

Action Plan for the Hawaii Republican Party

As required of the HRP Bylaws and guidelines, the following is a proposed action plan for the party with additional items to further suggest a pathway to a more successful outcome. We can only succeed if we ALL, are involved in our success.

1. Party's Goals :

- **Engagement:** Increase engagement with local communities to better understand and represent their interests.
- **Membership:** Grow party membership by 20% over the next year.
- **Representation:** Increase the number of Republican candidates elected to local and state offices in the upcoming election cycle.
- **Policy Impact:** Advocate and support policies that align with party values and contribute to economic growth and sustainability in Hawaii.
- **Education:** Educate the public on the party's platform and key issues.

2. Resources and Opportunities:

- **Financial Resources:** Assess the current financial resources and fundraise to support party operations, campaigns, and initiatives. This includes Presidential Caucus funds, Gorry funds, Fundraisers scheduled, Donations
- **Membership knowledge:** Analyze the skills and capacities of party members, volunteers, and staff. How much time can our volunteers and members donate? Who is pro active? Identify non active seats and vacant seats. Train and education, recognize assets and place people where they are most effective. Find additional volunteers to fill vacancies and replace non active where appropriate through proper bylaw processes.
- **Resources:** Evaluate the availability of offices, campaign materials, and other necessary resources. Create SOP (Standing Operating procedures) where applicable
- **Opportunities:** Identify opportunities such as potential alliances and auxiliaries, favorable political trends, or upcoming legislative matters, be welcoming and accommodating to maximize our reach and be inclusive.

- **Challenges:** Identify and analyze potential challenges, including political opposition, legal regulations, or demographic trends. Review bylaws where unclear and inconsistent. If necessary, have a special convention to support rule changes that were not addressed at the appropriate convention or event required in the Bylaws

3. Statement of Standards to Measure Achievement :

- **Performance Indicators:** Develop key performance indicators (KPIs) such as membership growth rate, election win rate, and community engagement metrics.
- **Goals:** Set specific milestones like a certain number of new members by a particular date, or a number of policy proposals submitted or passed, recruitment, and fundraising goals
- **Framework:** Create a framework for evaluating the effectiveness of campaigns, policy advocacy, and other key initiatives.

4. Annual Review by the State Committee:

- **Regular Assessment:** Conduct regular assessments to compare actual performance against the set standards and to evaluate the progress towards achieving the party's goals.
- **Special State Committee Meeting:** In case of significant deviations from the action plan or unprecedented events, call for a Special State Committee meeting to address issues and adjust the action plan as necessary.
- **Feedback :** Establish a feedback process to learn from successes and failures, and to continuously improve the action plan and strategies. Use failure as opportunities

5. Solutions:

- **Special State Committee Meeting:** Call for a Special State Committee meeting whenever needed to discuss urgent issues, reassess the action plan, or make critical decisions to keep the party on track towards achieving its goals.

By following such a structured approach, the Hawaii Republican Party can ensure that its action plan is clear and aligned with its mission and values. It also provides a tool or opportunity for monitoring progress and adapting to changing circumstances, thus promoting accountability and continuous improvement within the party.

Here are some strategies and ideas that might be used to meet these goals:

1. Involvement:

- **Community Outreach:** Organize town halls, forums, and community events to engage with local residents and discuss their concerns and ideas. Even small fundraising gatherings such as paint parties, wine and tea parties, picnic in the park, etc.
- **Online Platforms:** Utilize website, social media and other online platforms to interact with the community, share information, and solicit feedback.

2. Membership:

- **Recruitment Campaigns:** Launch recruitment campaigns emphasizing the benefits of membership and the party's alignment with local concerns.
- **Membership Drives:** Organize membership drives in various locales, offering easy sign-up opportunities and informational materials. Membership can be increase with organized efforts conducted by the Vice Chairs of Community Service and Coalitions. Making a presence in community service, like minded affiliations, and local churches

3. Representation:

- **Candidate Training:** Offer training programs for prospective Republican candidates to prepare for elections and represent the party effectively. Create program by Vice Chair of Recruitment and Training, offer accommodations for other training resources through RNC or Leadership institute and other training organizations that will enrich the party and candidates
- **Supportive Infrastructure:** Build a supportive infrastructure to help candidates with campaign strategy, fundraising, and publicity. Create a "Think Tank" or "Strategy Committee", with the Vice Chair of Coordinated Campaigns. Include Elected Republican officials to participate and maximize on their experiences and oportunities

4. Policy Impact:

- **Policy Forums:** Host policy forums to gather input from members and the public, and to develop policy proposals. Hold town halls, or incorporate in mentioned ideas ...surveys to attending guests.
- **Legislative Advocacy:** Establish a strong presence in the legislative process, advocating for policies aligned with party values. As well as elected officials supporting party and local events, and involving supportive citizen journalist and advocates of the party.

5. Education:

- **Informational Campaigns:** Launch campaigns to educate the public on key issues, party positions, and the implications of proposed policies.

- **School Engagement:** Engage with schools and educational institutions to provide non-partisan civic education and encourage informed political participation. Offer children programs at HRP Headquarters or social media that teach about items that are the party core values, such as the Constitution, Bill of Rights, Pledge of Allegiance, Freedom, etc.

6. Financial Resources:

- **Fundraising Events:** Organize fundraising events both in-person and online to gather the necessary funds for party activities. Create fundraisers that are interactive and enjoyable. Invite speakers in person and via Zoom, Locally and national. Partner with Counties to create a relationship and fundraising opportunities that benefit all levels
- **Donor Relationships:** Cultivate relationships with donors, providing regular updates on party achievements and upcoming initiatives. Allow feedback, and develop relationships at the grassroots level.

7. Members and Volunteers:

- **Volunteer Programs:** Develop robust volunteer programs to harness the enthusiasm and skills of party supporters. This should include transparency, respect and inclusiveness.
- **Staff Development:** Invest in staff development to ensure that the party has the necessary expertise to achieve its goals. Encourage a solution oriented environment.

8. Material Resources:

- **Resource Allocation:** Efficiently allocate resources to priority areas, ensuring that critical activities are well-supported.
- **Resource Sharing:** Explore resource-sharing agreements with like minded organizations to maximize the utility of available resources, locally and nationally.

9. Performance Indicators and Evaluation

- **Data Collection:** Establish systems for collecting and analyzing data on key performance indicators. Utilize and/or create committees to tackle these topics and gathering information.
- **Regular Reviews:** Conduct regular reviews to assess progress towards goals, and adjust strategies as needed based on findings. Give information to the “Think Tank” committee

10. Special State Committee Meetings:

- **Agenda Preparation:** Prepare agendas for special meetings to address urgent issues, and ensure thorough discussion and decision-making as needed

Implementing a mix of these strategies could provide a strong pathway for the Hawaii Republican Party to progress towards its goals and adapt to changing circumstances over time. This mix of community involvement, candidate support, policy and bylaw advocacy, and evaluation can create a foundation for long-term success.

We can achieve anything, if we do it all together. We have no time for internal fighting and people sitting on the sidelines.

It's time to Lock arms as "We Stand United".

A handwritten signature in black ink, appearing to read "Tamara McKay", written in a cursive style.

Tamara McKay
State Chair
Hawai'i Republican Party