specify otherwise.
- **Location:**
  - Within the district of the committee and venue is at the discretion of the current chairman.
- **Officers:**
  - Each committee shall elect one man and one woman, who are members of the committee, as Chair and Vice-Chair. Each committee should also elect one man and woman, who may not be members of the committee, as Treasurer and Secretary.
- **Proxies:**
  - Statute permits use of proxies.
- **Reporting:**
  - Submit the roster of new committee officers and members to the Missouri Republican Party and county election authority immediately following the meeting.

***Note: If there is not a current Senatorial or Judicial Chairman to call the reorganization meeting, the responsibility resides with the current Congressional Chairman of the district in which the majority of the district resides.***

## **Missouri State Committee**

Reference: §115.621 & 115.623, RsMO 2016.

## **Selection of State Committee Members:**

- The SENATORIAL committees, at the reorganization meeting after the primary, may elect one man and one woman to represent their district on the Missouri Republican State

Committee. If the committee did not do so at the reorganization meeting, the committee must meet on the Saturday after the general election in November to elect one man and one woman to represent their district on the Missouri Republican State Committee. The members so elected will become members of the state committee upon the reorganization of the state committee.

- The elected state committee representatives do NOT have to be members of any other Re- publican Committee, but they must be registered voters and residents of the SENATORIAL district for a period of not less than one year prior to the election.
- Reporting: The names of the elected state committee members, as well as the most current roster of voting members of the senatorial committee, must be submitted to the Missouri Republican Party and county election authority immediately following the meeting to be recognized.

### **Vacancies:**

If a vacancy is created due to:

- Resignation / Death
- Ceases to be a registered voter or resident of the district which the state committee member serves The SENATORIAL committee is notified and holds a special meeting to elect a new representative to the state committee.

## **COMMITTEE GUIDELINES**

This section discusses the responsibilities of County Central Committees. The following are guidelines for your committee, but of course, all counties are **unique**.

### **What should a County Central Committee do?**

- Be a Republican presence in community events
- Recruit Republican candidates for countywide and municipal offices
- Identify and register Republicans in your county
- Assist with GOTV (get out the vote) efforts
- Help elect Republican candidates
- Hold monthly business meeting to conduct party business

## **Responsibilities of County Committee Officers & Members**

### **Chairman's Responsibilities**

- Call and chair regular central committee meetings
- Recruit members to serve on the central committee
- Serve as a liaison with other GOP groups such as the state party and other auxiliary groups (Republican Clubs, Pachyderms, etc.)

- Organize get out the vote (GOTV) efforts
- Recruit Republican candidates
- Keep a strong relationship with the Missouri Republican Party
- Raise funds
- Recruit volunteers

### **Vice-Chairman's Responsibilities**

- Take over the chair's responsibilities when he or she is unavailable
- Assist chair in his or her duties

### **Secretary's Responsibilities**

- Keep an accurate account of each meeting's minutes and keep a record of those who attend the meetings
- Send out correspondence to the rest of the committee, such as meeting notices

### **Treasurer's Responsibilities**

- Keep an accurate record of the committee's finances and give updated records to the committee at meetings
- File reports with state and/or federal campaign finance oversight agencies

### **Members' Responsibilities**

- Represent your township at central committee meetings
- Be the "eyes and ears" of your township for the central committee
- Volunteer at committee events
- Participate in voter identification and GOTV efforts
- Promote the Republican Party, Republican candidates, and the Republican platform

## **Running County Committee Meetings**

Here are a few tips to help run your meetings smoothly and to get the most out of the meeting time.

- Meetings should follow a pre-determined agenda, which should be provided to committee members before meetings begin.
- Holding meetings on the same day, at the same time, in the same location can help increase attendance. Everyone will know when the meetings are and can plan around the dates. A meeting can be held in a variety of locations, often at the county courthouse for no charge, public library, church halls, VFW, or a private room at a local restaurant.
- A simple agenda, following Robert's Rules of Order and Bylaws should be established.
- Consistency is very important in meetings, try meeting on the same day of the month and time, if possible. It serves as an easy reminder to the members.
- The Missouri Republican Party suggests no less than one meeting per month even during off cycles and even if attendance is low. If you are having difficulty with attendance, contact the Missouri Republican Party, and see how we might be able to help.
- Invite a guest speaker to your meeting. Local elected officials, party officials, candidates, or others can increase attendance and add excitement and an educational component to meetings.
- Engage the members of the county committee in the activities of the party!

## **Discussion items for your meetings**

Create a mission statement and set goals for your committee. Discuss the progress made towards achieving these goals at each meeting. Create plans (see next page) to achieve your goals. To ensure accountability, appoint one individual or a small committee to be responsible for implementing each plan

## **Plans for County Committees**

### **\*Fundraising Plan**

Set a goal for how much money the committee will raise each year, keeping in mind that it is easier to raise money in years with a major election. Determine how the committee will raise this money. Consider planning events, such as Lincoln Day dinners, chili suppers, ice cream socials, etc.

### **\*Event Plan**

Appoint members of the committee to begin planning the county party's events— whether the local Lincoln Days event or the booth at the county fair.

### **\*Get Out the Vote (GOTV) Plan**

Create a GOTV plan to ensure as many Republicans vote in your county as possible (see GOTV section on pg. 37 for more information).

#### \*Volunteer Recruitment Plan

Determine how many volunteers you will need for your events and GOTV plan, and create a plan to determine how you will recruit them.

#### \*Communications Plan

Appoint someone to manage your website and social media presence.

Determine if you will send out a regular newsletter to keep grassroots supporters up-to-date about what the county committee is doing.

## Bylaws

It is extremely important for your committee to have and understand its bylaws as they will serve as the legal guide for all future activities and meetings. Bylaws cannot conflict with the Missouri Constitution, statutes, or the MRP bylaws. If no bylaws are adopted, the respective committee shall use Robert's Rules of Order each meeting until bylaws are successfully adopted. If the committee wishes to adopt, change or revise its current bylaws within the first 60-day period after its reorganization meeting, a majority vote of the committee is required. After that 60-day period, changes require a two-thirds vote<sup>1</sup>. The newly revised bylaws shall be submitted to MRP staff.

Please contact [grassroots@mogop.org](mailto:grassroots@mogop.org) for requesting an example of bylaws or for sending revised bylaws.

## Rules

Many of the rules of conduct for your meeting will be outlined in your bylaws, but also general conduct of procedure and meeting should follow the most current copy of Robert's Rules of Order (RRO). We suggest that your committee invest in a RRO booklet and appoint a parliamentarian who is familiar with such rules at each meeting.

## Quorum & Proxies

**Quorum** – As defined by the Missouri Republican Party bylaws, quorum is a simple majority of all votes allowed to be cast on any business before the committee. These votes may be represented by committee members in person or by duly held proxy. At least one officer must be present.

**Proxy** - Signed by the committee member giving the proxy. Must be held by a qualified voter of the sub-district of the committee member giving the proxy<sup>2</sup>. Proxies must be notarized. No more than one (1) proxy shall be voted by any one person

- Per Missouri State Statute, proxies may NOT be used for any special election candidate nomination meeting. The voting member must be present in order to vote.

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<sup>1</sup> <https://revisor.mo.gov/main/OneSection.aspx?section=115.627&bid=6254&hl=>

<sup>2</sup> <https://revisor.mo.gov/main/OneSection.aspx?section=115.620&bid=33220&hl=>

## **Legal Responsibilities of Committees**

There are some duties that can only occur through committee action; these are the legal responsibility of your committee.

### **Election Judges**

According to §115.081 of the Missouri State Statutes, the local election authority is responsible for appointing at least two (2) election judges to each polling location, one from each major party. No party can have a majority of judges. Two (2) of all election judges are then appointed to serve as supervisory judges. Their duties include the return of all election supplies and any additional duties as prescribed by the local election authority.

According to §115.087: In all counties not having a board of elections, election judges are to be chosen from a list of eligible judges provided by the local county party committee. It is your county committee's responsibility to ensure that the local clerk has a list of possible names for people to act as the Republican election judge at polling locations within your county.

The list of names is to be submitted by December 10th in all years in which committee members are elected. However, if your committee missed this date, you should still contact the election authority about sending in an updated list.

If you do NOT submit names, even in non-Republican districts, the election authority has the right to appoint those positions to whoever does apply.

You do not have to live within the same township as the location you work. If your committee is 'light' in an area, find out who on your committee may want to assist in working that other poll. The only qualification is that they are a registered voter of the county.

As a County Chairman, contact your local election authority, introduce yourself and build a relationship so that when these lists and tasks come up – they will call you!

### **Special Elections (Statute References: §115.365, 115.369, 115.371, and 115.373)**

If a vacancy exists in certain elected positions due to death or resignation, it is your committee's duty to call and hold a meeting within certain parameters in order to make a nomination (in lieu of a primary) for the Republican candidate. The following committees responsible for nominations in special elections are as follows:

- County office – county committee
- State representative – legislative district committee
- State senator – senatorial district committee
- Circuit court judge – judicial district committee
- Congressional office – congressional district committee
- Statewide office – state committee

Once a special election is announced, the Secretary of State will notify the chair of the committee responsible for nominating a Republican candidate. The chair must then call a meeting within 2 weeks for committee members to meet and elect a candidate. A majority of members must be present for voting and no proxies can be used. The candidate must file to run in the special election no later than 21 days after the special election is announced.

This is a very important job, because if your committee fails to nominate or file a candidate, we then forfeit our right to run a Republican for this position.

Before you act or meet with candidates, it is a good idea to check with the State Party for the legal nomination rules. In addition, we can assist you in contacting other organizations whose main goal it is to actively recruit candidates for the Missouri House and Senate. These groups can be a tremendous asset as you go forward with a nomination.

## **RUNNING YOUR COMMITTEE**

Now that you have your committee started, it's time to put the committee to work by planning fundraisers, hosting events, recruiting volunteers and candidates, and getting the party message out! Here are some helpful hints to get your local party active and to reach out into the community.

### **Community Involvement**

It's important to participate in county events that may be going on so people can see that you are an active group and care about the community. A few suggestions:

- Be an active force in the community
- Have a booth at the local county fair or other cultural events
- Participate in school carnivals
- Have a float in local parades
- Be active in any other major events such as tractor pulls or rodeos if it is allowed
- Always use these opportunities to register and identify voters, sign up supporters and capture email addresses, and ask people to get involved in the local party

### **GOP Data Center**

GOP Data Center is the Republican National Committee's tool for helping county committees to identify potential Republican voters within their counties. The Data Center consists of information about individual voters collected through surveys, canvassing, voter registration, and various other means. County committees can use the Data Center for making door knocking or phone banking lists so they can contact likely Republican voters and encourage them to vote before the election.

All information in the Data Center is owned by the Republican National Committee and can only be used for political, party-building purposes. Your login credentials and

information from the Data Center should never be shared with people outside of the Missouri Republican Party. To use the Data Center, you must receive proper authorization from the Missouri Republican Party by completing and submitting the data user agreement. Please email [grassroots@mogop.org](mailto:grassroots@mogop.org) for requesting the data user agreement. You can also contact the Missouri Republican Party for scheduling training on how to make the best use of the Data Center within your county.

## Volunteers

Volunteers are an invaluable resource. Without them, our candidates could not win and our party could not be successful. So it is important to recruit volunteers and to make them feel appreciated.

### Why People Volunteer

- Social Interaction - Some people volunteer to meet other people or to interact with those they already know.
- Sense Of Purpose - Some volunteer because they are ideologically motivated. They have discovered that through working for the GOP, they can actively push their ideological goals.
- Appreciation - Many people volunteer because they want to be appreciated and with good reason. Party leaders must liberally praise and express gratitude to volunteers.
- Sense Of Belonging - Some like the sense of belonging to a group of people, who working together, can accomplish so much more than they can as individuals.

Most volunteers embody a mixture of all four motivations. Any volunteer effort the party leader creates should attempt to cater to all four.

### When recruiting volunteers, there are a few questions you need to answer:

What kind of volunteers are needed?

- If you are walking in a parade or knocking doors, make sure to recruit volunteers who can walk for long distances.
- Others may be interested in making phone calls or stuffing envelopes.

How many volunteers are needed?

**Note:** A volunteer can usually knock on 15 doors an hour or make 30 calls in an hour. Use this metric to gauge how many volunteers you might need for various activities. For parades and office tasks, you can never have too many volunteers to complete these tasks.

### Helpful hints for getting volunteers:

- Make sure to show your appreciation and thanks for their hard work!



- Sending out a thank you note or a similar gesture is a great way to show your appreciation to volunteers and will encourage them to help in the future
- Recognize and honor the best volunteers at your county committee events.
- Make sure to give clear and understandable instructions and be organized.
- Nothing is harder than trying to do a job with no instruction or direction. Volunteers are giving up their personal time to help the cause and their time needs to be respected.
- By giving clear instructions, volunteers will be able to get their job done quickly and efficiently.
- Make sure you have all the supplies the volunteers need to perform their duty. By being organized, it shows you respect them and their time.
- Make the work as fun as possible.
- Volunteer work is not always fun, so you should make an effort to keep everyone's spirits up. This could mean having a pizza party or handing out door prizes for the volunteers who accomplish certain goals.

### **Few things to avoid when dealing with volunteers:**

- Forgetting to say "thank you"
- Taking credit for work a volunteer has done
- Losing one's temper
- Turning volunteers away or sending them home because there is nothing to do

## **Raising Money, Fundraising Limits, and Spending Limits**

Fundraising is critical to the success of your party committee. Without adequate financial resources, every other job of the party -- grassroots, communications, etc, becomes impossible.

### **Why People Give:**

- They have a personal relationship with local party leaders, candidates, or office holders.
- They want to demonstrate an appreciation for the efforts and/or policies of the Republican Party.
- They regularly contribute to political causes or organizations.
- They want to establish an opportunity for their opinion to be heard.
- They want to see specific policies enacted which affect them.
- They agree with the philosophy of the Republican Party.
- They oppose Democrat programs or fear what Democrats might do if elected.

### **Why People Do Not Give:**

- They are not asked (this remains the number one reason).
- They are not accustomed to giving and have not developed the habit.
- They are not told how much to give and do not know what is expected of them.
- They are not motivated because the appeal is not specific or compelling enough.

## **Fundraising Types**

There are many different types of fundraising your group can do. The reason most people don't donate is not because they don't want to, but because they have not been asked. Asking people to donate is the most difficult, but most important, step in successfully raising money for your county committee.

### **Hosting Events**

Events are a great way to get a lot of people involved in your fundraising efforts. In fact, most of your operating revenue will come from tickets you sell for local party events.

### **Mail Solicitation**

This is an effective way to reach a lot of people, but can be expensive, due to printing and postage costs. Keep an accurate contact list of donors and prospective donors, and send mail to these names once or twice a year. In many counties, this list will be small enough that the printing can be done on a home computer. Remember, hand-written notes can also be an extremely effective way to raise money.

### **Individual Solicitation**

Asking for funds by phone or in person can be an effective way to raise money. Guidelines for soliciting funds:

- Explain that the person is making a better investment in the future based on his or her beliefs.
- Be optimistic, sincere, and excited about the Republican Party.
- Be convincing, show that you believe in the programs being funded.
- Be flexible. Close the deal when you sense the person is ready.
- Look at the situation from the potential donor's point of view.
- Always explain why the funds are needed and how they will be used.
- Refer to the "community" and the Party's involvement therein.
- Do not over-sympathize with your prospect. Never begin with "I know it's a lot to ask, but..."
- Do not leave without a firm commitment or a check in hand.
- Ask for names of others who might be interested in involvement.
- Ask members of the county central committee to pitch in.

Remember: Every little bit counts!

## **Fundraising Event Ideas**

Holding a large event once or twice each year is a great way to reach people in the community who are not usually involved in politics. It can also help to fund the county committee's other activities. Some examples of events could include:

- Lincoln Day Dinner
- Trivia Night
- Ice Cream Social
- BBQ
- House Parties
- Debate Watch Parties
- Sports Watch Party/Tailgate for a Local High School or College Team (Note: Not all events have to have a political theme. If a favorite local team is playing, the broadcast could be projected and charge a small fee for the meal.)

## **Increasing Event Proceeds**

There are many things you can do to increase the profits made at events:

- If you have a nationally-recognized speaker, host a pre-event reception and charge a premium to attend.
- Create an event program and sell ads to campaigns and local businesses
- Hold a silent auction
- Ask local businesses or donors to be an event sponsor

## **Fundraising Tips**

### **Fundraising**

- Remember that the goal is to raise money for your organization, not to break even or lose money.
- Make sure to have a budget for your event and stick with it.
- Reduce costs by asking local businesses to donate items for the event.

### **Audience**

- When planning the event, make sure you remember who your audience is when inviting guest speakers and setting the price and location.

### **Venue**

- When picking your venue, make sure to pick a place that has an appropriate amount of space.
- A venue that is too large will feel empty, but a venue that is too small will limit how many tickets can be sold.

## Featured Guest

- A well-known guest can significantly increase attendance.
- Promote the speaker and the event on fliers, with a press release to local media, and through your social media and email lists.
- If you have the budget, run ads in the local paper or on a local radio station.

**\*\*IMPORTANT:** At all events, remind attendees how they can get involved with the county committee.\*\*

## Fundraising Limits

In 2016, Missouri voters passed Amendment 2, which capped donations to candidates, parties, PACs, and other committees. Prior to passage, county parties could raise unlimited sums from individual or corporate donors. That is no longer the case.

Today, county party committees may accept:

- Contributions from individuals up to \$27,400 per election\*.
- Contributions from other committees registered with the MEC up to \$27,400 per election\*. This includes candidate committees.

\* From Missouri Ethics Commission Advisory Opinion No. 2017.02.CF.007: “Under Chapter 115 of the Missouri Revised code, a political party has the right to have the names of candidates listed on a ballot in multiple elections throughout the year. The definition of “election” contained in 23.7.11 acknowledges this as it refers to primary, general and special elections, as well as caucuses and other meetings in which a party may officially select a candidate. For purposes of the \$27,400 aggregate received by a political party from individuals and candidates, it is the Commission’s opinion that the aggregate applies to each election in which a political party participates under the definition of election contained in the constitutional provision.”

### **County party committees may not accept:**

- Contributions from corporations. (Contributions from LLCs are also prohibited if the LLC is taxed as a corporation.)
- Contributions in excess of \$27,400 per election from individuals or other MEC-registered committees.
- Cash contributions in excess of \$100.
- Anonymous contributions in excess of \$25.
- Contributions from out-of-state committees, including federally registered committees.
- Contributions made in a way that “conceal the identity of the actual source of the contribution.”

County party committees have wide latitude with how they spend their resources; however, Amendment 2 prohibits county party committees from making contributions to political action committees (aka continuing committees) registered with the MEC.

No changes were made to the reporting requirements. Committees still need to file regular reports with the Missouri Ethics Commission, as well as reporting any contribution over \$5,000 within 48 hours of receiving it.

Please note that the limits listed above apply to committees registered with the Missouri Ethics Commission as political party committees. Other types of committees are subject to other limits. To determine how your central committee is registered with the MEC, please consult the MEC's committee database at [moethic.mo.gov](http://moethic.mo.gov).

As always, if you have questions, please contact the Missouri Ethics Commission: 573-751-2020.

## Spending Limits

County committees not registered with the FEC (which is every county committee in the state) are permitted to spend money on federal candidates, but they are limited to the following amounts:

**\*\$5,000 on collateral materials such as yard signs and bumper stickers; and  
\*\$1,000 on other federal activities, including direct contributions to federal candidates and advertisements.**

A federal candidate is any candidate for Congress, U.S. Senate, or President.

The limits are cumulative, so if a county party spends \$3,000 on yard signs for a presidential candidate, they only have \$2,000 left to buy yard signs for a congressional candidate. Similarly, if the county party makes a \$750 donation to a federal candidate, they only have \$250 left to spend on other federal activities (not including collateral materials).

**All funds spent on federal races must be federally permissible.** With few exceptions, federally-permissible funds come from individual donations up to \$10,000 per year. Donations from corporations may NOT be used for federal activity (additionally, corporate donations to county committees are no longer allowed under Missouri law).

**Be sure to track your federal activity very carefully.** Exceeding the limits above require registration of the county committee with the FEC and regular filing thereafter.

# Communications

All county committees should learn how to utilize the power of the media to spread the Republican Party's message. This section includes suggestions for how to grow the county's communication efforts.

## How to excel at earned media

- Subscribe to your local newspapers. It's easier to ask for coverage if you are a subscriber yourself.
- Develop relationships with local reporters.
- Assume everything you say to a reporter is "on the record." Don't say anything you wouldn't want to appear on the front page of tomorrow's newspaper.
- Build your press distribution lists. Capture the email address and phone number of every reporter you want to receive your press releases.
- Learn how to draft a press release:
  - Include the date and your contact information at the top.
  - Craft a catchy headline.
    - The first paragraph: Most important/newsworthy info.(Who,what,when,where)
    - Later paragraphs: Less important information and context.
    - Include a printed quote from the county committee chair or another interested party.
    - Send your release and follow up with reporters by phone or in person.
- Know what information to release to the press
  - Good: endorsements, major events, positive stories
  - Bad: personal attacks, rumors
  - If the press doesn't come to your event, submit photos of it to your local paper.

Writing op-eds, guest columns, or letters to the editor

- Pick a topic: could be a local or national issue in the news, or respond to an editorial or other opinion pieces (such as those written by Democrats)
- Pick an author: select someone with a unique or interesting perspective (that person could be you!)
- Conform to the newspaper's policy regarding length and form.
- Small daily or weekly newspapers may allow you to run a regular column.
- Most letters or opinion pieces are in response to some editorial or article that appeared in the paper previously.
- Many newspapers limit how often an individual's letters will appear. Instead, recruit a number of people in the community who are willing to write letters.
- Keep letters clear and concise.
- Do not use form letters or templates
- Furnish people with talking points so they might compose their own letters.

## Paid Media

- Some counties, particularly those that excel at fundraising, can budget money for paid advertising.
- Radio, billboards, newspaper, and online advertising can reach many people in the community who otherwise would not hear or see a GOP message.
- Ads can be run before county committee events to increase turnout.
- Ads distributed in the days or weeks prior to an election can help our Republican candidates.
- Be sure to follow all state and federal laws about spending and reporting in an election. See the last page for contact information for state and federal ethics organizations.

## Social Media

The Internet is an inexpensive way to identify, recruit, and engage grassroots supporters.

How to build an email list:

- Capture email addresses of all county committee members
- Use sign-in sheets at all events so people can write their emails
- Offer an email sign up form on your local party website
- Include links to an email sign up form on your social media
- Use petitions and surveys

Final thoughts on social media:

- Everything you put online will remain there forever
- Don't assume that people will understand your sarcasm/humor
- Don't allow emotions to cloud your judgment
- Remember: the county party exists to support and represent Republicans—it does not exist to create controversy or attack our fellow Republicans.
- Share photos from events, such as Lincoln Day dinners or parades
- Share posts from the social media pages of the Missouri Republican Party, elected officials, and Republican candidates

**Local Party Website:** A modern, professional looking website can serve as the county party's greatest marketing asset. It also allows people to learn information about the organization and events without much effort. Make sure to keep the website updated! The only thing worse than having no website is having a severely out-of-date website. It leaves the impression that the county party is not active. The website is also a great way to showcase upcoming events, such as including an online calendar.

**Facebook & Twitter:** Content should be concise and to the point. Ask followers to take specific action (e.g. share or like the post). Targeted Facebook ads can be an inexpensive way to promote the party and reach people in your area.

# Candidate Recruitment

A key responsibility of local party committees is to recruit the best possible candidates for EVERY local office. Here are a few helpful hints:

**Assess the district:** The first step in the recruitment process is to understand the demographic profile of the district. This may include how residents make a living in the area and which part of the district the ideal candidate should call home. Be able to show potential candidates how other Republicans have successfully fared in elections. Also, in researching an area, the names of respected community leaders will surface. Though maybe not necessarily already "political," these people may make excellent candidates.

**Assess the opponent:** In recruiting a candidate to run against a Democrat incumbent, it must be demonstrated that the incumbent is vulnerable or that the electorate has credible reasons to vote against the opponent.

**Develop a list of potential candidates:** Good candidates must have character, the ability to raise money, a base of support, a strong will to win, family support and a background that will withstand scrutiny. When developing the list, think about every elected Republican official qualified to run for the seat, previous losing candidates who still have good name identification, community leaders who are active in non-political ways. Party leaders, financial and community leaders, former candidates and other opinion leaders in the area should be asked for their suggestions.

**Meet with prospective candidates:** Talk about the race in a positive manner, but speak honestly about the district and 'win-ability.' Make sure prospective candidates have a realistic understanding of what campaigning entails.

**Follow-up:** Once a candidate decides to run, stay engaged! As a party leader, you should be a resource for candidates—particularly those who haven't previously run for office. Continue working with candidates all the way up to Election Day.



# **VOTER CONTACT**

Voter contact should be a one of the main priorities for the county central committee. Without the local party's help in this area, our elections would not be successful.

There are three major components to voter contact:

- Voter Identification
- Voter Registration
- GOTV (Get Out The Vote)

## **Voter Identification**

Missouri is one of the few states that do not require voters to register by political party. This poses a challenge for the GOP and our candidates, since we must use other methods to identify the partisan affiliation of more than 4 million registered voters. In the past, we have primarily identified voters by filling phone banks with volunteers. The success of this strategy has declined over time as landline phones become obsolete, and we must now shift our focus to other methods.

## **Door-to-Door**

The RNC has experimented with door-to-door canvassing and has found in-person interactions to be highly effective in identifying Republican supporters. The Missouri Republican Party intends to replicate these efforts by working with county committees in targeted areas.

## **Other Ways to Identify Voters**

Collecting different lists from your community can help with voter identification. Examples of good lists to collect are:

- Church directories
- Farm Bureau members
- Lions Club members
- Rotary Club members
- Chamber of Commerce members
- Any organization in your community, it would be a good idea to collect their membership list.

## Voter Registration

It's not enough to identify registered voters; we must also expand the playing field by registering new Republican-leaning voters.

### Voter registration tips:

- Obtain an up-to-date voter registration list from your county clerk or election authority. While you are at events, allow people to look at the list to ensure they are registered and their information is current.
- Keep voter registration materials at all party events, especially when you will be interacting with the public (e.g. the GOP booth at the county fair, etc.)
- Talk to voters and hand out voter registration materials outside major events that attract Republican-leaning crowds (e.g. country music concerts, sporting events, etc). Note: you may need permission from event organizers, especially if you are on private property.
- Organize a voter registration drive and publicize it in the press.
- Combine voter registration with petition drives on various hot-button political topics (defunding Planned Parenthood, curbing illegal immigration, etc.).
- Use the US Post Office's change of address registry to identify people who recently moved into your area. When people move, they forget they have to re-register to vote. Call or visit them, welcome them to the neighborhood, and make sure they are registered to vote!
- Gather lists from conservative leaning community, civic, and religious organizations, to compare to the voter file with the aim of finding unregistered likely Republicans.
- Conduct door-to-door canvassing in new neighborhoods (less than 2 years old) that are in high-growth areas. You will be surprised how many Republicans have moved to a new home and may have failed to re-register.
- Work with local College Republican and Teenage/High School Republican chapters to identify young Republicans who have not yet registered.
- Keep a record of the people who you register and provide the MRP with the list. New registrants will be targeted differently than other voters.

# **VOTER CONTACT**

GOTV stands for “Get Out The Vote,” and it is the most important thing the Republican Party does—because if our supporters do not vote, we will lose. In Missouri, our GOTV push begins several days before Election Day, and it consists of reminding people to vote and ensure they get to the polls.

## **GOTV tips**

- Contact the Missouri Republican Party about utilizing the Data Center or walk app to go door-to-door.
- Set up your own GOTV efforts in your county. For example, some counties knock doors and do “lit drops,” which are leaving small bags with candidates’ information at the door.
- The Missouri Republican Party can provide you with a list of voters to target on doors or phones. Work with the other campaigns in your county to see where you can assist their efforts.
- Offer rides to the polls for Republicans in need of transportation.
- Don’t forget about absentee voting!

## **Absentee Voting**

Registered voters may vote absentee beginning six weeks prior to an election if they meet one of the following criteria:

- Absence on Election Day from the jurisdiction of the election authority in which such voter is registered to vote;
- Incapacity or confinement due to illness or physical disability, including a person who is

primarily responsible for the physical care of a person who is incapacitated or confined due to illness or disability;

- Religious belief or practice;
- Employment as an election authority, as a member of an election authority, or by an election authority at a location other than such voter's polling place;
- Incarceration, provided all qualifications for voting are retained;
- Certified participation in the address confidentiality program established under sections 589.660 to 589.681 of Missouri State Statutes, because of safety concerns.

Absentee ballots sent to voters in the mail must be requested by 5:00 p.m. on the Wednesday prior to any election (primary, general, or special). Voters can vote by absentee in the office of the local election authority until 5:00 p.m. the day before the election. Mailed-in ballots must be received by the local election authority by 7:00 p.m. on Election Day.

# **CONTACT INFO**

## **MRP Staff and Contact Information**

Website: [www.missouri.gop](http://www.missouri.gop)

**Chair, [chairman@mogop.org](mailto:chairman@mogop.org)**

Executive Director, [executive@mogop.org](mailto:executive@mogop.org)

Communications Director, [communications@mogop.org](mailto:communications@mogop.org)

Grassroots Director, [grassroots@mogop.org](mailto:grassroots@mogop.org)

## **Elections and Ethics Contacts**

### **The Missouri Secretary of State**

Elections Division <https://www.sos.mo.gov/elections>

600 W Main St Jefferson City, MO 65102

(573) 751-2301 [elections@sos.mo.gov](mailto:elections@sos.mo.gov)

### **The Missouri Ethics Commission**

[www.mec.mo.gov](http://www.mec.mo.gov) 3411-A Knipp Dr. PO Box 1370 Jefferson City, MO 65102 (573) 751-2020

### **The Federal Election Commission**

<https://www.fec.gov/> 1-800-424-9530