



# McHenry County Young Republicans 2014 Plan

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*Our Mission*

*The McHenry County  
Young Republicans provides  
a forum to learn about  
Republican values, invites  
young adults to participate  
in local politics and  
encourages personal and  
professional growth*

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***“The Young Republicans are a large reason for the success of conservative candidates in McHenry County and in Illinois.”***  
- State Representative Michael W. Tryon

These are difficult times for the American people, especially in Illinois. Increases in taxes, regulations, and the pension problem have all negatively impacted job growth. Furthermore, people are leaving Illinois because of the outrageous spending, restrictions on freedom, and extremely high taxes. That is why the McHenry County Young Republicans are dedicated to making a difference here in Illinois and McHenry County. Our organization has not only tripled in membership in the past year, but we continue to grow by spreading our message and getting the future leaders of our County and State involved.

As Republicans who see the future looking extremely bleak, we cannot allow ourselves to carry this states regulatory burden. Governor Quinn and Mike Madigan continue to wage war against liberty in this great state. The attacks on local issues including our right to bear arms, right to life, endless regulations on small businesses, and taking away our individual responsibilities as citizens has to stop!

Our group has worked hard to get voters active and voicing their concerns. One example was the proposed “Assault Weapons Ban” in Richmond, Illinois. Our Robo Call urged voters to attend the municipal meeting and be heard. Not only was the room packed but the proposal ended up being defeated 6-0. The McHenry County Young Republicans remain true in defending the rights of individuals by dedicating ourselves to putting great Republican leaders in office and spreading our party’s core beliefs. Whether through volunteering our time knocking on doors, hosting fun social events, registering voters, or running leadership events, we guarantee the Young Republicans will be on the front lines of the battle against the limitations of freedom.

We cannot win the battle alone. That is why we are asking you to stand united with us. No one should have to stand alone facing the Democratic machine in this state. We want to see Republicans stand united in making Illinois the best place to live and raise their families. Our Organization plan is the foundation that our group needs to succeed. As the younger generation, we are the future of this county and state. Thank you for taking the time to look over our proposal and for supporting an organization that is growing exponentially. Enclosed you will find details in regards to membership goals, fundraising efforts, social events, technology utilization, and education initiatives. After you conclude reading this proposal, we are asking for your help in backing our efforts to keep our county on track. We hope that the information below can start building the relationship our group needs in achieving what seems to be the impossible.

Sincerely,

*The MCYR Executive Board*

Without goals and aspirations, one single man cannot move forward in changing the course of history. The McHenry County Young Republicans will be writing history this year with the goals we have set forth. Our organization is structured with five important committees that unite us and make us a strong force. This year our group has decided to focus on two committees that we feel will impact our efforts significantly - Membership and Fundraising.

To work effectively and chart our progress, we have organized our goals quarterly.

In each quarter, we state the desired goals and objectives, two proposals to achieve them, as well as the necessary budget.

Once achieved, we detail how to further our movement. For the other three committees we have made our goals a monthly endeavor. These committees are already relatively established and we can better formulate their objectives. Each month will state the desired goal, plans to attain the goal, as well as any necessary budgeting needs.

Each goal will help accomplish the following:

- 1) Developing a large active membership.
- 2) Building a strong, viable, and resilient organization.
- 3) Fostering, promoting, and rewarding excellent leaders.
- 4) Motivating the electorate to be actively engaged.
- 5) Providing an educational forum on community issues.
- 6) Serving the community.





*Membership is a key aspect to every organization because every single member is your organization.*



MCYR is planning to triple its membership base by creating an atmosphere that encourages ambition, motivation, and success. Proudly, we can say that McHenry County bleeds Red and strives to get Republicans elected into public offices. As with many counties, we have seen changes in the dynamic as more people move further from Chicago into our outlying cities in McHenry County, so we need to get young people involved more than ever to keep it Red. Why stop at public office though? If we want to make real change and leave a promising future for our children, we want to reach out to every aspect of someone's life. MCYR wants to create a community in this county for people to grow and learn. To create that, we have organized our membership goals quarterly. (A new member is someone who has come to two meetings in a row and becomes a voting member at the third meeting). Each quarter we will be accomplishing a membership drive that ties into our organization's main theme this year.

## First Quarter (January-March):

We are looking to gain 3 new members for this quarter. Our first idea was through Candidate Forums, including tabling at the Sheriff's forum and County Board forum. Here we can push membership through people interested in local government. Our second idea was through McHenry County College (MCC) by hitting the campus and approaching students. Each semester an outside organization is allowed to table in the cafeteria area. Here we can draw students to our table by focusing on a particular issue or simply our organization goals. We have palm cards, signup sheets and books we can hand out. Here is a great opportunity to have candidates or elected officials, locally or beyond, table with us as well. We have a \$0 budget for this quarter in membership. Doing either one or both of these events, we will not only be getting our name out there, but also creating a narrative in the county. By gaining at least 3 members we can start getting young people involved in our organization and start spreading the message about our group.



## Second Quarter (April- June):

We are looking to gain 5 new members for this quarter. Our main idea for this quarter is a BBQ picnic event, “PETA Roast”, which is tentatively planned for May 17, 2014. This is an intriguing way to get people outside, meet new people and connect with each other. We will try to get some food donated or purchase at cost. We will be asking for local sponsorships for the event.

This is an excellent time to get the Gubernatorial Candidate and all local Republican candidates to mingle with a younger crowd.

We may rent a pavilion or area in a park for this event. We have a \$350 budget for this event and quarter. This event can become a fun annual event if advertised properly, and gets people talking about issues in our county and State. Gaining at least 5 new members will grow our organization and will help us run smoothly into parade season.







## Third Quarter (July- September):

We are looking to gain 9 new members for this quarter. This is the highest goal for membership during the year. Our main drive will be at the County Fair. While we ran the County GOP booth last year, we may need to purchase our own booth this year. Either way, we gained nearly 400 names for our newsletter last year. With similar traffic again, and an effort to follow up with solid leads, we can easily attain our goals. Here we will have palm cards, stickers, a possible raffle, and literature. We will be training our members how to table properly beforehand, so that we can get people to sign up for information about our organization. Our organization needs to be represented in large numbers and in a fun way. We can show how strong our group is during this time period and get young people excited to join. As a secondary backup, and if we do not do the BBQ, we can plan a summer beach party. The budget for this quarter is \$500 and we will have possible donations from elected officials, after the primary season. By this quarter, if our goals are achieved we would have tripled our membership again. We need to continue our efforts in keeping everyone involved and feeling like they are a part of our overall mission.

## Fourth Quarter (October- December):

We are looking to gain 5 new members for this quarter. Our organization decided to lower membership expectations because of the holidays and end of the year, as the year winds down. This quarter we will be utilizing Post Parade Events - Soft und Spiel, Settlers Day, Founders Days, and other festivals. We can walk around after parades and festivals to talk to young individuals. Our second idea is Business Expos in McHenry County. Crystal Lake South, Johnsburg, Richmond, and McHenry all have fall expos. Some of these events should have free entry and we can utilize efforts of local Republican businesses to drive membership. We have a \$0 budget for this quarter. Gaining 5 new members will be a great end to the year for our organization. New members and existing members give fresh ideas for 2015. This will assure success for our organization to continue growing and be a strong force in the county.



Fundraising is another key aspect in the foundation of an organization. Without funding, the McHenry County Young Republicans would not be able to host fun social events, membership drives, have materials for parades or function as an organization. The funding gives us the ability to grow our mission and values. A project that our group has decided to pursue is building relationships with Republican businesses within McHenry County. This Republican business relationship gives us the opportunity to advertise different businesses, gives our members possible opportunities with internships/ jobs, and helps us with locations to host different educational or social events. Through this mutually beneficial relationship, both entities are capable of stimulating the McHenry County economy. We will be creating a subcommittee within the Fundraising committee for this project. Besides businesses and candidates we have created quarterly goals to raise money for our organization. Through these fundraising events, we want to reach out to the community outside of the Republican central committee. This will not only advertise our organization, but also gain traction with membership and social recognition.

***MCYR Projected Fundraising Total for the Year: \$5,250 dollars for all events.***

***\*This does not include business sponsorships or candidate sponsorships.***

## First Quarter (January-March):

Our projected goal is \$500 dollars for this quarter. We have decided to reach out to businesses and candidates to obtain our relationships and sponsorships for the year. With at least \$500, we will be able to prepare for the next quarter events, technology advancement, and supplies for parade season.



## Second Quarter (April- June):

Our projected goal is \$1,250 dollars for this quarter. Our first idea is a Beer Pong/Bags Tournament. This is a popular activity for 21-40 year olds and is always a fun competitive time. We would be charging a \$5 entry fee and a \$2 tournament admission. We can try to get Solo Cups donated. Possible planned locations include either Side Outs Bar or a member's property. With proper advertising we can have a very big crowd come out for our event. If the tournament is not held or we do not raise enough money, our second idea is a Mother's Day Auction/Sale. Here we can get crafts or other items donated for the auction or sale. We can auction off by first week of May for delivery by the holiday. This is a great opportunity for businesses to get their name out and have a gift prepared for Mother's Day. With this amount raised we will be ready for parade supplies, advertisement for the high traffic months and our summer events.

## **Third Quarter (July- September):**

Our projected goal is \$2,500 dollars for this quarter. This is our highest quarter because of summer. Our first idea is a County Fair Raffle. We need to find out what the permit for raffles cost, but it seems to be reasonable, perhaps \$100-\$200. Optimally our group wishes to auction off a firearm. The 2nd amendment is a huge Republican Platform and popular position in McHenry County. We could also do a TV or iPad for second prize. If we can secure these, it is feasible to sell higher dollar tickets with a limited amount sold. Our group can sell 100 tickets at \$50 each. Ideally we could raise \$5000 and then net out the item costs. Our second idea is either a Chili Dump cook off or Reagan Dinner. Both have been done by other Young Republican groups and have been a successful way to raise money. We will then be able to use this money for educational events, and getting out the vote initiatives before the election.



## **Fourth Quarter (October- December):**

Our projected goal is \$1,000 dollars for this quarter. This quarter gives us the holidays to be able to sell business products or services for gifts. We have decided to do a Holiday auction in coordination with the State's constitution day on the 15th of December. This gives everyone the opportunity to have their gifts set before the holidays. This affords our organization the opportunity to raise some money for 2015 as well.

Technology has become a key aspect in society. Social networking has become the fastest way to pass along the latest information. As a Republican Organization in this county, we have seen the advantages of using new technology. We see State legislators using Town hall meetings, Robo Calls and Social media to reach out to their constituents. Campaigning has changed since technology has gotten involved. Social media has become a tool for advertising, polling, and spreading your campaign's ideas. The McHenry County Young Republicans are planning on taking the next step when it comes to advertising their organization. We have a goal of becoming the biggest social media based Republican organization in McHenry County by the end of this year. We have created a monthly logistics plan for increasing our social media base. All of our members, associate members, prospective members, and voters in McHenry County will be able to stay up to date with what our organization is doing to spread our Republican Values.



\*Below is a table of additional likes and followers that we are targeting for 2014.

	<b>Facebook</b>	<b>Twitter</b>
Jan.	<b>2</b>	<b>2</b>
Feb.	<b>66</b>	<b>66</b>
Mar.	<b>66</b>	<b>66</b>
Apr.	<b>66</b>	<b>66</b>
May	<b>125</b>	<b>125</b>
Jun.	<b>125</b>	<b>125</b>
Jul.	<b>125</b>	<b>125</b>
Aug.	<b>125</b>	<b>125</b>
Sep.	<b>50</b>	<b>50</b>
Oct.	<b>50</b>	<b>50</b>
Nov.	<b>50</b>	<b>50</b>
Dec.	<b>50</b>	<b>50</b>

The McHenry County Young Republicans plan monthly social events throughout the year. Some Young Republican organizations just make happy hours as their social events, but our organization decided to make our events interesting and open to all ages. As we have stated before, we want to create a community in this county. Our social events will create a fun atmosphere to connect and meet new people in our county and state. Some of our planned events have dates and some will be announced that month.

<b><i>Date</i></b>	<b><i>Social</i></b>	<b><i>Possible Location</i></b>
<b>January 2014</b>	none	
<b>February 2014</b>	none	
<b>March 18th</b>	Victory Party	Nick's Pizza Pub
<b>April 12th</b>	Spring Pub Crawl	Crystal Lake Bars
<b>May 17th</b>	PETA BBQ	TBD
<b>June 14th</b>	Father's day Skeet Shooting	On Target?
<b>July 2014</b>	Drive in Movie	McHenry Drive in Theater
<b>August 2014</b>	Annual YR Picnic	TBD with Lake County YR's
<b>September 19th</b>	Fall Pub Crawl	Woodstock Bars
<b>October 11th</b>	Yr Bonfire	The Justen Estates
<b>November 26th</b>	Turkey Testicle Festival	Parkside Pub
<b>December 2014</b>	none	

Education is a big part of spreading our values, platforms and ideology to the public. Our organization strongly believes in getting out the vote, while educating voters on the different issues and candidates in our county. The Education committee has decided to create two main education events.

## **Legislation Forum**

The first half of the year will be a legislation forum on either a State or County issue. It will be a time for constituents to learn about this issue, ask questions and give insight to our local legislators about how they feel about the topic. There is no date or issue chosen for this event, at the time of this publication.





## Constitution Week

Our second event that we will be hosting is our Constitution week forum. Last year we had over 40 people attend our Constitution week event. It was one of our most successful events we held last year. We hosted two wonderful speakers, Chad Kent and Charlie Kirk at McHenry Community College.

Our Education committee has decided to make this a yearly event to celebrate one of our nation's foremost historical documents. This year we are planning on having different speakers come out to discuss the Constitution and how it empowers us as individuals to self-govern. It is a great way for our organization to get the younger generation including high school students out to learn about different things affecting their lives and the establishment of our federal government.





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