

An aerial photograph of a city at dusk. A prominent church with a tall, green-roofed steeple is in the foreground. The city lights are visible in the background, and the sky is a mix of blue and orange. A large red and blue diagonal graphic element is on the right side of the image.

**David
Shafer**
for CHAIRMAN

Our Vision for Victory

Georgia Republican Party

Fellow Republican,

Within these pages you will find my vision for the future of our Georgia Republican Party and a battle plan for the 2020 election cycle.

For the first time in 15 years, we find ourselves having to defend multiple seats with statewide margins narrowing and our majorities in the General Assembly and Congressional Delegation beginning to erode.

When I became Executive Director of the Georgia Republican Party in the early 1990s, we were an entirely volunteer organization with very few elected officials. There was not a single Republican in statewide office, only one Republican member of Congress and just a few dozen Republicans in the Georgia General Assembly. In the 1992 and 1994 election cycles, we began our ascent: capturing a majority of the statewide elected offices, going from one Congressman to eight and beginning our ten-year march to control of the Gold Dome.

In many ways, however, we have become a victim of our own success. We have allowed our grassroots infrastructure to atrophy. Our activist and donor bases have in large part become estranged, and we have not done a good enough job promoting the successes of our Republican elected officials.





The new Democratic Party is unlike the Democratic Party we replaced. Instead of center-right politicians like George Busbee, John Frank Harris, Zell Miller and Sam Nunn, we are challenged by radical leftist, borderline Marxist candidates with an agenda that takes aim at the very soul of America.

That is why we need a State Chairman who can hit the ground running on Day One. I understand and appreciate the importance of the grassroots. I am a proven fundraiser. And I fought for our Republican ideals as an elected official. I bring the skills and experience we need at this critical time in the life of our Republican Party. I can unite the entire Republican Party at a time when we must focus all our effort on our real opposition, not each other.

If you elect me as State Chairman, I will roll up my sleeves and work by your side to carry Georgia for President Trump, re-elect Sen. David Perdue and recapture our lost seats in Congress and the General Assembly. I will get us back to the basics of grassroots organizing. I will make better use of technology to build our Party and communicate our message. And I will not rest until after Election Day 2020.

Very truly yours,

David J. Shafer



Meet David

I am a husband, father, University of Georgia graduate and lifelong resident of our state. I have been a grassroots Republican leader for nearly 30 years. I have also served our Party as a campaign manager, as a candidate and as an elected official.



During my tenure as Executive Director of the Georgia Republican Party in the early 1990s, I helped move Republicans from one congressman to eight in our delegation. The work we did laid the foundation for Republicans to move from minority to majority status in our State House and Senate.

I continued to work for our Party by serving sixteen years as a member of the state legislature. I earned the respect of my peers who three times elected me President Pro Tempore of the State Senate.

As a conservative with the proven leadership and fundraising skills, I will help restore our Party's volunteer efforts and infrastructure as well as drive our conservative message.

Valdosta, GA



My Plan for Our Party

1. Unify the Party

I believe our future success begins with our County Republican Parties. The leadership and members of each and every County Party must no longer be expected to win elections without the help and tools that are necessary. I will bring back the Four Star Program, a grants-based system to strengthen the Party from its grassroots. The system will reward counties with cash grants for achieving political goals and will reestablish the partnership between the State Party and our County Parties throughout the state.

Macon, GA

Instead of competing with the County Parties for individual donations, we will create a United Republican Fund that will take the first dollars received from an individual donor and put them towards that donor's dues for his or her local party organization. Donors to the United Republican Fund will also be given the benefit of attending our annual fundraising dinners for just the cost of the food.

Because I want to know what changes you and your county believe we must make, in the first 90 days of my tenure I will work to schedule and attend a series of regional meetings designed to seek advice and counsel as we take our first crucial steps forward.

Our overall success depends on each County Party being in a position to win local, county and state elections. My experience has taught me that each county and region of our State has different needs and expectations, and I am committed to meeting with you and working together as a team.

2. Build Campaign Management & Candidate Training Programs

As you well know, the key to winning any election starts at the local level. In short, I believe volunteers and Precinct Chairmen are vital to the success of our Party, and I will make sure your County Party has the tools to recruit and train them.

As Chairman, I will initiate regular training seminars to activate our critical grassroots leaders and volunteers at every corner of the state. We need to ensure that we have a Strike Force of volunteers ready to go at any time around the state. We will also resume an annual training conference the years in which there is not a State Convention, just as we did years ago when I served as Executive Director of the State Republican Party.

Tybee Island, GA

New programs will cover onboard training, how to communicate our message and will include participants' own experiences for the most effective way for us to recruit and retain new voters and volunteers. The return of the **Four Star Program** will provide a framework for organizing and financially supporting these activities.

I will guarantee there is a focus on effective campaign management by sharing lists with local County Parties to help identify potential Republican activists and leaders, and ensure campaign materials are in ample supply. The State Party must stop viewing the County Parties as competitors. Instead, the State Party should encourage its contributors to join and take advantage of the programming of their local County Parties.



Under my direction, our State Party will spend as much time in the non-election years providing real training to our precinct workers as we do on campaign schools for candidates.

3. Continue to Improve Fundraising

As your former Executive Director, I understand the vital role money plays in getting our messages across to the people, and I consider fundraising one of my talents. I have raised millions of dollars for the Republican Party and Republican candidates, including over three million dollars for my own campaign for Lt. Governor. As Chairman, I will make fundraising a priority, without neglecting the grassroots.

First, I will first create a working finance committee within the first 30 days in office, and together we will develop a fundraising plan targeted to regions of the State.

Second, in an effort to expand our financial base, I will then make certain we are integrating new technologies and ideas into our fundraising plan and efforts. In recent years, Democrats have dominated small-dollar fundraising, which was historically a Republican strength. We must enhance that effort with new online technology and reach our own strong grassroots base that is willing to give.

Third, I will create a separate and ongoing Campaign Fund to support the campaigns of local and state candidates, not just our Presidential candidate. We will also create a County Party Fund to support the cash party building grants made under the **Four Star Program**.

Valdosta, GA

Fourth, I will establish the Candidate Financial Assistance Review Board to give the volunteer leaders of our Party a say in how our funds are spent to support Republican candidates.

Finally, I will insist that major contracts are openly and competitively bid, and I will demand exceptional performance and accountability from the vendors with whom we contract.

4. Expand Technology to Communicate Our Conservative Message

Communication will play a key part in our future success. Our ability to communicate with each other and with voters will depend on how effective we are in harnessing the full potential of today and tomorrow's technology.

Technology can be one of our weapons to win the hearts and minds of voters. This is essential in communicating our message to new demographic groups and in uniting every level of our Party.

There is no reason all allied groups and candidates cannot have access to an integrated network of technological tools with the ability to connect every County Party, elected Republican and candidate to the State Party office – every day. We must be more available to grassroots by leveraging technology to make training more accessible and to increase the quality and quantity of real-time communication between the State GOP and County Party organizations.



5. Boost Early Voting

The Democrats have made early voting and direct voter outreach a priority, and we must match them. We need a statewide absentee ballot program that not only provides identified Republicans with absentee ballots but tracks those requesting ballots and makes contact with them before those ballots are returned.

Most Georgians believe in our Republican vision and conservative values. It is vital that we turn those voters out by absentee ballot, in early voting and on Election Day.

6. Restore Our Conservative Coalitions

It is essential that we rebuild our alliances with coalition groups across the state that share our conservative vision. As your State Chairman, it will be my responsibility to meet with and engage these and other organizations and communities in a dialogue with our Party, but I will need your help. We must do a much better job of networking into our communities. We spend too much time talking among ourselves.

Our Party needs to lead with active engagement in veterans' organizations, parent education groups, business and professional clubs, nonpartisan civic organizations and our churches. This is an important first step in shaping our public image within our own communities.

Working with coalitions we can identify potential Republican candidates and voters. After all, the best way to really know about the Republican Party is to know a Republican.



Red Top Mountain

7. Strengthen Our Election Legal Team & Resources

Our opponents have lost at the ballot box but are trying to cheat their way into office through abusive litigation. They have regularly filed fraudulent claims to silence the voters of our state. In order to protect Georgia's election results, we must build a strong legal team and guarantee ample resources are accessible for our candidates. So when Republicans win elections, Democrats have no opportunity to overturn our results.

We cannot allow Stacey Abrams or the Far Left extremists to overturn the results of our free and fair elections. As your next Chairman, I will properly fund a team of our state's best election attorneys and provide legal resources to defend our winning candidates.



Toccoa Falls



Where We Go from Here

As Republicans, we believe our policies are the key to stronger families in safer neighborhoods, a thriving economy with meaningful jobs for all Georgians, and a justice system that is fair, but firm. As the leader of our Party, I will make sure we are using these effective strategies to deliver the Republican message to Georgia's voters and will work to broaden our base.

If I am elected as your Chairman, I will build training programs to ensure we have a Strike Force of volunteers ready to go at any time across the state, implement a new financial system that guarantees our Party will excel in fundraising growth and utilize new technology to effectively communicate our message to voters.

This job will take input and hard work from Republican activists at every level, from every corner of the state. It will require leaders with proven and successful track records of helping elect Georgia Republicans to office.

This is the message we will deliver all across Georgia. This is the message I will deliver if you will entrust me with the honor of serving as your next State Chairman.





Georgia Republican State Convention

May 17 - 18, 2019

David
Shafer
for **CHAIRMAN**