

## **Role of RD Chair**

A Representative District Chair (an "RD Chair") is an important position in the New Castle County Republican Party that requires continuous efforts, even during non-campaign years. Although the role requires an extensive time commitment during the campaign season, efforts made in the time leading up to Election Day may determine whether elections are won or lost.

The duties of the RD Chair can generally be broken down into four distinct subsets.

### **1. Knowing the Representative District**

- Know your constituents and the issues that are most important to them
- Know key Republican and conservative activists and opinion-makers
- Act as the Republican Party year-round liaison to your RD
- Be engaged in your local community; know and work with local civic/school/church groups and their leaders

### **2. Growing the Representative District**

- Recruit your leadership team (vice chair, secretary, etc) and delegate key roles and responsibilities (ie, volunteer coordination, fundraising, communications, etc)
- Recruit and train volunteers and block/region captains for RD activities and for campaigns
  - Each ED Chair and their respective block/region captains should be responsible for grassroots activities in his or her block/region
- Lead monthly RD meetings and other events to grow the Republican community in your district
  - Guest Speakers
  - Picnics
  - Happy Hours
- Organize your district using RD maps (available from the Department of Elections) and computer databases
  - Know voting patters/historical trends for targeting
  - Constant Contact / Email Marketing
  - Facebook / Social Networking Groups
- Register new voters in your RD
  - Voter registration drives
  - Door-to-door canvassing
  - Direct mail
- Actively seek out potential candidates for all offices -- including school board, city or town council, county council and the state legislature
- Write letters to the editor regarding current events
- Keep appropriate corporate and financial records

- Establish bank accounts
- Elect a Treasurer

### 3. **Campaign Season / GOTV**

- Develop a written plan and timeline
- Distribute literature and information on Republican candidates. Organize "lit drops" amongst the volunteer network you have developed
- Recruit volunteer poll workers and Republican poll officials for Election Day
  - The Department of Elections pays Republican poll officials to monitor the polling places. This is a great opportunity for college students and retirees.
  - Organize volunteer check-or-challengers to monitor polls
  - Organize volunteers to hold signs and greet voters outside of polling places
- Get Out The Vote ("GOTV") efforts on election day
  - Turn out every possible Republican vote on election day
  - Door to door canvassing
  - Telephone calls
  - Emails
- Absentee Voter Drive
- Maintain Candidate Information Files
  - Both Republican and opposition candidates
  - Newspaper clippings, blog postings, other media

### 4. **Party Commitments**

- Attend Regional GOP Meetings
- Stay abreast of State GOP efforts by joining email lists
- Keep Republican elected officials aware of hot button issues in your RD
- Make your constituents aware of issues being pushed by elected officials and State and Region GOP officials