



**GEORGIA
YOUNG
REPUBLICANS**

2019-2020 STRATEGIC PLAN

Georgia Young Republicans

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To Georgia's dedicated Republicans -

This past year has been full of many successes and equal amounts of challenges. The Georgia Young Republicans proudly helped contribute to successes such as electing Governor Brian Kemp, defeating Socialist Stacey Abrams, re-electing Congressman Rob Woodall, and maintaining a majority in the Georgia General Assembly. As the nation watched the tight races taking place in Georgia, the best group of Young Republicans in the country demonstrated exactly why we have been recognized by our peers as such.

In 2018, the Georgia Young Republicans once again went on the road to help elect Republicans up and down the ballot. From metro-Atlanta to Savannah to Rome and beyond, we spent many hours knocking doors and making phone calls which resulted in many victories.

Success, though, is not permanent. Yesterday is a cashed check. Our opposition on the left know they must work hard, and after a string of defeats across this State they are itching for a signature win. The Georgia Young Republicans refuse to let them take that opportunity and will once again challenge them in the coming year.

That said, Georgia will become a battleground state for the first time in many years in 2020. This coming year is extremely important to Republicans and the entire nation will be looking to Georgia to continue to deliver victories. We must continue building our infrastructure as an organization. While the last few years has seen tremendous growth in terms of our media presence, we now have to continue taking steps to create a permanent professional operation. We must develop a strategy to make more voter contacts and reach more young voters than our organization has ever one before.

We cannot rest on the laurels of our past success. We hope you'll continue to join us in the hard work it takes to make the Georgia Young Republicans and Georgia Republican Party the best in the nation.



Colt Chambers
State Chairman
Georgia Young Republicans

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Strategic Goals

Influencing our State and Nation...

1. Cumulatively make one million voter contacts on behalf of Republican candidates
2. Re-Elect President Donald J. Trump, U.S. Senator David Perdue, and retain seats in Congress and the Georgia General Assembly
3. Take back Georgia's 6th Congressional District

Institutionalizing our Professionalism...

1. Expand statewide membership to 1,000 among all chapters
2. Develop chapters in each Congressional district
3. Raise \$25,000 for Regular Operations Budget
4. Incorporate regional management structure
5. Develop outlined responsibilities for each appointed and elected officer



Inluencing our Party...

1. Successfully launch the GAGOP Youth Advisory Committee
2. Organize the first biennial Young Republican Women's Leadership Conference
3. Organize a series of policy and issue-based events
4. Re-Launch the GYR Pipeline initiative
5. Develop a training program related to chapter development for county and district parties



Mission Statement

“The Georgia Young Republicans will create and foster an environment which enriches the personal, professional, and political lives of our members. We will do so using a combination of compelling narratives, supportive networks, and a focus on leadership development and personal growth in GYR.”

Our Mission



The Georgia Young Republicans occupy a unique space in Georgia politics. Our members don't call a college campus home anymore. We graduated; started careers and families, and have a clearer understanding of our personal goals. However, we are in the early years of our careers and families are at home. We don't have the time that other GAGOP members have. Our members face difficult demands for their time on a daily basis.

GYR's mission must account for this reality. Young professionals have a hundred different responsibilities, all of which are just as important as involvement in a political organization. In order to grow, we must be an organization which provides value to our demographic. Our organization must develop the generation of leaders who will take the mantle of conservatism forward as our mentors and current leaders begin to take their retirement. Quite honestly, we have to show how Republican values are not only politically important, but also practical to have and use in our lives.





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The Plan

Influencing our State and Nation...

As we enter the 2020 election cycle we understand that President Trump and Republicans nationwide will be under attack from the left's Socialist movement. Make no mistake, Georgia will be a battleground state and we must be "all-hands-on-deck," ready to fight back, in order to achieve victory. The Georgia Young Republicans are prepared to deliver our state to President Trump during his re-election. Further, we are also prepared to re-elect Senator David Perdue, save the 7th Congressional District, and win back the 6th Congressional District.

To accomplish our goals, we will...

- Organize one statewide "Day of Action" each month throughout the 2020 election cycle and encourage chapter participation.
- Organize targeted GYR deployments across the state throughout Fall of 2020 with the majority being in the 6th and 7th Congressional Districts.
- Create a chapter incentive program to encourage chapter participation in deployment efforts.
- Develop activist recruitment resources for local chapters and organize grassroots activism training sessions throughout the state to educate and mobilize activists.

Institutionalizing our Professionalism...

Over recent years, the Georgia Young Republicans have seen tremendous growth. In 2016, the Young Republican National Federation recognized GYR as the Best State Federation among nearly 40 state organizations that exist as well as awarded GYR with Best Federation Website. In 2017 and

2019, GYR was awarded Best Federation Social Media. It is the priority of our organization to continue to be a leader in professionalism among Young Republicans nationwide by continuing and building on our success.

To accomplish our goals, we will...

- Re-establish NewRock (Newton/Rockdale counties), WarTown (Houston County), and Greater Columbus (Muscogee County) chapters, where charters were previously held.
- Continue to focus on the development of chapters in Congressional districts where Young Republican charters are not currently held.
- Re-design GYR's organizational structure by developing written "job descriptions" for each appointed and elected officer position as well as implementing a regional management structure.
- Update existing Chapter Development Manual for new and existing chapters with extensive focus on membership recruitment.

Influencing our Party...

Young Republicans are often referred to as the "future of the Party." However, it is our belief that we are the NOW generation of the Republican Party. The Georgia Young Republicans are dedicated to helping our members across the state find their

place in the Republican Party and ensure that our members have a voice! Our goal is to create an environment where Young Republicans can find their voice, empower themselves to influence the political process at all levels, and take ownership of the Party they belong to.

To accomplish our goals, we will...

- Work with the Georgia Republican Party to finally implement an advisory committee consisting of members of the Georgia Young Republicans and our counterparts at the Georgia Association of College Republicans (GACR) and Georgia Teen Republicans (GATR).
- Re-launch an initiative with the GATRs and GACRs known as “Pipeline” to launch more youth auxiliary chapters across the state in partnership with county parties to develop strong, strategic focuses at the local level.
- Encourage Young Republican members to run for leadership roles and officer positions within their respective county and district Republican Party.
- Implement a Summit Series with policy/issue-based themes to reach different demographics and foster an environment for open dialogue.
- Organize leadership training and outreach programs to empower membership, including the Young Republican Women’s Leadership Conference.
- Organize at least two fundraising events around the state in addition to at least two direct mail fundraising projects.



YR Graduates of Republican Leadership for Georgia's Class of 2019



Georgia Delegation at the 2019 Young Republican National Convention in Omaha, Nebraska!





GYR

**Learn more about the Georgia
Young Republicans, visit
www.georgiayr.gov or scan the QR
code below with your smart phone
or tablet!**

