



The Future of the Clark County Republican Party  
by Ken Minster



# Table of Contents

I. Mission.....	3
II. Short Term Goals.....	4
III. The Plan.....	6
IV. Methodology.....	16
V. Conclusion.....	20

## **A New Day: The Future of the Clark County Republican Party**

By Ken Minster

2 This is proprietary information that is not for external review.  
Do not forward or copy.



## I. MISSION

This report contains a roadmap for making the Clark County Republican Party (“CCRP”) a more effective political organization in Nevada. We are in a dire situation in this State. Clark County grows bluer every single day. For years, the CCRP has failed to become an effective resistance to this trend.

### It’s time for a new day at the CCRP.

With some effective collaboration, narrow changes, and a detailed plan, we can counter that blue trend with serious Republican politicking. Through [research](#) and experience, compromise and communication, we can save our State. The CCRP should focus on three primary political missions:

1. Raise Money
2. Organize People
3. Provide Resources

The roadmap is clear: 2020 will be a year of triage. Early 2021 will be a learning and planning stage. Late 2021 into Early 2022 will be the deployment of a functional, focused political machine this County hasn’t seen in nearly a decade.

3 This is proprietary information that is not for external review. Do not forward or copy.



## II. SHORT TERM GOALS

A. **Edit the Website - A website with outdated information is nearly as bad as having no website at all.** The new clarkgop.org is a GREAT improvement over what the CCRP had previously. The CCRP would benefit from a little refining in order to be a more effective tool for important and relevant information. The following recommendations will streamline the website to make it more accessible to the public:

1. The About Us section should be limited to Our Mission, Our Team;
  - i. The Bylaws and Standing Rules should be moved to the Footer of the site;
2. Remove Gallery;
3. Remove Events from the top navigation and make Events a small ticker on the bottom right of the Homepage for meetings, etc.;
4. Rename "Community" to "Republican Clubs and Orgs" or something more descriptive;
5. Volunteer and Become a Member should be merged to a singular "Get Involved" page;
6. Voter Assistance should be "Voter Information";
7. Legislation should be removed and replaced with a list of the Republican candidates and their websites with current elected officials noted;
8. Donate should be a big button in the top right, not hidden amongst other items;
9. Replace the Contact Form with a general email inbox. No one fills out contact forms. Establish a Google Voice;
10. Establish a link to cool videos like [this one](#); and
11. Add social icons to the Top Nav.

B. **Fix the Membership Meetings** - Since Dave Sajdak has become Chair, meetings are better than ever, but there are some more changes that might help make meetings more enjoyable and efficient. Central Committee meetings should be shorter. Many speakers are preaching to a choir that already supports Republicans. Many members find them contentious, uninviting, and don't understand what is going on.

Meetings should be short, necessary official business, then adjournment and breakouts of various committees or groups: Trustee Meetings, Volunteering and Charity Committee, Writers Guild (see below), Media Fact Check Committee, Small-scale Candidate Meet and Greet, Events Committee, Candidate Recruitment Committee, Fundraising Committee, and the Commerce Committee (A Republican business list, see below).

- 4 This is proprietary information that is not for external review.  
Do not forward or copy.



- C. **Establish a Communications Committee** - We need a Communications Director to help deploy, write, and check any item before going out. In lieu of a full-time comms person, a committee of Richard Maclean, Dave Sajdak, Ken Minster, David Edelblute and Andrew Thomas that reviews, prepares, deploys and monitors emails, social media, and press-facing items as a team instead of unilaterally will avoid potential grammatical errors. An extra set of eyes outside of writer and deployer of other forms of communication may help avoid potential political pitfalls as well. This Committee could also prepare pre-packaged social media graphics, posts, and emails ahead of time and schedule them out over time so the CCRP's posts aren't so sporadic.

For instance, the Committee could meet and discuss posts for the upcoming month and then Ken and Andrew could make them and schedule them without having to do it live. Social media is algorithm driven and without a plan we get cut out of people's timelines.

- D. **Set Up Interest-based Advisory Boards** - The easiest way to get people involved is to set up regularly meeting advisory boards that can help keep track of news stories, write op-eds, discuss policy, listen to their communities, and bundle donors for relevant initiatives. This effort should be led by the Coalitions Director. Examples: Women, Asian, Latin, Black, Second Amendment, Energy, Hunter/Outdoorsmen, and Rural. This can also be a way to naturally engage our elected officials and certain community leaders as ex officio members of committees related to their expertise.
- E. **Unify our Data Infrastructure** - See *Onboard with Advantage/GOPDC - Unify Our Data Infrastructure* section below.
- F. **Create a Donor Contact Pipeline** - We can shop this plan around to donors and let them fund important parts of it. There must be an established monthly goal system for raising money from big and small donors. With a plan, we can ask for money with confidence telling donors where the money will go. The Treasurer or an appointee should maintain a donor list with adequate data to ensure there is no overlap but also follow up with big and small donors.



### III. THE PLAN

#### A. Proposed Timeline

##### 1. July 2020 - November 2020: TRIAGE

This year should be about proving the CCRP's worth to state and national organizations and gathering deliverables to prove to donors and the membership that we are an effective, hard-working political organization that can deliver real results. This is not a year to focus on nation building or long-term success. This is about building a long-term foundation in a short amount of time to use as evidence for donations and investment in the off-year. **Everything we do from now through November 2020 should have an ROI victory attached to it.**



**HIGH PRIORITY TARGET**

We need to prevent Republicans from being in a superminority in the State Senate. Our lone Republican vote is the only thing preventing the Democrats from doing whatever they want next session.

We are already a superminority in the State Assembly and by picking up a few seats can help us with more seats on important Committees.

##### 2. November 2020 - Jan 2021: PLANNING

After assessing wins, losses, processes, missteps and victories in the 2020 elections, we will prepare a Report for the Executive Board and central committee to show the victories and impacts we made as an organization. This will inform our strategy heading into the municipal elections in 2021. We expect the President to win re-election handily, so our efforts should be focused on local candidates, elected officials, and initiatives. The national narrative will take care of itself.

- 6 This is proprietary information that is not for external review. Do not forward or copy.



### 3. February 2021 - July 2021: LEGISLATIVE SESSION

The CCRP should be in full legislature mode. Our social media, events, efforts, and messages should all be centered on helping legislative Republicans pass bills, forward causes, and accomplish our agenda. We should be raising awareness, raising hell, and building our lists. It is going to be a wild session and there has never been a better time to play a supporting role to our elected minority Republicans.

#### **HIGH PRIORITY TARGET**



Republicans in Carson City have had trouble bringing their victories and initiatives home to Clark County. We need to provide political cover, whip support for their efforts, but also hold them accountable for bad decisions they make up there.

Horse trading always happens, but things will work better if they know **WE KNOW** what they are doing up in the Capitol.

### 4. February 2021 - November 2021: DEPLOYMENT FOR THE MUNI'S

This season will be our first full election to build a lasting party organization. The CCRP can recruit candidates from our precinct structure, work to eliminate R-on-R primary fights, amplify candidate messages, and spend money to get good candidates through. Increasing Republican turnout in this election will be key as many recently activated Republicans in Clark County focus heavily on the Presidency, in which President Trump will be termed out. This round will be focused on process-building, documenting, building lasting relationships, and a sustainable professional operation and funding pipeline.

### 5. November 2021 - Future: DEPLOYMENT FOR THE FUTURE

After 1.5 election cycles, our processes, voice, and goals should be refined. We will be well-prepared for the next round of candidate recruitment, primary fights, and supportive efforts like events, forums, and technological resources. Alongside our

- 7 This is proprietary information that is not for external review. Do not forward or copy.



electoral efforts, our funding should also be focused on reclaiming long lost NP/IAP voters who were Republicans, are conservative, and need a nudge back into the fold.

## B. Proposed Strategy in 2020

In 2020, our efforts are categorized by Tier 1 and Tier 2. Tier 1 targets are the primary targeted districts for all conservative and Republican organizations in the state of Nevada.

### A. Tier 1 Targets

- a. Keep the incumbent-held seat of **AD2**
- b. Return the winnable districts of **SD5, AD4, AD21, AD29, and AD37** to Republican control
- c. Our tough but necessary fight of **SD6** is also an important target for pickup

### B. Tier 2 Targets

- a. All other non-targeted Assembly and Senate races
- b. Congressional District 3
- c. Congressional District 4 will be a tough pickup, but it might be advantageous to continue attacking Horsford on his extra-marital affairs to prepare for redistricting in 2021
- d. Supreme Court Seat D (Doug Herndon)
- e. All other non-partisan races



## C. Pathway to Victory

### 1. BOOST TURNOUT AND REGISTRATION IN TIER 1 DISTRICTS

- Boosting Turnout
  - Micro-Targeted Digital Ads, Mailers
  - Onboard with Advantage/GOPDC
  - Volunteer walk and call program
- Boosting Registration

### 2. PAID VOTER CONTACT EFFORTS BASED ON AMOUNT RAISED

### 3. PROVIDE RESOURCES TO ALL TIER 2 CAMPAIGNS

- a. Resources
- b. Duties



## 1. BOOST REGISTRATION AND TURNOUT IN TIER 1 DISTRICTS

Tier 1 Targets have been identified because they will dovetail existing external efforts to boost overall Republican turnout in a Presidential year. In a year dominated by COVID-19, we will have to craft creative ideas to seek out and speak to voters that comply with local mandates and can pierce through a busy news cycle. Digital media, events, robocalls, and active, communicative candidates will allow us to make up for the lack of traditional campaigning methods available to us this year. All of these require money which we will need to raise in order to make any impact this year.

### BOOSTING TURNOUT

The Clark County Republican Party has many tools available to them to increase turnout in targeted districts. The best possible attack pattern is to focus on bottom-up, targeted wins in key local races that will encourage Republican voters to turnout and thus help President Trump win re-election. All other districts should be given respective priority in a critical year.

For on-the-fence voters, a friendly local Republican candidate may be able to convince them to vote in November when, due to a combative national media environment, national candidates may not be able to break through. By promoting our local candidates, we can find voters who identify with people more than issues, Nevada officials more than national voices. Tier 1 candidates will receive monetary contributions, real estate resources in local offices, and human capital through phone scripts, door-knocking scripts, and digital advertising support.

#### *Micro-Targeted Digital Ads/Mailers*

For as little as \$500 a month, we could make a heavy impact in targeted Assembly districts to hit audiences that other organizations may not be able to reach. The CCRP should play a supplementary role to campaigns and national efforts online. Every digital ad we run produces data that our organization gets to keep. As we raise money, mail pieces are also a cheap and effective way to get in front of voters. If released in a collaborative manner with the right messaging, we can show the Executive Board and membership real results for their donations.

#### *Onboard with Advantage/GOPDC - Unify Our Data Infrastructure*

The Republican National Committee is signing up 40,000 people a week across the country. During the primary, every campaign across Clark County except for Jim Marchant and Dan Schwartz were plugged into the Trump Victory data infrastructure. All Assembly targets and all Senate targets are 100% using the Trump platform. Any paid walker effort that we plan to do will also be using the Advantage/GOPDC platform. We are getting poached by Nevada operatives with the RNC who are harvesting these IDs

9 This is proprietary information that is not for external review.  
Do not forward or copy.



and volunteers by leveraging the Trump infrastructure. The Trump campaign has pledged to isolate all bodies that do not use their approved programs. GOPDC/Advantage is also free, freeing up more resources for candidate work.

The RNC has given assurance that we will have complete control over all scripts, all data we collect, and all target areas. We get to speak to volunteers who sign up through the Trump campaign to get more involved at a local level. Pending leadership verification, if our organization joins, we will be allowed to speak to the signups via email to request that they sign up for the CCRP list as well.

There is no doubt that Advantage and GOPDC offer inferior data and apps compared to i360. But, sadly, the Trump campaign has centralized all funds, all volunteers, all paid efforts, and all control through them. The Koch Network made a decision to sell data to Democrats and left-leaning orgs that align with THEIR priorities and not the President's. Also, GOPDC will never get better if we abandon it. By playing ball in an election year when we are desperately behind, we can be more prepared to set up our own data infrastructure in the future when we have some clout, an established operation and time. We are out of time. We have to play ball or it will be an insurmountable isolation from the rest of the state efforts.

The RNC has pledged up to 40 field staff in Nevada by Election Day. If we do not join, we will have no voice at the table when it comes to decision making for events, offices, efforts, and perks. In a purple-blue state like Nevada and in a blue county like Clark, we simply do not have the luxury of being on the outside. **I cannot guarantee an effective precinct organization with state and national efforts poaching volunteers due to their inflated budgets.** If we can join their data efforts, I promise I will be able to build the best precinct operation in Clark County history and the CCRP gets to keep and control access to ALL of the data we collect.

### *Volunteer Walk and Call Program - Our Precinct Operation*

Our current volunteer list is small but with a new trustee structure and hard work, we can get a recurring group of walkers and callers to supplement the get out the vote efforts of the campaigns. This election is in triage mode, so rather than focus on building one precinct captain in each precinct across Clark County, we should focus on flooding volunteers into the target districts to make the greatest impact. After 2020, we will prepare a much more profound plan to build permanent, accountable precinct captains around the county.



As soon as the unified data infrastructure issue (see above) is solved, the Precinct Director will call every volunteer to set up a time to meet

10 This is proprietary information that is not for external review.  
Do not forward or copy.



at the office and make phone calls on our established scripts. The Precinct Director will be dialing/walking for a minimum of 2 hours per week starting July 15. Regardless of if we can find volunteers, the Precinct Director can at least be contributing. They will also spend one hour per week performing volunteer recruitment via phone calls, emails, social media messages, and more. This time will be logged and reported to the board periodically. Goals for the rest of the 2020 Election Cycle are below.

*NUMBER OF HOURS VOLUNTEERED- While the number of new volunteers recruited, Precinct Captains established, and calls made to voters will be logged, the primary metric for success will be the number of hours volunteered. This overall number will be a solid deliverable for potential donors and the membership and is a more accurate metric for the CCRP's contribution to the effort.*

### **JULY 2020**

30 Hours of Volunteer Work  
4 Recurring Volunteers Recruited (including myself)  
Each Volunteer's Expected Monthly Time Commitment: 7 hours or <2 hours /wk.

### **AUGUST 2020**

100 Hours of Volunteer Work  
20 Recurring Volunteers (16 New)  
Expected Time Commitment: 7 hours / Approx. 2 hours per week

### **SEPTEMBER 2020**

300 Hours of Volunteer Work  
60 Recurring Volunteers (40 New)  
Expected Time Commitment: 5 hours / Approx. 1.5 hours per week

### **OCTOBER 2020**

500 Hours of Volunteer Work  
100 Recurring Volunteers (40 New)  
Expected Time Commitment: 5 hours / Approx. 1.5 hours per week

### **NOVEMBER 2020**

100 Hours of Volunteer Work  
100 Recurring Volunteers  
Expected Time Commitment: 1 hours

After November, each of these volunteers will be then placed in a Trustee pipeline, where they are put in the accountability of their Trustee to stay active, assist in candidate recruitment, raising money, and community involvement.



## BOOSTING REGISTRATION

In Clark County, there is no successful voter registration operation by outside groups. The Party must take charge and build a sustainable voter registration operation in Clark County. As we must register anyone we speak to, we must be in areas that count the most. Local clubs hold invaluable people power to staff voter registration stations in the most important target areas around the County.

Important areas for voter registration in Clark County:

- 1) Sun City Anthem Community Center
- 2) Sun City Summerlin Community Center
- 3) [Other 55+ locations](#): Sun City MacDonald Ranch, Aliante, Mesquite
- 4) Senior living facilities with high numbers of unregistered residents
- 5) Inactive GOP households with high affinity scores
- 6) Boulder City, Laughlin, Mesquite

Other areas of improvement for voter registration in Clark County:

- 1) Unregistered African-Americans with spouses who are registered Republicans
- 2) Traditional family households with high R support with unregistered family
- 3) New Movers
- 4) Hispanic GOP households with unregistered family members
- 5) Republican clubs with outdated registrations or unregistered members

## **2. PAID VOTER CONTACT PLANS BASED ON AMOUNTS RAISED**

There are several different ways to win this cycle. In the short amount of time we have, we must understand our limitations but also push our comfort zone to raise money and spend it wisely. Below are plans based on rough estimates of effective coverage digitally, in-person, and in the mailbox.

### **Strategy #1 - Win Two to Get Three - \$50,000**

Utilize two Assembly races to win a State Senate race, which also puts a Congressional race back in play.

Tools:

- Sufficient Paid Walker Coverage for Two Assembly Districts - \$40,000
- Logistics to Recruit Volunteer Walkers/Callers - \$1,000
- One Month of Digital Ads - \$3,000
- 1 Mailer- \$6,000

If we target Assembly 21 and Assembly 29 with a comprehensive and HIGHLY targeted walk and call program, we will likely recover both of those seats, currently held by Democrats. As both of those districts are contained in State Senate District 5 we will

<sup>12</sup> This is proprietary information that is not for external review.  
Do not forward or copy.



consequently mobilize enough voters to win that race as well. Despite the voter registration disadvantage, both of those seats had a relatively small margin of victory for Democrats in both 2016 and 2018. With the right candidates in those races, crossover appeal with the CCRCC's added efforts will more than make up the margin needed. If we are successful in SD5, Congressional District 3 comes back into play as well.

It's worth mentioning that in the last Presidential cycle, President Trump won CD3 (+4) and the margin of loss for the GOP Congressional candidate was smaller than 4,000 votes. With a targeted PAID walk and call program in CD3 in these specific targeted areas and the remaining areas serviced by the RNC, State, and Candidate's campaign there is a significant chance at winning all four of these races, which are highly valuable as they are all currently held by Democrats.

### **Strategy #2 - The Easy Win - \$20,000**

Assembly District 4 SHOULD be a Republican district. We can provide the edge to get it there this year.

Tools:

- Sufficient Paid Walker Coverage for AD4 - \$14,000
- Logistics to Recruit Volunteer Walkers/Callers - \$500
- Two Weeks of Digital Ads - \$1,000
- 1 Mailer- \$4,500

The one race outside of CD3 that would benefit Nevada by a paid walk and call program is AD4. This seat has a slight GOP voter advantage and despite being held currently by a Democrat is traditionally a Republican seat (Fiore / McArthur). Barring a significant anomaly in voter turnout, this should be a relatively easy race to win. Staffing this race also benefits State Senate District 18 (Hammond) and our efforts to hold on to that seat.

### **Strategy #3 - The Alternative Seat - \$20,000**

Tools:

- See Strategy #2

Assembly District 37 is also deserving of attention as it is winnable, but without the ability to leverage that effort to directly benefit an up ticket race, it is currently not a part of this plan. Should the political perspective or fundraising effort support it, AD37 should be added. The cost would be similar to the Assembly District 4 strategy.



## Strategy #4 - The Hail Mary - \$100,000

Senate District 6 is a direct attack on Nicole Cannizzaro, the Democrat Senate Majority Leader. Weakening her at home could force her to spend less in other races.

Tools:

- Sufficient Paid Walker Coverage for SD6 - \$70,000
- Logistics to Recruit Volunteer Walkers/Callers - \$2,000
- One Month of Digital Ads - \$10,000
- 3 Mailers - \$18,000

Senate District 6 is held by arguably one of the most powerful Democrats in the state. If funds allow, our concentrated effort in her backyard could prove her weakness and force her to spend more money at home. Our Republican candidate in SD6 is solid and will raise significant cash to defeat her even if it is a difficult haul electorally.

### 3. PROVIDE RESOURCES TO ALL TIER 2 CAMPAIGNS

Writers Guild - For those that cannot walk doors, make phone calls, or raise money, the CCRP should build a board of writers and researchers to be prepared to write op-eds, letters to the editor, blogs, and opinion pieces to support candidates and initiatives. This body may also critique campaign materials, proof designs, and help craft messaging.

Events - Nearly every event the CCRP holds is internal. Our organization should be hosting regular external events that accomplish one or some of the following:

- Host an elected official or candidate to share their message with the public
- Highlight an electoral issue, initiative, or subject to help the public understand and support it better
- Host a popular speaker to get people to register to vote
- Do charity and volunteer work to show the community we care
- Be a listening session in neighborhoods for their issues, problems we can champion

Infrastructure - The CCRP should provide a place for down ballot campaigns to meet and deploy volunteers, host live events, make phone calls themselves, use the printer, use the Wi-Fi, and host a phone bank. They should be able to look to us for volunteer lists and campaign direction as well. No campaign should have to create their own office unless it is in a satellite city like Mesquite, Laughlin, or Boulder City. It should also be consistently stocked with campaign materials like yard signs and fliers.



'The Difficult Rooms', Media and Youth Outreach - The CCRP should be available to send a representative who can speak clearly on issues, initiatives and policy on behalf of the party to local groups, radio shows, social media forums, television appearances, and in traditionally difficult rooms for Republicans.

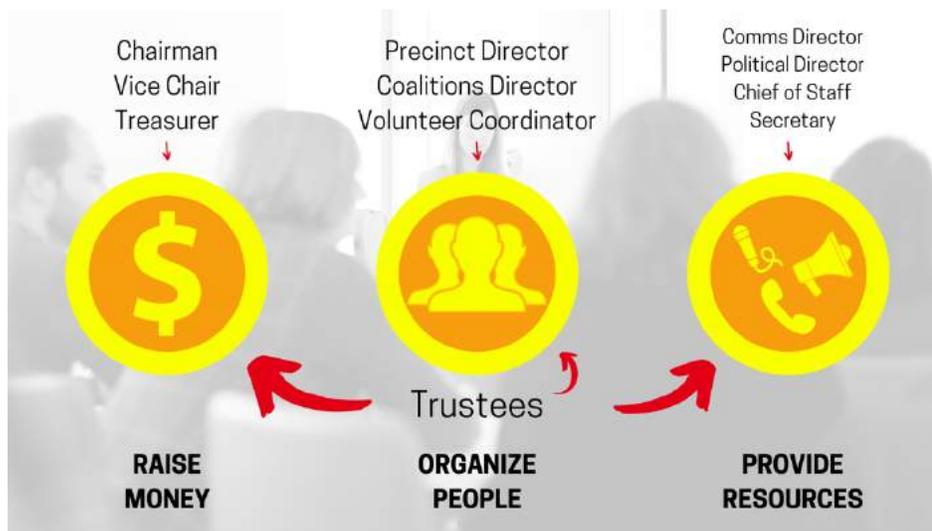
This is typically a Communications Director. As a recurring recruiting effort, a member of the CCRP should be contacting high school government classes to see if they can come speak to the class on issues and register voters.



The Commerce Committee - For those looking to do a less political job, the CCRP could provide a list of Republican-friendly businesses for people to find on the website. This could potentially be simply businesses who AREN'T political instead of pro-Republican but that Committee can decide that. A running list of conservative businesses help conservatives find friendly places to eat and do business.

Media Fact Check Committee - Republicans digest digital, television, and print media at a very high rate yet are more susceptible to fake news, false narratives, and even conspiracy theories than their Democrat counterparts. The current fact checkers on social media and television are often left-leaning, biased, or just plain wrong. The CCRP can help combat this by forming a group of active online voices to fact check popular stories, memes, and online information with researched facts and help their fellow Republicans sift through the barrage of online posts with the actual facts.

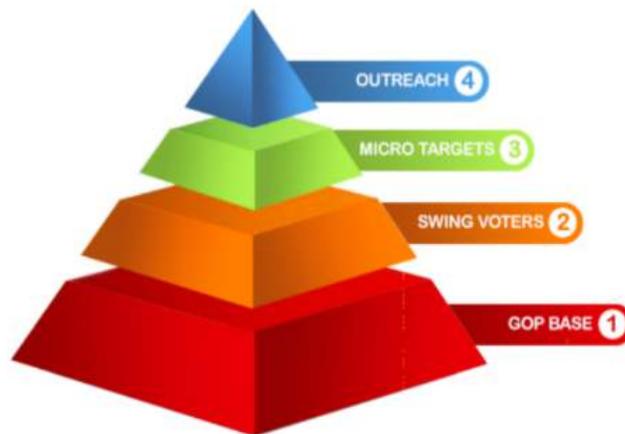
Duties of the Party and its Officers



## IV. METHODOLOGY

The most important aspect of a Data-Driven Campaign is the increase in **accuracy** of your efforts. Data allows organizations to make an impact in the RIGHT places at the RIGHT time. The second most important aspect is the **efficiency** it can create for our organization. Simply put, efficient and accurate efforts allow us to spend less to achieve our goals but also make sure our goals are the most effective ones to pursue.

### A. Four Voter Groups in Clark County



Blue - Smallest Group | Red - Largest Group

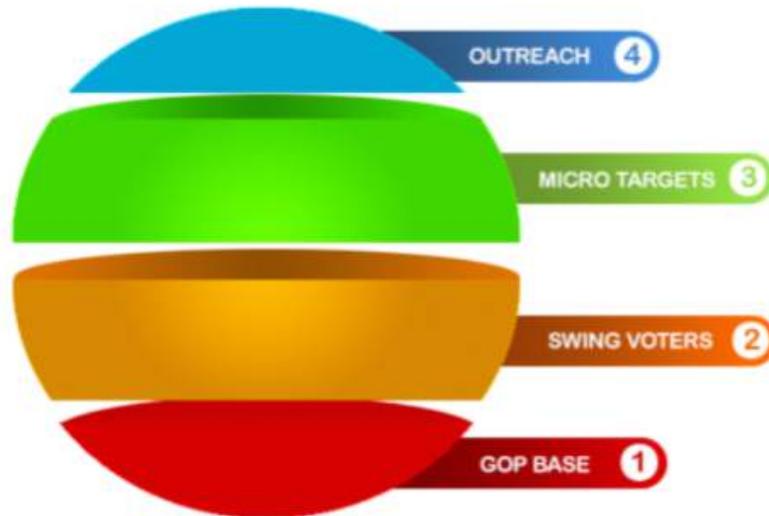
The Clark Republican target set consists of four overall segments.

1. **The GOP Base** - This is the largest segment of attainable voters is made up of hardcore supporters who vote the GOP ticket and do so with reliable turnout.
2. **Swing Voters** - These voters may or may not be Republicans and are most likely registered with the conservative parties. They may also be Non-Partisans or conservative Democrats. This is the second largest group among our targets. This includes new voters who may have voted Republican for the first time for President Trump in 2016.
3. **Micro Targets** - These are defined groups of voters joined by a commonality. That common factor might be an issue or membership in a particular group. (ex. gun owners, business owners, union members)
4. **Outreach targets** - The smallest group of potential voters are those reached through specific programs such as ethnic outreach or other highly targeted campaigns aimed at including and persuading non-traditional groups to join our coalition.



## Focusing Our Resources

Each of the following groups deserve a respective allocation of resources and the workload required to deliver the best possible electoral scenario for Clark County.



Blue -  $\frac{1}{6}$  of Our Efforts | Green -  $\frac{1}{3}$  | Orange -  $\frac{1}{3}$  | Red -  $\frac{1}{6}$

### Segment 1 - GOP Base

You will notice that although #1 - GOP Base is the largest number of voters, that segment should require fewer resources and less workload as it is composed of voters who turn out for the GOP and do so reliably.

In Clark County the GOP Base consists of approximately 58% of active Republican voters. This group of voters is often referred to by the RNC and other Republican organizations as “In the Bank” voters. The GOP Base in Clark County is made up of voters from several groups.

- Lifelong Republicans - The first group votes exclusively for Republican candidates. They consider this voting pattern to be a matter of pride. They are typically staunch supporters of traditional Republican ideas and therefore put great trust in the Republican ballot. This group is HIGHLY unlikely to vote against a Republican incumbent in either the primary or general election. The average age of a Lifelong Republican is 72.
- Activist Republicans - The second group is made up of conservative activists who believe in electing Republicans by slate as a method of furthering the overall conservative agenda. This group is typically better informed on specific issues of the day and usually belong to groups who regularly discuss issues including elections. This group is more likely to endorse a Republican primary challenger. The average age of Activist Republicans is 61.



- Establishment Republicans - These voters are Republicans who belong to the party and who regularly participate in party functions. These voters are familiar to varying degrees with the operation and inner workings of the party. These voters are most likely to participate in special elections. In Clark County, this group overlaps with the Activist Republicans and shares approximately 20% of its members with that group. This overlap usually consists of the leadership and longest standing members of the groups and clubs attended by Activist Republicans. The Average age of Establishment Republicans is 61. If you remove the overlap with Activist Republicans the average age remaining in the Establishment Republican group goes up to 71.

In short, this group will vote and they will vote Republican 98% of the time or better. The turnout and number of these voters is significantly better than their Democrat counterparts.

## **Segment 2 - Swing Voters**

The second largest portion of the Republican vote comes from "Swing Voters" who may or may not be Republicans. This group makes up between 25% - 35% of the voting base for the typical Clark County Republican, depending on their crossover appeal and the amount of persuasion campaigning completed. Typically, this group is comprised of "Lean" and "Swing" voters who require varying levels of persuasion, but who are willing to vote for Republican candidates and/or initiatives.

### Non-Partisans

In Clark County, with just over 250,000 active Non-Partisan registered voters, as many as half of that number are likely swing voters with the remaining half split nearly evenly among the two major parties, but with that half scoring significantly lower on voter propensity.

### Independent American Party

Many of the voters in Nevada registered here have mistaken the IAP for being a non-partisan or are disaffected Republicans who have left the party for various reasons. A majority of registered IAP voters lean Republican in their voting but with affinity scores we can target those that are conservative in this group as well.

### Democrats

In Clark County there are approximately 7,000+ registered Democrats who score with a voter affinity that is either Moderate-Conservative or Highly-Conservative. Although these voters traditionally register as Democrats, they are highly likely to vote for some conservative candidates and/or issues. They are typically pro Second-Amendment, for smaller government, and against tax increases, although they will vote



for a Democrat at the top of the ballot in spite of these values. When we look for Democrats who score closer to Conservative than to Liberal (affinity score 51%+) that number jumps to over 17,000 potential voters.

### **Segments 3 and 4 - Micro Targets & Outreach**

The two remaining categories of voters are:

#### Micro Targets

Voters sought through examination of patterns including voting patterns, household grouping, profession, income level, race, religion, issues, community involvement, etc.

#### Outreach Targets

These are similar to micro targets, but who are not targeted individually, but rather as groups. These two blocks of voters combined will range from 7% up to 17% of a candidate's votes, but can be even higher given the right circumstances. The voters in this group are a longer-term project that will require time and investment to convince to vote for our candidates.

For example, a candidate like Lindsey Graham has the endorsement of the Sierra Club, which is highly unusual for a Republican. In the Senator's case, a micro-target could be created to court a segment of environmental voters. Another example would be Senator Graham courting the membership of various environmentally friendly groups in an outreach campaign.



## V. CONCLUSION

In conclusion, very simple pressure points can help the Clark County Republican Party become effective and respected. While it is easy to get distracted with all of the opportunities for improvement, the CCRP should try to achieve some of the following on the way to November:

- Work on focusing the membership to become productive political volunteers
- Refine our external efforts
- Work whenever possible to avoid inter-party squabbles
- Raise enough money and spend it in the most targeted districts

If even a fraction of the above is achieved, this CCRP Administration would be considered one of the most effective in recent history.



This plan is 100% open for feedback, edits, and ideas. Please feel free to contact me at [kenminster@gmail.com](mailto:kenminster@gmail.com) or 702-460-4486. Thank you for the opportunity to present this.

