

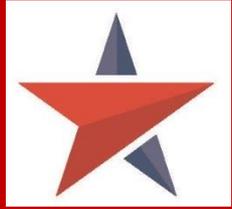


**REPUBLICAN  
WOMEN  
OF CALIFORNIA**

**SAN DIEGO COUNTY**

**Leadership Training  
1/12/2019**

**Why RWC?**

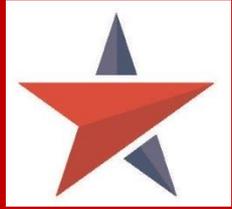


# Why RWC?

**Welcome to the Republican Women of California (RWC).**

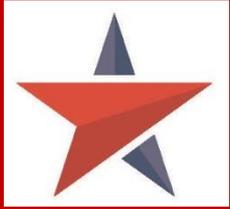
**By attending today's session you are indicating your interest in identifying exactly why we need a new Republican women's organization with the state of California. In the next 45 minutes we will address:**

- **The failure of the status quo**
- **Problems contributing to this failure**
- **RWC's answers to these problems.**



# Failure of the Status Quo

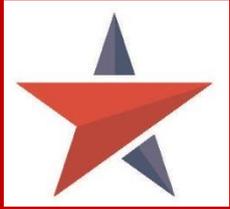
**For generations, Republican women have been the GOP's primary grassroots volunteers. During the last generation, however, we've seen our numbers dwindle dramatically and, during the same time period, California flipped from being a reliably Republican stronghold to a Democratic Party bastion.**



# Failure of the Status Quo

**While this was happening, the Republican Party and Republican women in particular concentrated on:**

- **Holding meetings to energize their members**
- **Traditional voter registration methods**
- **Traditional communication methods (e.g., “snail mail”) to reach out to potential members and voters**
- **Stuffing envelopes, making phone calls and walking precincts, typically only contacting registered Republicans.**
- **Observing polls.**

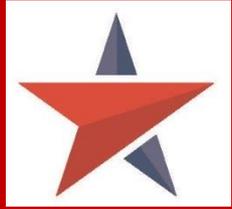


# Failure of the Status Quo

**In 2018, California Republicans did everything they've done traditionally – and the Democrats now hold:**

- **All state-wide elected offices**
- **A super-majority in the State Senate**
- **A super-majority in the State Assembly**
- **Virtually all CA Congressional seats**
- **Both CA U.S. Senate positions**
- **Most San Diego County elected offices (including several we've held for years)**
- **A San Diego City veto-proof city council.**

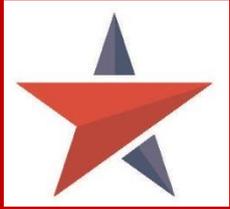
**If that's not failure...what is?**



# Identifying the Problems

**We at RWC have identified the following basic problems:**

- **Changing Social Norms**
- **Changing Demographics**
- **Changing Technologies**
- **Progressive Education System**
- **Changing Voter Laws**
- **Media Bias**
- **Changing Party Affiliation**

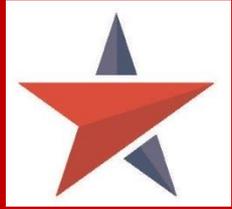


## **Problem: Changing Social Norms**

**Since WWII, CA has been at the forefront of a social revolution that continues to this day. Major changes include:**

- **Most women work outside of the home**
- **“Freedom of religion” is now mostly interpreted as “freedom from religion.”**
- **Marriage has been redefined to include same-sex marriages.**
- **The LGBT???? Community has come out of the closet.**
- **Abortion is accepted as a right and there is no longer a social stigma against unmarried mothers.**

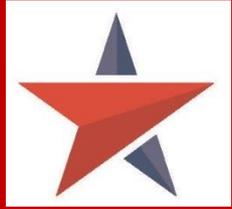
**The Democratic Party has accepted and largely championed these changes; we Republicans mostly ignore them when we’re not fighting against them.**



## **Problem: Changing Demographics**

**Most of us grew up in a white majority population. Here in California that has changed dramatically where we are now a white minority. By embracing identity politics, the Democratic Party has reached out to this new majority and successfully demonized most Republicans as being racist, misogynist, and/or homophobic.**

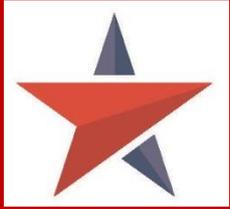
**To date we Republicans have made little real effort to reach out to what we still view as minorities, especially those within the migrant communities.**



## **Problem: Changing Technologies**

**The Democratic Party has embraced modern technology to build its legitimate voter base, communicate with it, and use it to legitimize the Party's efforts to change voting processing from registration through the actual vote to increase their numbers and victories state-wide.**

**To date we Republicans remain largely tech-ignorant and have let the Democrats and their allies within the tech industry control the tech advantage.**

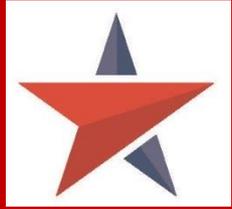


## **Problem: Progressive Education System**

**California once took pride in having the best education system within the nation. Most agree it no longer stands at the top in a system where:**

- **Climate change and social justice classes have largely replaced basic education (i.e., math, English & history)**
- **American history is considered optional**
- **Patriotism is devalued**
- **Truth & logic are considered of less importance than personal feelings**
- **Minority-interest groups (e.g., C.A.I.R.) are allowed to change school curricula based on spurious claims of prejudice.**

**We Republicans have ignored this situation, home-schooled our own children and/or sent them to private school.**

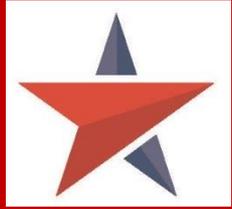


# **Problem: Changing Voting Laws**

**The Democratic Party has used its increased power to effectively change the entire voting process:**

- Voter registration on-line or via the DMV eliminates virtually all checks on voter eligibility while swelling the electorate.**
- Vote-by-mail is replacing polls, ending poll observation.**
- Vote bundling destroys ballot line of custody integrity.**
- Refusal to admit or prosecute wide-spread voter fraud encourages same.**

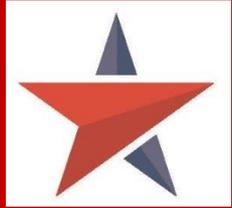
**To date we Republicans have done little to address any of these measures.**



# Problem: Media Bias

**It has become a truism that the Mainstream Media is biased against Republicans. Up to President Trump's election, most media types claimed objectivity. Since his election, the bias has become all too obvious.**

**We Republicans have largely responded by watching FoxNews and listening to the radio talk shows which are still primarily conservative.**



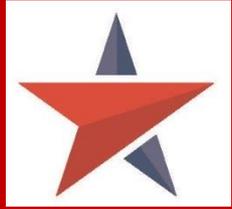
# Problem: Changing Party Affiliation

**Most of us grew up with a Republican CA.**

- **1952 – 1988, CA voted Democratic in only one Presidential election: 1964. Since 1992 it's not voted Republican once.**
- **In recent years the percentage of CA Republicans has dropped dramatically:**

<b>Year</b>	<b>% Democratic</b>	<b>% Republican</b>
<b>2000</b>	<b>53.4%</b>	<b>41.78%</b>
<b>2016</b>	<b>61.7%</b>	<b>31.6%</b>

**Many Republicans have responded to this by moving out of state.**

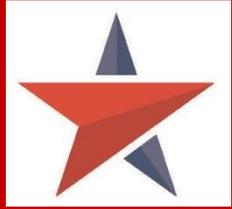


## **Solving Problems – the RWC Perspective**

**In reviewing all of these problems, a pattern soon emerges. While the Democratic Party has initiated and/or quickly recognized changing situations to take advantage of them politically, we in the Republican Party have failed to respond in any meaningful way, except to exasperate the problem at hand.**

**As Republican women we bear a special responsibility. Any political grass-roots organization should be close to the electorate and the first to respond to any significant changes. For the most part we've ignored them or simply discussed them among ourselves.**

**That's Not How Change Happens!**



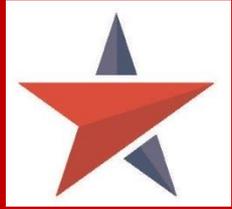
# California Republican Women

## A Short History

**Way back when – before we women had the vote – CA Republican suffragettes were the change agents who won state suffrage in 1911 then assured the passage of the 19<sup>th</sup> Amendment in 1919 by their tireless efforts for the cause.**

**In 1925, San Diego Republican Women held their first meeting and were instrumental in starting the California Federation and National Federation of Republican Women. For years those organizations flourished. Lately they've seen a sharp decline in membership, and all recognized a need for a new direction.**

**In 2018, the Republican Women of California – San Diego County was formed to provide that direction under a new banner with a new dedication to grassroots activism.**

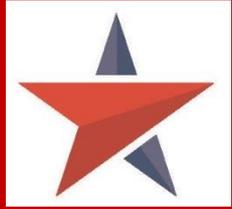


# Republican Women of California

## A New Approach

**We are not your mothers' Republican Women. While we will continue to meet regularly for camaraderie, networking and the education of our members, our primary purpose is and always will be what we have declared to be our new organization's Mission Statement:**

***We Elect Republicans***



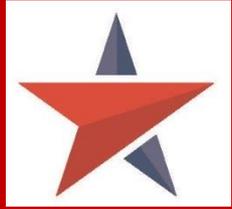
# Republican Women of California

## A New Approach

To elect Republicans in a state that's got an almost 30 point registration gap will require a new level of activism on a par with the activities of the suffragettes of the last century. To make CA red again we must do the following:

### **Social Norms:**

- Schedule meetings outside normal working hours
- Find an acceptable balance between our religious and moral beliefs and the current political reality
- Find and voice a logical rationale for opposing those norms with which we disagree.



# Republican Women of California

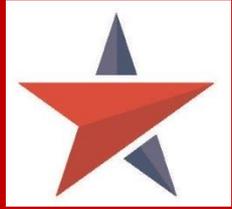
## A New Approach

### **Changing Demographics:**

- Reach out to non-white communities to begin the discussion
- Point out to migrant communities that much of what they seek in the American dream is based on Republican principles

### **Changing Technologies:**

- Learn them. Use them.
- Set up social networks, blogs, and you-tube sessions.
- Keep current. Find and use those functions that can let you reach and maintain a larger audience.

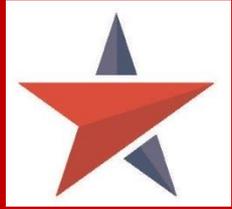


# Republican Women of California

## A New Approach

### **Progressive Education System:**

- **Keep current on what our kids are being taught**
- **Identify immediate deficiencies and address them**
- **Attend local Board of Education meetings and let them know our concerns.**
- **Challenge liberal school educators who propagandize instead of teaching.**
- **Join your local PTA and participate**



# Republican Women of California

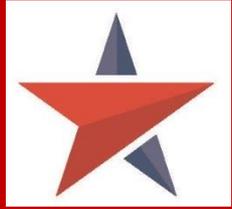
## A New Approach

### **Changing Voting Laws:**

- Redirect our voter registration activities to general voter outreach – face-to-face voter registration is going away.
- Participate in vote bundling
- Champion voter integrity wherever possible
- Insist on rights to observe mail-in vote counts.

### **Media Bias:**

- Invite press participation at all of our public events
- Coordinate writing campaigns on items of interest
- Produce our own blogs and press releases.



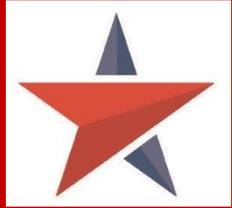
# Republican Women of California

## A New Approach

### **Changing Party Affiliation:**

- Outreach
- Voter Education
- Outreach
- Voter Education

**The only way we'll reverse the change in party affiliation is to speak to as many voters as possible in as many venues as possible. Whenever we speak we must educate. To do this we must educate our speakers, provide talking points, and constantly review those talking point to make sure they're both cogent and timely.**

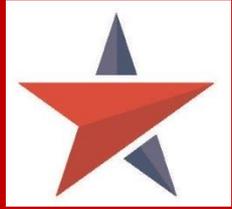


# Republican Women of California

## A New Approach

*Various Republican groups have promised to perform many of these functions over the years. How is RWC different?*

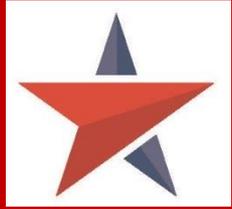
- 1. We recognize that no single Republican club, however big, can accomplish these goals in isolation.**
- 2. We believe that clubs must meet regularly with other clubs to coordinate their activities, identify future leaders, provide mentoring, and build personal relationships. We believe this is best accomplished via a coordinating body RWC calls a “group” that is directly answerable to its member clubs. RWCSDC is a RWC group.**
- 3. We believe that as a new organization, RWC can develop new methods for addressing problems that have been allowed to fester for years.**



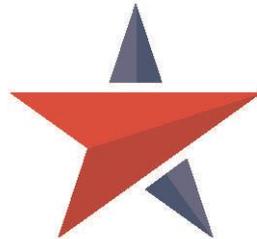
# In Summary

**The Republican Women of California is an activist organization dedicated to promoting Republican causes and candidates by educating and deploying Republican women to:**

- 1. Confront today's challenges**
- 2. Recruit and train new Republicans**
- 3. Provide a viable political alternative to CA voters.**



**Remember our Mission**

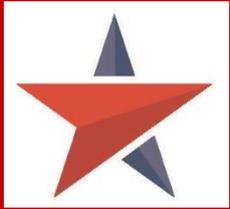


**REPUBLICAN  
WOMEN  
OF CALIFORNIA**  

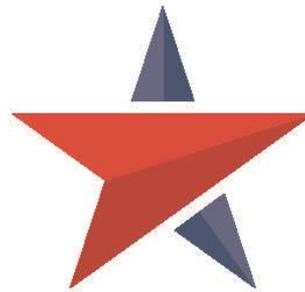
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**SAN DIEGO COUNTY**

***We Elect Republicans!***



Questions?



**REPUBLICAN  
WOMEN  
OF CALIFORNIA**

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**SAN DIEGO COUNTY**