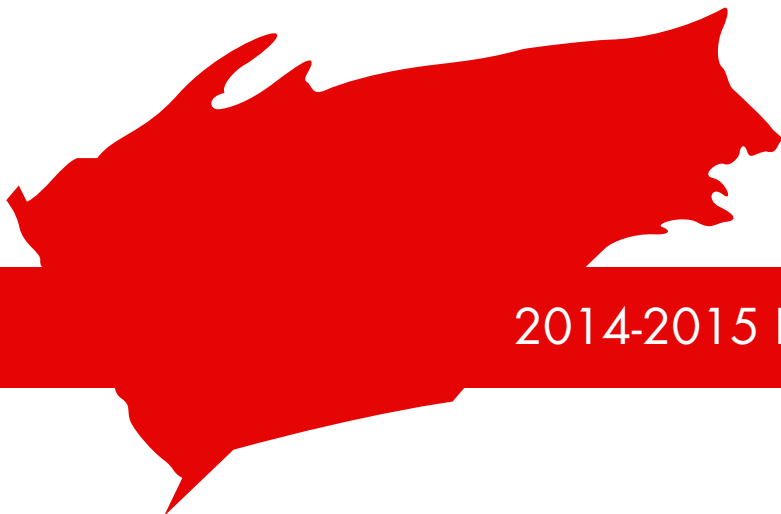


# CUMBERLAND COUNTY REPUBLICAN COMMITTEE

The Party Powered By You



2014-2015 Prospectus

"You can't be for big government, big taxes, and big bureaucracy and still be for the little guy"

- RONALD REAGAN







"The local Republican parties are the backbone of the GOP. We need you to grow and we need you to win."

- SENATOR PAT TOOMEY

## INVESTING IN INFRASTRUCTURE

Senator Pat Toomey is right – we are the backbone of the Republican Party. We need to grow. We need to win. That's why investment in the party is so important and any investment starts with the infrastructure of the GOP.

## FULL-TIME EXECUTIVE DIRECTOR

Here in Cumberland County, we have often gone without an executive director for the GOP. That has hurt our county's ability to have a consistent voice focused on the day-to-day operations of our party. We are probably the only party of our size that does not have a full-time executive director.

This is an important addition to our party and will help make party activities, as well as coordination with our elected officials, more effective. The ability to have an executive director will also help with the party's fundraising and member services. We believe a good executive director will cost us \$42,000 a year including taxes and benefits.

## HEADQUARTERS

We need a permanent home for the Cumberland County GOP. Our headquarters will be a place where we can meet, where local Republicans can come to interact with the party and get information, and a central organizing point for our activities.

We also need to increase our presence around high traffic areas. That's why we will open up a storefront office to serve as a Victory Center for our elections, both in the upcoming Gubernatorial, Congressional, and Legislative races this year and for next year's important county races as well.

The cost for these two will be \$22,000.

## ADMINISTRATIVE AND OPERATIONAL

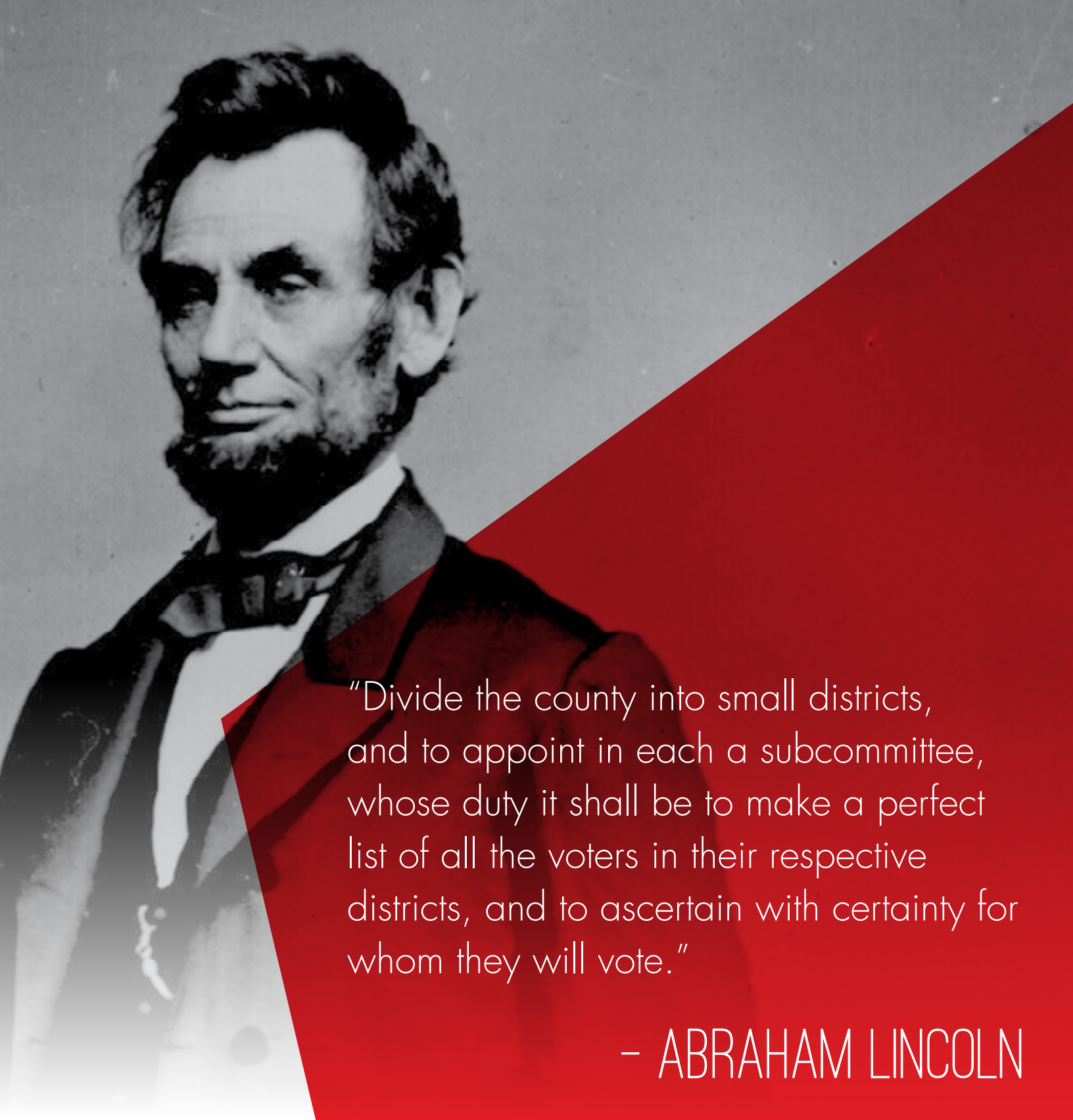
The party will have everyday needs to operate, things like postage, supplies, food for volunteers, etc. These costs will be covered by our administrative and operational line items. While these may not be exciting line items, they are key to operating the party in an efficient manner.

We will also have insurance costs to cover the headquarters and the activities of the party. We have budgeted \$16,500 for the administrative and operational costs.

## CONTINGENCY FUNDS

We are the party of fiscal responsibility and we are going to live up to our reputation. Rather than budgeting to meet our needs, we are going to budget to exceed our needs to make sure we not only have a balanced budget, but we have the necessary reserves to protect against any unforeseen circumstances.

Our goal is to build a contingency fund that is equal to six months of operating costs, so we have budgeted \$50,000 for contingency funds.



“Divide the county into small districts, and to appoint in each a subcommittee, whose duty it shall be to make a perfect list of all the voters in their respective districts, and to ascertain with certainty for whom they will vote.”

– ABRAHAM LINCOLN

**ABRAHAM LINCOLN'S** quote about Getting Out The Vote (GOTV) is as applicable today as it was during his campaigns. The number one job of political parties is to turn out its voters, and that is going to be the renewed focus of the Cumberland County GOP.

Our goal is to have more Republicans to train our committee people, grow our local committees, and to increase the amount of voters we can get to the polls to support our candidates.

## COMMITTEE TRAINING

We need to make sure that our committee people are ready to go to battle for our party. In order to do that, we need to make sure they have the tools they need to be successful in the field.

Our leadership has made a commitment to make sure we are ready to win in November, and we will be undertaking important training sessions each year to update our committee on the latest tactics and strategies to turn out the vote.

We will partner with PAGOP and individual campaigns to help committee people be as effective as they can be in their neighborhoods. The training sessions will help teach first time committee people their basic responsibilities as well as long time committee members the latest technologies and tactics.

We have budgeted \$4,000 for this training.

## VOTER REGISTRATION

One of the most important jobs of the Republican Party is to register new voters. We need to grow our ranks of Republicans and we need to create new energy within the GOP by recruiting new members to our party.

These new registrants can be first time voters, lapsed voters, disaffected Democrats, or anyone who is looking for a home in the party of fiscal responsibility.

One of the responsibilities of the committee people will be to reach out to people who move into their neighborhood and to get them signed up to vote. In addition, we will ask each GOP member to recruit five new Republicans.

Lastly, the party will put together a registration mailer. We will send it to the homes of GOP registrants and ask each household to get two new registrations so that we can multiply our impact and our margins.

We have budgeted \$17,000 for voter registration efforts.

## GET OUT THE VOTE (GOTV) MAIL, ADS, ELECTION DAY SUPPORT

Turning out the vote is the key job of committee people. It is the big test of the effectiveness of the party, and our committee people need air support to go along with our ground game.

To that extent, we will do GOTV mail for our candidates as well as web advertising that focuses on turnout.

We also believe we need to help our local committee members on Election Day. That's why we have proposed spending \$12,000 on Election Day to support them with different tools, including rides to the polls, etc.

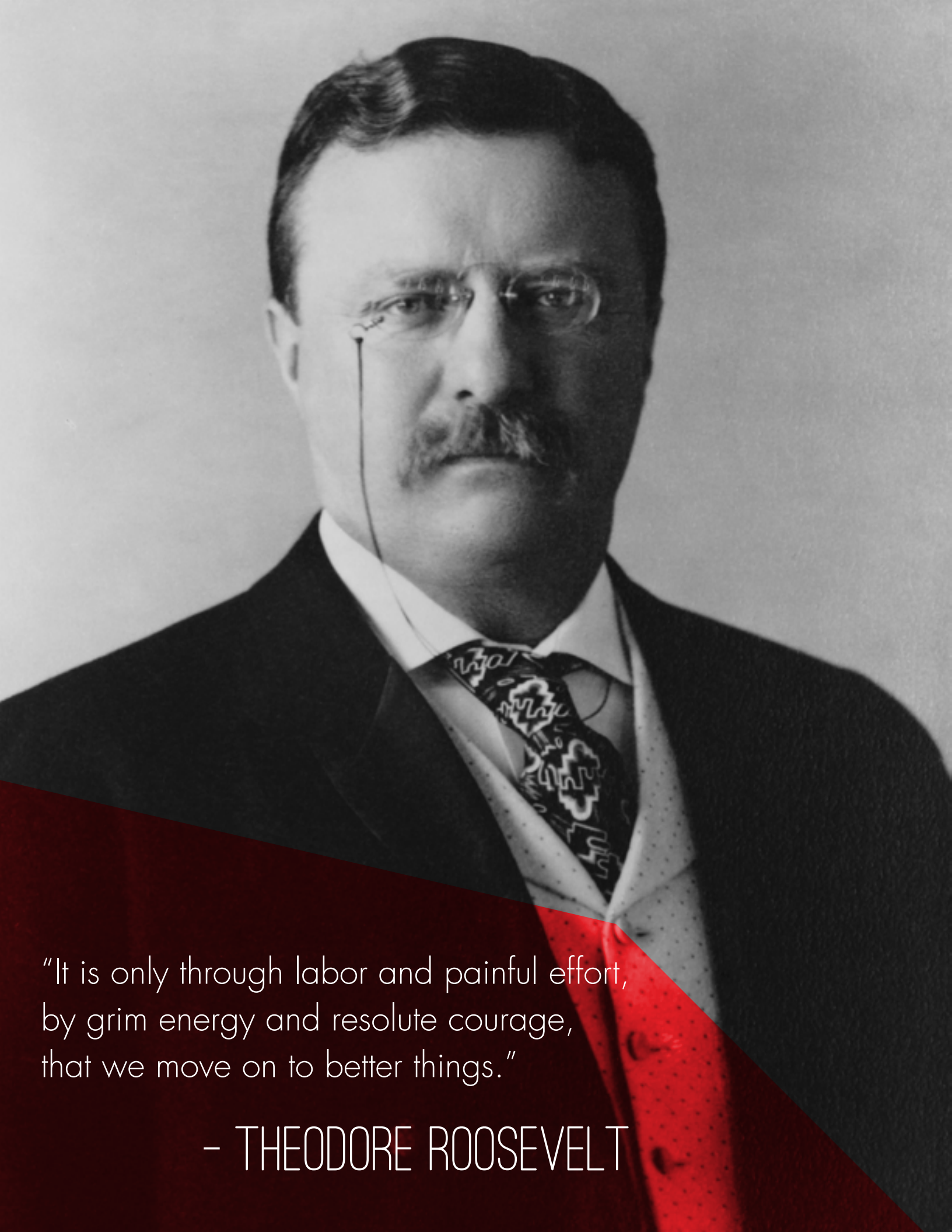
We have budgeted \$40,000 for GOTV mailings, web ads, and Election Day support.

## WEBSITE

Campaigns are becoming digital in nature, and the Cumberland County GOP has committed to building a first class online operation to help support our party's goals. To that end, we have revamped our website and presence on social media.

To that extent, we have invested in a new website that helps us communicate our message and update our members on what's happening. We are also aggressively using email communications, Twitter, and Facebook.

We have budgeted \$3,000 for upgrades to the website.



"It is only through labor and painful effort,  
by grim energy and resolute courage,  
that we move on to better things."

- THEODORE ROOSEVELT



# ANNUAL PROJECTED BUDGET

RENT OFFICE	\$12,000
STOREFRONT OFFICE	\$10,000
INSURANCE	\$1,000
ADMINISTRATION	\$11,000
POSTAGE COMMUNICATIONS	\$4,500
COMMITTEE TRAINING	\$4,000
WEBSITE	\$3,000
REGISTRATION	\$17,000
LOCAL COMMITTEE SUPPORT	\$5,000
ELECTION DAY SUPPORT	\$12,000
EXECUTIVE DIRECTOR	\$42,000
GOTV MAILING	\$27,000
WEB ADS FOR GOTV	\$1,000
BREAKFAST FOR COMMITTEE	\$4,000
CONTINGENCY FUNDS	\$50,000
PHONES	\$2,600
FILING FEES	\$2,000
VICTORY PARTY	\$5,000

**SUB-TOTAL**

**\$213,100**

# GET INVOLVED.



SEND US YOUR INFO.

## CUMBERLAND COUNTY REPUBLICAN COMMITTEE

P.O. Box 1495  
Camp Hill, PA 17001-1495

[www.gopccpa.org](http://www.gopccpa.org)  
<https://www.facebook.com/GOPCCPA>  
<https://twitter.com/gopccpa>

# VOLUNTEER FORM

## I CAN SUPPORT THE PARTY BY:

- Volunteer     Display Yardsign     Work at Headquarters     Donate  
 Make Phone Calls     Door-to-Door     Host Meet & Greet     Host Fundraiser

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

### **If you are making a donation, please fill out below:**

Occupation: \_\_\_\_\_

Employer: \_\_\_\_\_

Business Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_

### **Please make checks payable to:**

Cumberland County Republican Committee  
P.O. Box 1495 | Camp Hill, PA 17001

For more information, please contact Greg Rothman at 717.571.3345  
or at [gregrothman@gopccpa.org](mailto:gregrothman@gopccpa.org).

PA Election Law prohibits corporate contributions to political committees.  
Cumberland County Republican Committee may accept unlimited personal, partnership, sole proprietorship and PAC contributions. Political contributions are not deductible for income tax purposes.



P.O. Box 1495  
Camp Hill, PA 17001-1495

[www.gopccpa.org](http://www.gopccpa.org)  
<https://www.facebook.com/GOPCCPA>  
<https://twitter.com/gopccpa>



Created by  
[www.redmaverickmedia.com](http://www.redmaverickmedia.com)