

BRING YOUNG WOMEN TO OUR TABLE



**An Initiative of the
NFRW Youth Outreach Committee**

Bring Young Women To Our Table

A Portfolio

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of Republican Women

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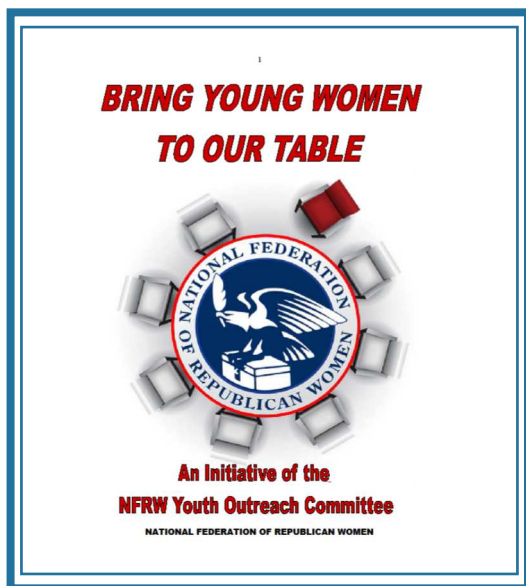


HOW TO MARKET TO ME

Initiatives For Engaging Young Women in the Federation

The National Federation of Republican Women prepares to engage young women by:

- **Providing assistance to help state federations and local clubs attract young women**
- **Providing a National Associate Membership for young women**
- **Producing promotional materials to appeal to young women**
- **Using up-to-date communication techniques**
- **Building coalitions with other young women's political groups**
- **Showcasing young women in the Federation's leadership and young, elected Republican women**



Prepared by the NFRW Youth Outreach Committee and the NFRW Membership Committee, this digital portfolio is an executive summary and presentation of information for state and local federation leaders and their partners throughout the political community.

The portfolio includes miniature illustrations from documents included on the resource page for the NFRW Youth Outreach Committee and available on the NFRW website at www.nfrw.org.

We encourage every state federation and club to enhance their presence with the young women in their geographic areas by using materials such as those included in this portfolio.

Kim Chambers, Chairman, Youth Outreach Committee
Elaine Miller, Chairman, Membership Committee
Judy True, Editor

Portfolio Contents

- What will attract young women to the Federation?
- How can states and local clubs organize to appeal to young women?
- What are the steps in planning a successful outreach event?
- What is the National Associate Membership?
- How do we use technology and social media to engage young women?

*This portfolio is available
at www.NFRW.org*

What Will Appeal to Young Women?



Recruit young Republican women

- The best place to find Republican women will be family members.
- Look to your members for names of daughters, granddaughters, nieces, and their close friends.
- Consider sponsoring a membership for young women in your family. Include their email address, so they can receive NFRW *Capital Connection* and other information spotlighting issues.

Create a young Republican women's membership event

For example, schedule a "Sassy Sandals and Summer Slushes Bash." Invite young Republican women to enjoy summer drinks in a casual atmosphere. Invite state or national officers to talk. Invite a younger officer who will most easily relate to young professional women. Host an after work event. Invite family members and young professional working women.

Provide a variety of programs

Spotlight issues for programs and invite candidates and elected Republican officials as guest speakers. Include speakers who invite club members to contribute to their community. Provide opportunities for meetings to showcase the Caring for America program of the local club. Schedule a variety of opportunities for members and guests to share information and socialize. Exciting programs energize members. Energized members get involved!

Schedule events at a variety of exciting venues

From the state capitol to the local lakeside park to historic restaurants, schedule meetings and events at a variety of locales. While regular business meetings may be held at a consistent location, special events provide opportunities to visit a variety of venues. Young and old alike will look forward to the change of scene.

Introduce young women at meetings

If this is their first time attending a local or state meeting, introduce them so members can greet them afterwards.

Sponsor a young member

Ask club members to "sponsor" a one-year membership for a young woman. Hopefully, if she knows her membership is paid for a year, she will renew her membership the following year. Consider making the cost to sponsor a young woman as little as possible to encourage participation of current members.



Red Coat Day at the Capitol—a big opportunity for members of local clubs and the Federation to meet with their representatives and to receive recognition.



Sponsor college Republican women and invite them to attend club activities

- Network with young Republican women at your local college and invite them to a special club event.
- Initiate a "Coffee Cup for College Republicans" to be passed at regular club meetings to collect change from members to pay for meals of young guests.
- As a special project, invite current club members to sponsor a college member.
- Bring pizza to the young Republicans' group at the local college and ask for anyone who is interested in your club to fill out an interest card.
- Explain that this is a good way to stay connected with fellow Republicans once they graduate. It is easy to find clubs to join in college, but many are intimidated by doing so in the real world.

Create a "Young Republican Woman Literacy Grant"

Young Republican women educators may submit applications for a mini grant (\$50 or more) to fund a special classroom event or project. The young educators must be federation members. Award the grant at a special luncheon or awards event. Invite the media and submit a photo of the winner with a press release to your local newspaper.

Donate books to honor young educators

From the list of NFRW Eisenhower Library books, select several books to present to a school library in honor of a local young Republican educator. Donate a dictionary or Constitution booklet in their honor. Provide a photograph and news release for the local newspaper.

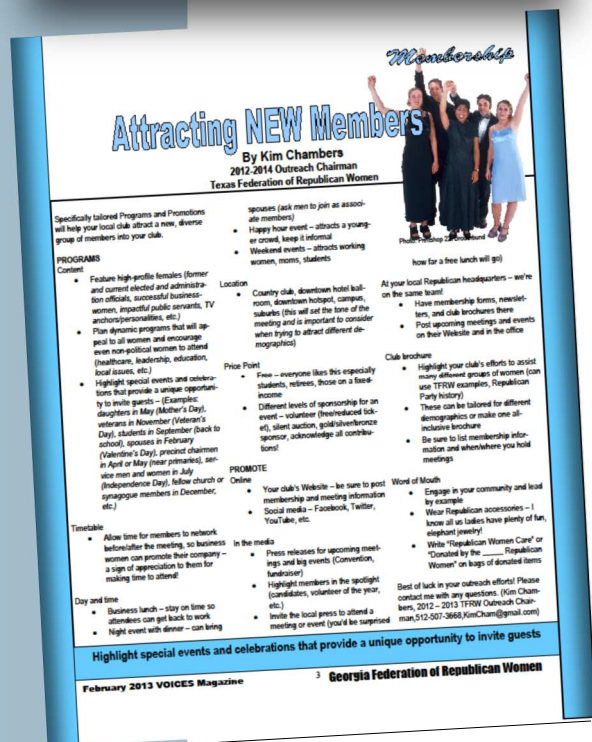
Form a young Republican women's satellite group

Consider the following:

- Plan a meeting for after work hours—preferred by young, working Republican women.
- Limit the meeting to one hour.
- Plan the meeting at a restaurant/bar, local library, hotel/bank meeting room.
- Recruit young Republican women to coordinate the social networking program for the parent club.
- Ask a young Republican woman to create a Facebook page for their satellite club, as well as one for the parent club.
- Delegate a young Republican woman to post club messages.
- Create a blog and Twitter handle as avenues to connect with other young Republican women in the area.

Promote younger members in your club

Promote younger members to leadership positions. They'll bring new ideas to the club and have a different skill set to offer (social media, website, graphic design, etc.). Plus, younger visitors will connect with them and make them feel more comfortable. Additionally, if you post photographs of these younger leaders on your club's website, social media pages, and event flyers, this will attract like-minded younger women to your club.



Plan events that will attract young women

This generation wants to get involved and make a difference and they enjoy doing so in an informal environment. The key is to keep it social and fun.

- Plan “Happy Hours”—these work!
- Organize themed parties—Mardi Gras, St. Patrick’s Day, Casino Night, Derby Day.
- Create a “Painting with a Twist” event.
- Schedule events featuring young candidates/politicians or dynamic speakers that appeal to even non-political people (successful businesswomen, impactful public servants, TV anchors/personalities, etc.).
- Offer military and Wounded Warrior volunteer opportunities—greet them at the airport when they come home, collect Christmas toys for their children, put together care packages to send to troops overseas, collect supplies for Fisher House.
- Have a booth at a local festival—doesn’t have to be political (e.g., sell bratwursts at German Wurstfest or quilts at Market Days).
- Be a parade volunteer—work the club’s booth, pass out flags/beads, ride on a float, etc.
- Organize a block walk as a group—especially for a younger candidate.
- Develop a university roundtable discussion on a hot topic with diverse, conservative speakers.
- Schedule fun field trips to government sites such as a presidential library and the state/U.S. Capitol. Go to historical sites such as Williamsburg, the Alamo, Independence Hall, Gettysburg, or other sites in your geographic area.
- Volunteer in the community—organize a canned food or clothing drive, collect books and school supplies, participate in a charity fun run.
- Plan a picnic in the Park—encourage them to bring their families.
- Organize college/professional sports watch parties/fundraisers.

Make club attendance easy and worthwhile

Between work and home responsibilities, many younger women are strapped for time. Consider the following to encourage them to attend your functions.

- Provide free childcare.
- Lower costs for young attendees—when able, offering a discount to those under 40 will incentivize them to attend.
- Vary the time—after 5 p.m. or weekends work best.
- Respect the time limit—this is especially important for working women and young mothers who have other obligations.
- Consider the location—plan the event where they will feel comfortable, where they naturally congregate (schools, coffee shops, bars, restaurants, etc.).
- Allow for networking—allocate time for members to network before/after the meeting so businesswomen can promote their company. This is a sign of appreciation to them for making time to attend.
- Sell “understated” Republican accessories that appeal to this generation—e.g., red, white, and blue iPhone covers, cute USA tank tops and V-neck shirts, elephant scarves, pink jewelry, etc.



Constant Contact

Include young adults in club programs

- Present them with a college scholarship.
- Present them with an outstanding achievement award.
- Ask a younger person to say the pledge at every meeting.
- Invite local young Republicans to present a program about their efforts.

Be sure to take photos of the program and post them on the club website and social media pages.

Host a voter registration drive

Do this at a local high school and/or college and, if any of the ladies register as Republican, ask if they are interested in learning more about your club. Encourage them to fill out an interest card so you can follow up with them.

Brag about your club

Clubs tend to invite elected officials to their meetings. People want to meet them, especially younger women who are looking for internship opportunities. Be sure to invite them to your club meetings and let them know about the elected officials who will be attending.

Invite young, politically-minded women

Ask current members who volunteer on campaigns for the Republican Party or for a conservative cause to keep their eye open for any interns, volunteers, or younger staff and invite them to a meeting. These gals are obviously politically-minded but may not know about your club or may have never been invited to attend your meetings.

Host quarterly socials/happy hours

It is difficult for young professionals to meet during the day, so they are hesitant to join a club where they can never attend meetings. A quarterly happy hour or other social function at various times of the day would be a great way to encourage this crowd to join, since they would be more likely to participate.

Provide an “Outstanding Young Republican Woman Award”

Recognize the outstanding achievements of a young woman in your state or local club. Consider making this an annual event for your club or a biennial event where the award is presented at the state federation convention. This event could be a responsibility of the state/club Youth Engagement Chairman. Consider giving the award a catchy title like — “Rising Republican Rock Star.”

Next Meeting: TUESDAY, August 19, 2014

Reaching Out to Young People

Youth Panel, moderated by Brittany Holmes, Chairman of CFRW College Republican Outreach Committee

How can we reach young people with the Republican message? What matters to them? What will drive them to the polls?



Brittany Holmes



Penn College of Tech, Fall Fiesta 2012, photo by Tom Wilson



Organizing to Attract Young Women



Your place at our table!

NAME OF LOCAL CLUB _____

In an effort to better serve the needs of younger adults, we ask for your participation in this 5-question survey. Please check all the answers that apply to you:

Which activities would you most like to participate in?

- ...Corned beef drive
- ...Blockwalk for a candidate
- ...Phone bank for a candidate
- ...Charity luncheon
- ...Wounded Warrior luncheon/dinner
- ...Book/Dictionary/Constitution donations to local schools
- ...Voter registration drive
- ...Put up jelly parasite house-flour
- ...Great valley eating hours at the airport
- Other _____

Why would you want to join this Republican Women's club?

- ...Networking
- ...Volunteer for conservative causes
- ...Leadership opportunities
- ...Education on current issues
- ...Want to get involved in the political process
- ...Following with like-minded people
- ...You or your spouse considering running for office/elected official
- ...To attend club events (e.g. Constitution, Legislative Day)
- Other _____

Why are you hesitant to join this Republican Women's club?

- ...Cost of membership
- ...Cost to attend events
- ...Unfavorable meeting location
- ...Unfavorable meeting time

It is critical for our clubs to attract younger members today in order to ensure our future long-term growth and success. Many Republican women's clubs struggle to attract younger members because they don't know where to start. A few tips to help get your club started are as follows:

Conduct a club assessment

It's wise to look inward at your club and assess how outsiders view you. Many of us have been going to the same club meetings, sitting at the same table, and talking with the same people for years, which makes it difficult to empathize with how visitors view your club. Step back and ask yourself the following questions:

- Is your club outgoing and welcoming to guests?
- Is your club leadership eager to involve new people and to try out new ideas?
- Does your club meet at a time and location easily accessible to working moms, students, and young professionals?
- Do your club programs and events attract new and diverse people?

Hopefully, you answered "yes" to all of these questions. If not, consider what obstacles are holding your club back and how you can overcome them.

One option is to create a welcoming committee that focuses on optimizing the visitor experience. Another option is to ask club leaders to write out their "plan of action" to encourage young women to attend club functions and participate. This is especially important for the club president and membership chairman. If you haven't done so already, appoint a special Youth Engagement Chairperson. This would be a great leadership position for a younger member of your club.

Get to know your audience

Instead of guessing or assuming what young women in your area want from a Republican club, create a survey and ask them! Key points to remember when creating the survey are listed below. A sample survey can be found on the NFRW Youth Outreach Committee resource page.

- Keep it short enough so they will complete it, but long enough so you gather the information you need.
- After each question, list several answers and ask the respondent to rank them in order of importance or select all the answers that apply to them.
- Leave space for comments and always include “other” as an option.
- Emphasize that all respondents will be anonymous.
- Leave an optional area for them to fill out if they would like to be contacted by your club.
- Include a link to your club’s website/social media pages.
- Thank them for taking the survey.
- Send out invites to take the survey to all young Republicans, including local Republican Party staff, elected official’s staff/volunteers, and local College Republicans.
- Post links to the online version of the survey on your club website and social media pages. (SurveyMonkey.com allows you to create free online surveys.)
- Ask your local County Party to promote the survey.

Use the data from this survey to determine what your club needs to do to attract younger members and then put a plan into action!

Plan for success

Benjamin Franklin said, “If you fail to plan, you are planning to fail.” In order to attract younger members, club leadership should have a planning session specifically devoted to this topic.

Invite club members from different backgrounds to attend this meeting—this will lead to a diversity in ideas. Plus, younger members will contribute ideas on how to better attract *their* peers.

At the meeting, begin planning for at least one event specifically aimed at attracting a younger audience. This could be a regular business meeting with a dynamic speaker, a special youth outreach-oriented event or a club social, like a Christmas Party or summer soiree. You may even consider partnering with another women’s organization in the community. This will attract even non-political people to attend. A few tips to help the event be successful are:

- Allow younger members to plan the event.
- Promote the event with social/digital media.
- Ask current club members to bring a younger guest (can be a family member).
- Plan the event for a time when younger people can attend (weeknights, weekends).
- Offer reduced/free entrance to young Republicans.

In order for the Federation to have a successful future we need to attract the women of today. We can do this!



Planning an Outreach Event



When trying to plan a youth outreach event, there is no “one size fits all” type of event. The most important thing is to just do it! Some tips to help you plan a successful event are as follows:

Form an event committee

- This event committee should include as many young women as possible. They'll know best how to attract their peers.
- Consider partnering with a local group whose members are the demographic you're looking to attract—Young Republicans, College Republicans, etc.

Provide leadership opportunities

Divide the committee into several sub-committees that will focus on specific aspects of the event. Sub-committee chairs will feel ownership of the event and will work hard to ensure its success.

- Hospitality—this committee will cover items such as the type of food and beverages served, greeters, and the check-in process.
- Promotion—determines the best ways to promote the event (Evites, email, Save the Dates, Facebook, Twitter, flyers, mailers, face-to-face, phone calls, etc.).
- Membership—determines how to promote club membership at the event (pass out membership forms, speaker topic, highlight ways members get involved in the community, have slideshow of members, etc.).
- Program—different types of events work for different areas of the country and for different youth subsets (urban vs. rural, recent college graduates vs. working moms). However, most young adults prefer more social, informal events that will allow them time to network. Attempt to plan a dynamic event that will appeal to all women and even encourage non-political women to attend.



Capitalize on social media

- Promote the planning of the event using social media. For example, take a photo of the ladies in a planning session and post it on Facebook/Instagram.
- Send out social media “save the dates.”
- Create a Facebook page for the event.
- If the event is featuring a big name speaker, promote that there will be time to take photos with the speaker at the event. Younger people like this because they can post photos with the speaker on their social media sites.

Promote! Promote! Promote!

- Be sure to have photos of younger people on the flyer and as the “face” of the event. If e-communications are used, have them sent from younger members.
- Use language and phrases with which the target audience is familiar.
- Create a hashtag for the event.
- Convey an overall positive message when promoting the event.
- Stress networking opportunities at the event. Many women join young professional groups and Junior League for networking and to make new friends. Your club should emphasize these benefits as well.
- Consider promoting the event in Spanish if you live in a Hispanic community.
- Invite Republican staffers and other Republican groups to attend.
- Do NOT call the event a “youth outreach” event. No “youths” will attend.

Different generations will be attracted to different types of events. If an event aimed at attracting younger women doesn't appeal to every club member, that is understandable. Since the goal is to attract a different type of member, then it makes sense that the event might not appeal to all the club's current members.

Younger women are finding their own way and we need to encourage them to get involved in a way that works for them. These are our future leaders and it's up to us to make them feel welcome.



National Associate Membership for Millennials



What is the National Associate Membership?

The National Associate Membership is for all Republican women who are not members of a state federation or local club and who contribute the required funds to the NFRW. Associate members will receive all NFRW official publications and e-communications and be entitled to participate in online discussions. They may attend NFRW, state federation, or nearby local club meetings, but they will not have a voice or a vote.

Why target young women for National Associate Memberships?

Millennials are the perfect target group for this membership.

- They want to be involved.
- What they want is:
 - Networking opportunities
 - Information
 - Communication.
- They each have a network of contacts with whom they communicate regularly.
- They are a source for future members.
- They bring fresh ideas and tactics to the table.

What are the membership benefits for young women who become National Associate Members?

For an annual membership fee of \$25, they will have access to:

- NFRW, state federation, and local club events for networking and information;
- Opportunities to engage with a pool of dynamic political figures;
- E-communications such as:
 - Capital Connection
 - Political Briefings
 - Talking Points
 - State Federation emails;
- Opportunities to engage in online discussion forums; and,
- Opportunities to voice their opinions in NFRW website polls.

How will this membership category function?

Upon becoming a National Associate Member, her name will be entered into the database and be listed in the membership for the state federation where she resides. NFRW will communicate the names of National Associate Members to the state federation/clubs nearest to her for invitation to events/meetings.

NFRW invites state federations and local clubs to join the effort to attract millennials by marketing this new membership package. Millennials will allow NFRW to grow its membership; and, as associates, they will count in the bottom line of members together with club members.

Marketing for this category needs to be done at all levels. In order to give the states and clubs incentive to participate and acquire these members they would not otherwise have, NFRW will give a club \$3 and a state \$2 out of the \$25.00 dues paid. States and clubs will have the names of these associate members, so they can be invited to events and be given access to state and club information.



Associate Membership is a GREAT Idea!

As a millennial, the National Associate Membership allows for my involvement in the National Federation of Republican Women. As a member, I receive all the benefits of attending events, meetings, and e-communications. Simultaneously, I can meet and engage with different political figures.

As a current college student with a busy schedule, the National Associate Membership works to fit into my calendar. I cannot attend every meeting or event, but still want to maintain a strong involvement with fellow Republican women. This membership allows me to do just that! As it does not require my attendance at every meeting, an associate membership allows me to attend and be engaged in as many opportunities as I see fit.

The creation of this membership allows busy young professionals to maintain their engagement with the NFRW while handling everything else life throws at them!

~ Hayley Conklin, National Associate Member



Websites, e-newsletters, email updates,
Google + hangouts, Facebook, Twitter,
and online payment

Technology Appeals to Generation Y

The group of teens and twenty-somethings love their techie gadgets: e-books, 4G phones, GPS maps, portable media players, hi-def camcorders, and hands-free everything. They are tech savvy in ways that make the rest of us look like fossils. **So, appeal to them through *their* media preferences.**

Utilize technology

It is possible for clubs to continue to utilize traditional means of communication and promotion while at the same time embrace digital technology. Young adults are very tech savvy. We need to communicate with them and provide them with information in the ways in which they are most comfortable.

- Keep your club website up to date—especially information on any upcoming meetings/events.
- Facebook—post photos of members at club functions and post ways for people to get involved.
- Have a “Sign Up for Club News/Events” tab on your website homepage. Ask visitors to provide their name and email address here to be added to your distribution list.
- Include a link to a printable membership form on your club website.
- Include online payment for membership on your club website. Tip: Encourage people to be “recurring” members, so they will be automatically registered as a club member again the same time the following year.
- Twitter—Twitter is great for sending out coordinated talking points. Create a club hashtag.
- Ask people to post on Facebook and tweet from meetings—this promotes the club to their peers.
- Tele Town Halls and Google+ Hangouts—provide busy people an opportunity to tune in and still have a personal interaction with the speaker.
- Online Payment—provides another option for them other than check or cash.
- Instagram—use this to promote your club activities.
- YouTube—start your own “channels” highlighting speakers and awards.

The National Federation Website

We believe in being pro-active and providing our membership with the tools necessary to get the job done. The National Federation website (www.nfrw.org) provides informative, timely, and fun articles that will appeal to millennial interests. These articles cover issues such as paying off student debt, financial planning, being a working mother, and much more.

Print Shop



There are also youth outreach resources in this area for Federation leaders, such as “Do’s and Don’ts to Recruit Young Women,” “Tips to Communicate with Younger Voters,” and sample invites that will appeal to this generation. Go to <http://www.nfrw.org/membersonly/resources/youth.htm> to access the standalone files for the NFRW Youth Outreach Committee.

E-communications

One of the best ways to reach younger members is via email. Use this method of communication to send news updates, announcements of upcoming events, changes to current events, Federation news, newsletters, legislative updates and political briefings. The key to a successful e-communications strategy is to keep your emails frequent—but no more than twice a week—on topic, and to the point. Include links in the email where members can learn more if they like.

Facebook and Twitter

Younger Americans get their news and information online. Be sure your club has a social media presence and use it as another means to provide information to your membership. Encourage members to post on Facebook and Tweet about federation/club events. Let them promote your club for you!

Capital Connection

NFRW members receive frequent updates on actions taken in both houses. Contact information is provided so members can express their wishes and concerns directly to the representatives from their geographic area.

Talking Points from NFRW

NFRW’s weekly talking points are a great tool for all members to use when discussing current events. Get updates on national news and equip yourself with the tools to discuss issues with your peers. Tip: copy these talking points to your Twitter feed.

Links to federations and club news around the nation

The NFRW website provides direct links to state websites, so members and potential members can find what is happening in their own specific area.



Digital Resources on the NFRW Website

Go to the Youth Outreach Committee Resource Page

Access Resources on [http://
www.nfrw.org/membersonly/resources/
youth.htm](http://www.nfrw.org/membersonly/resources/youth.htm)

Don't know where to begin in your Youth Outreach Efforts? The Youth Outreach Committee Resource page has much of what you need. Federation leaders can find resources and information here about how to successfully engage with younger members. There is also information specifically targeted to younger members. It is our job to get this to them—via newsletters, social media, emails, etc. Additional resources are frequently added to this page, so check back often. If you find or develop a youth outreach resource, let us know so we can add it.

SAMPLES OF AVAILABLE RESOURCES:

- Do's and Don'ts to Recruit More Young Women
- You Have a Place at Our Table (Info Sheet)
- You Have a Place at Our Table (Survey)
- Looking for Work
- Obamacare Targets Millennials
- You Owe \$1.1 Million
- Sample Invitations to Millennials
- Your Responsibility for the National Debt
- Are You Paid What You Are Worth?
- Anyone Working in Your Family?
- Is Your Financial Plan in Shape for Retirement?
- Don't Mess with Our Healthcare!
- 2013 NFRW Convention Young Women Outreach Panel Presentation
- Sample Youth Engagement Committee Chairman Job Description

Members Only

Do's and Don'ts to Recruit More YOUNG WOMEN!

By Kim Chambers
2012-2014 Outreach Chairman
Texas Federation of Republican Women

DO

How do we attract more young women to attend our meetings and get involved? How do we put more focus on appealing to young women? Below are a few tips to get you started.


Talk to them
Give them different ways to get involved – focus on team activities with ambitious goals
Talk about issues in ways relevant to young adults – example: focus on health care access and cost, not prescription drugs and Medicare benefits, point out their personal share of the national debt (\$50,000 – up \$14,000 since Pres. Obama took office)

Be results-oriented
Let them know they are part of a movement – they want to belong to something bigger than themselves
Provide them with flexibility – tasks, meeting times, levels of involvement
Provide positive feedback...frequently
Appeal to their interests – themselves!
Listen to them – engage in a two-way conversation, don't just tell them what they should think
Respect their ideas – utilize these ideas to attract more young adults

Be yourself – you don't need to be "one of the kids" to get their attention
Hold back on the rhetoric – they trust sources more that they view as unbiased
Have events with high energy and engagement levels
Make technology your friend – website, Facebook, Twitter, Instagram, email, newsletter, Flickr, YouTube, text messages, online pay

DON'T

Stereotype young adults as "kids" – this can be offensive, use term like "Younger Americans"
Assume that young voters know the basics of the political system such as the differences between the Parties, how to register to vote, why capitalism is better than government-run economies
Think young Republicans will get involved just because it is the right thing to do
Designate young adults for apathy or lower voting rates
Involve anger – they're looking for solutions, not complaints
Waste time giving stump speeches with party platitudes or attacks – they want ideas and action, not attack ads and sound bites
Demand new technology like Facebook/Twitter – it's their means of communication. Remember, most of them don't remember a world without the Internet!
Point out their age – By pointing out that trait, that's all they assume you are seeing. Don't let demographics define the person – or define your first conversation with them. It's important they feel you see them as more than just a young adult. But rather as a valuable member of your club because of their abilities.
Assume they are all Democrats – 43% of young adults in Texas voted for John McCain in 2008. 77% of young adults in Texas consider themselves to be "conservative" or "moderate".
Forget to ask them to attend a meeting and join your club!




Kim Chambers

Who Am I?
Kim is the 2012 - 2013 Texas Federation of Republican Women (TFRW) Outreach Chairman. She actively served on the PR Committee for the National Federation of Republican Women (NFRW) and recently joined the NFRW Membership Committee. She is a past President of Austin Republican Women (ARW). In recognition of her efforts to expand and energize Republicans in Travis County, Kim was awarded the "Maverick and Beyond" award from the TCSP in 2010. See Kim in action at the GFRW Winter Board Meeting. She will be conducting a Membership Workshop on Thursday, Feb. 14.

February 2013 VOICES Magazine
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Georgia Federation of Republican Women

Reception for D.C. Conservative Interns

Please join your fellow D.C. interns for an evening of Drinks,
Fajitas & Networking
Speaker David Azerrad of the Heritage Foundation



5:30 to 7:30 pm on Thursday July 17, 2014

Capitol Hill Club, Eisenhower Lounge
300 First Street SE

Free registration includes a fajita bar and one free drink ticket
Space is limited.

To RSVP: <http://www.eventbrite.com/e/nfrw-intern-reception-tickets-12062752031>
For any questions please contact Anushya at aramaswamy@nfrw.org

TALKING POINT for Millennials

Is YOUR financial plan in shape for retirement?

FACTS

- ✓ You **WILL** want to retire someday.
- ✓ You **WILL** need income in order to retire.
- ✓ **Pensions** are becoming a thing of the past.
- ✓ **Social Security** will become insolvent in 2033

What are Options for Millennials?

- "Self-directed" IRAs (including IRAs and Roth IRAs) provided by some employers.
- Private, Personal Retirement Accounts
- Thrift Savings Plans (TSPs) for those without access to an employer sponsored retirement plan.
- A "twisted" Social Security enacting reforms to make Social Security solvent for a longer period of time.

What is a Personal Retirement Account?

President George W. Bush went on a nationwide tour in 2005 to drum up support for... private, personal retirement accounts.

Individuals 55 years and younger would have the option to put a portion of their payroll tax funds into a personal account, with their name on it, to be drawn from at the point they reach retirement age... The account would be owned actually by [your] money. No one else's. (Pete Seest, The War on Millennials, p. 114)

Advantages: Personal Retirement Account

- Interest is earned through investing just as in a 401K or an IRA.
- You can choose from a variety of options of where to put your money.
- The annual rate of return will be greater than that brought by social security savings.
- The federal government insures personal retirement accounts.
- The value of the account will not go down, it will only go up or at some remain the same.

Personal accounts now come with the full faith and credit of the U.S. government (thanks to a proposal by Wisconsin Congressman Paul Ryan).

What is a Thrift Savings Plan

Senator Max Baucus proposed opening the Thrift Savings Plan (TSP) to all Americans who don't have access to an employer sponsored retirement plan. Currently, the TSP is a retirement plan open to federal employees, and as Senator Baucus said,

"It is one of the most efficient savings plans in America. It charges fees which are a fraction of those in private defined-contribution plans, allowing beneficiaries to have more."

If you like your current benefits program, you can keep it. (Have you heard that one before?) But if you want to try a Personal Retirement Account and look for capital gains, dividends and interest—or you want to look forward to a Thrift Savings Plan—the choice is YOURS! Saving and investing for retirement is now up to the individual. You cannot depend on someone else—be it the government or your employer—to do your saving and investing for you.

National Federation of Republican Women, Political Drafting, Legislative News for the Week of May 14, 2014

Seest, P. (2014). The War on Millennials. Printed US.

Go to:

<http://www.millennials.com/wealth/retirement-planning-12>

<http://practical-finance.com>

<http://www.fox4.com/story/2014/05/14/retirement-planning-12>

<http://www.fox4.com/story/2014/05/14/retirement-planning-12>

TALKING POINT for Millennials

YOUR Responsibility for National Debt!

YOUR responsibility for national debt?

Who owes?

Who pays?

By Martha Zoller

We didn't get here overnight. We've gone from \$1 trillion to over \$17 trillion in debt in my lifetime and we are heading for much more if we don't do something responsible. As a Baby Boomer, I want to say, "I'm sorry." Most of the decisions made that got us on this path were made by

people who believe that the following core principles should guide the process:

- Policymakers should acknowledge that our growing debt is a serious threat to the economic well-being and security of the United States.
- It is urgent and essential that we put in place a plan to fix America's debt. An effective plan must stabilize the debt as a share of the economy and put it on a downward path.
- This plan should be enacted now, but implemented gradually, to protect the fragile economic recovery and to give Americans time to prepare for the changes in the federal budget.
- In order to develop a fiscal plan that can successfully, it must be



People will tell you there's no difference between Democrats and Republicans. Sometimes, I even feel that way. But this I know, progressive policies on the left will not make this problem better.

People who believe that the following core principles should guide the process:

- We and pro-growth tax into the base, lower the deficit, and reduce the debt.
- The Simpson-Bowles or other Task Force efforts—which each budget—provide effective plans.
- We need to long-term economic sustainable, include plans to ensure that we, and the

Martha Zoller is a 53 year old woman in 2014. She is a talk show host and a business owner.

TALKING POINT

"Anyone working in YOUR family?"

In 20% of American Families, No One Works.

By Ali Meyer



(CNNNews.com) – In 20 percent of American families in 2013, according to new data released by the Bureau of Labor Statistics (BLS), not one member of the family worked.

A family, as defined by the BLS, is a group of two or more people who live together and who are related by birth, adoption or marriage. In 2013, there were 80,445,000 families in the United States and in 16,127,000—or 20 percent—no one had a job.

The BLS designates a person as "employed" if "during the survey reference week" they "(a) did any work at all as paid employees; (b) worked in their own business, profession, or on their own farm; (c) worked 15 hours or more as unpaid workers in an enterprise operated by a member of the family."

Members of the 16,127,000 families in which no one held jobs could have been either unemployed or not in the labor force. BLS designates a person as unemployed if they did not have a job but

if they did not have a job and were not actively seeking one. (An elderly couple, in which both the husband and wife are retired, would count as a family in which no one held a job.)

Of the 80,445,000 families in the United States in 2013, there were 7,685,000—or about 9.6 percent—in which at least one family member unemployed.

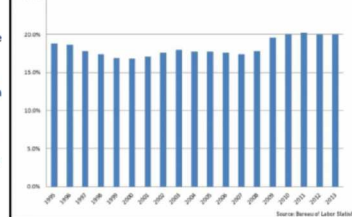
The BLS has been tracking data on employment in families since 1995. That year, the percent of families in

which no one had a job was 18.8 percent. The percentage hit an all-time high of 20.2 percent in 2011. It held steady at 20 percent in 2012 and 2013.

The data on employment in families is based on Census Bureau's Current Population Survey of the civilian noninstitutional population, which includes people 16 and older, who are not on active duty in the military or in an institution such as a prison, nursing home or mental hospital.

In 20% of American Families, No One Works

Percentage of Families in Which No One Works



VIEWPOINT of Family Voters

Don't Mess With Our Healthcare!

By Tricia Welsh
Owner of Kidepoli, Inc



When I was asked to contribute this article, I reached out to some fellow moms to get their thoughts on the upcoming election. Not surprisingly, their biggest concerns were healthcare and jobs. For those wondering why education was not one of the top two, I will tell you. Our children happen to attend public school at some of the very best schools in Georgia. For that, we are truly blessed. Since these healthcare concerns are something I have lived, my article will focus there.

As a Conservative woman, the first thing that comes to mind when I see or hear President Obama is "Socialist." As the mother of two eight-year old boys and the daughter of older parents, I don't "mess with our healthcare." When I was a child, my family lived overseas while my father, a kidney professor, conducted research with their universities. During one of our stays in Germany, we had the opportunity to visit the local emergency room—twice. I later learned that because my father was a professor—and we were American—even though on neither occasion were my brothers or my injury severe, we were very quickly moved out of the lounge area and into a clean quiet room. The lounge area was very crowded; there was even blood on the floor. It was a very frightening place for children. The physicians, on the other hand, were wonderful—and almost embarrassingly apologetic for the condition of the emergency room. My father's closest German colleague, who lost his leg during WWII, sought treatment for his wooden leg and stump, not in Germany, but in the United States and in his later years when travel was not easy, in Switzerland. What was the cause of our not-so-fond childhood memory and a prominent citizen leaving the country for treatment?

The answer: Socialized Medicine. Some might say, "but that was years ago." If you don't believe me, take a look at our neighbors to the north. Our Canadian golf friends have a new story for us every year. This year it was a four to six month (or more) wait for simple knee surgery. Wow, for those who are on crutches, I guess it is a great time to re-build one's upper body strength.

Are you prepared to wait for months to have ankle surgery, sinus surgery or be treated for carpal tunnel syndrome? With my husband traveling and all of my boys' activities, I just don't have time to be down for that long. Do you? If less severe, less expensive procedures take this long, how can we count on life-threatening, expensive medical conditions being given the proper attention?

When one of my sons suffered a head injury, I knew that I could take him right to the emergency room at Northside Forsyth Hospital and he would receive immediate, quality care. With our current system, even if I didn't have insurance, I know my son would have received that same quality care.

What about your parents? I can't even imagine my mother or father being required to see a different oncologist because the one that has treated them through the years is now "not part of their insurance or Medicare program," or heaven forbid, has decided that they have had enough of Obamacare and left their practice—or the country. My in-laws have been required to change physicians a number of times and drive many miles to find a specialist that will actually accept Medicare. What happens to them when Obamacare goes into effect?

Might your sons or daughters be interested in medicine someday, or even biomedical engineering or research? As my dear friend, Julie, who is a pediatric speech pathologist and wife of a successful foot and ankle surgeon said, "Why would some of America's best and brightest choose medicine as a career when their ability to practice quality healthcare in the USA is going to be limited? Why choose hundreds of thousands of dollars for medical school when it will now take a lifetime to pay it back?" What will happen to the many breakthroughs that are made each year in American medical research facilities? Will the private research facilities and pharmaceutical companies be the next form of free enterprise taken control of by the government?

In the country that has the best quality medical care in the world, should quality medical care be available to everyone? Absolutely! Is destroying all that is great about healthcare in America the way to fix that? Absolutely not.

Who Am I?

Tricia Welsh is the owner of Kidepoli, Inc., a company that makes wearable blankets for children and their parents. Tricia, her husband Patrick, and her twins, Collin and Oliver, reside in Forsyth County, GA, in addition to being the Assistant Cub Master for Pack 107, she sits on the boards of the Forsyth County YMCA and Mentor Me—North Georgia.

TALKING POINT



Are you paid what you are worth?

Talking Points by Katie Packer Gage

Republicans unequivocally believe that men and women should receive equal pay for equal work.

Republicans support the Equal Pay Act (EPA). The EPA was signed into law by President Kennedy in 1963. It garnered 362 votes in the House and was only opposed by nine Democrats.

New legislation will not necessarily close the wage gap between men and women. It has been widely noted that statistics on the wage gap are contingent on many factors including whether the men and women surveyed are salaried employees, paid hourly, have different levels of education, are married or single, etc. Indeed, President Obama recently was given two "Pinocchio's" by The Washington Post fact-checkers for consistently using the 77 cent figure, published by the U.S. Census Bureau but obtained by questionable metrics. To read more about that, click [here](#).

Republicans applaud companies that seek and celebrate female workers, such as IBM, Marriott, and Ernst & Young.

Republicans support encouraging young girls to enter into fields typically dominated by men—science, technology, engineering, and math. Work in these fields can yield high earnings.

Want More? Click below for a review by Katie Packer Gage, deputy campaign manager on the 2012 Romney for President Campaign <http://t20.m6.net/jp>
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MPhDS6 k5a6YrB80WcawTnKhARQ4AWR4Z38o6pvhCnQbrZunTB303p57Nkcrw=





YOU have a place at our Table!

YOU are a Millennial...

- Between ages 13 to 33
- About 30 million strong in America
- Ambitious, educated, optimistic, dedicated
- Confident and self-assured, with high expectations for the quality of your work
- Confident of your ability to blend work and life – even as mothers.
- A driving force toward flexible scheduling and work from home.
- Grounded in your technologically-fueled communication style with preferences for speed and the convenience of smart phones and emails

On the other hand, you are sometimes perceived as

- Being "over confident."
- Having an "I want it all – and now" attitude
- Having work style differences during face to face interactive meetings
- Having difficulties working in multi-generational settings

WE are:
The National Federation of Republican Women.

WE are one of the largest and most influential grassroots political organizations for women across the nation and in several territories. NFRW promotes the objectives and policies of the Republican Party, elects Republican candidates, provides political education and increases the effectiveness of women in the cause of good government. When you join a local Federated Republican Women's Club, you also become a

member of the State Federation and the National Federation.

What's in the Federation for YOU?

- Weekly e-mail newsletters and political briefings, Cap Alerts
- Unparalleled resources for professional training in leadership and political skills, like NFRW's Campaign Management Schools.
- Opportunities to attend QFRW board meetings and network with other Republican women who are leaders in their respective communities.
- Opportunities to participate in campaign bus trips, fund-raising events, and special events featuring prominent
- Opportunities to be part of community service projects, such as America, Literacy Programs, Adopt-A-Highway, and more.
- Constitutions, books about dictionaries
- Forums where you can state the political issues of the day about these issues are sent to the Federation.

Politics is a mixing pot of generations, seniors and mature workers. Baby boomers approaching retirement, Gen X, you – the Millennials. How do you fit in the hot environment of politics? Heather Huhman, author of *Middle Age Force to be Reckoned With*, says it comes down to understanding the

different work styles, adapting, and sometimes meeting in the middle.¹ She advises using "your powerful traits to find the success you deserve, but remember to take it a step at a time.... Be a team player, put in the time and effort when others won't – and most importantly – quiet your unnecessary complaints." Huhman says your success will be even greater if you can find your niche, and be ready to learn along the way.

The Republican Party and the Federation of Republican Women offer you rich opportunities to gain experience as...

- A political team player working for the good of your candidate
- A newcomer willing to put in the time and effort when others won't
- A developing talent willing to make the most


Born after 1980? Why should YOU care about the nation's ills.

You owe \$1.1 million.

By John Simpson

Congratulations on your first job. As a taxpayer, you now owe the government \$1.1 million.


- The national debt (the money we have actually borrowed to date) stands at about \$17.6 trillion. As a new taxpayer, your share is just a paltry sum \$152,000.¹
- As staggering as this number is, it pales in comparison to the total unfunded liabilities of the federal government. These are promises the government has made, but has yet to pay for, such as: Medicare, Social Security and Obamacare. The federal government's unfunded liabilities are estimated at \$127 trillion or about \$1.1 million per taxpayer.²
- Republicans believe that the United States should have a balanced budget. Meaning the government should not spend any more money than it receives in taxes. Many Republicans in Congress want a change to the Constitution that prohibits Congress



Public domain photo

a small part of the solution, it will only reduce your indebtedness. Rest must come from meaningful reforms to social programs. Raising the social security retirement age, means taxing Obamacare.⁶

2013/10/30/u-s-national-debt-1-1-million-per-taxpayer/house-joint-resolution/1/sponsors/see-conservatives-budget-balances-in-4-years-raises-retirement-age-to-70/digest.pdf at 40
2014/01/27/senate-republicans-develop-the-most-credible-plan-yet-to-



By Congressman Tom Price, M.D. (GA-06)


The Affordable Care Act – better known as Obamacare – was sold to the American people with a mountain of broken promises.

Folks were told that if you had health insurance already, you would be able to keep it. If not, you would be able to buy it at lower costs. Premiums were going to go down because millions of previously uninsured Americans would enter the health care market. They would be aided by an innovative website that, in the president's own words, would allow folks to choose a health care plan "the same way you'd shop for a plane ticket on Kayak or a TV on Amazon."

That was then. Today, premiums are predictably going up. Out-of-pocket expenses are increasing to pay for participation in insurance networks with fewer physicians.

The Obama Administration has raced to sign-up as many folks as possible to give the appearance that – despite the obvious – everything is going to work out in the end. At the center of the administration's calculations are millions of young Americans.

Millennials are a critical part of the grand scheme of Obamacare. They are also some of those most likely to suffer the consequences. In theory, one of the only ways to potentially counteract the rising costs of health insurance associated with the law's mandates and requirements is to get younger, healthier individuals to buy higher priced insurance



ance – with more comprehensive coverage than they likely want or need – in order to subsidize the coverage of others.

So young folks are footing the bill, and that's assuming they have a paycheck to help afford a plan.

According to a Georgetown University study, some forty percent of the nation's unemployed are millennials – 4.6 million Americans without gainful employment at a crucial time in their lives.

Thanks to Obamacare, job creators are thinking twice before hiring new employees. They are considering offering part-time work instead of full time jobs in order to avoid taking a larger financial hit from the health care law.

Then there's the issue of health care itself. The law taxes innovation and puts the whims and wishes of Washington ahead of patients, families and doctors. In years to come, Americans will likely have less access to quality, affordable, responsive health care and fewer choices. The young and single today will be the married with children tomorrow. The need for broader health care coverage will rise as Obamacare is taking its toll.

It is vitally important that today's younger generation pay close attention and get engaged in this debate now. There are positive, patient-centered solutions out there that would empower folks to gain access to affordable health care coverage without building barriers to jobs and economic growth. My *Empowering Patients First Act* (H.R. 2300) is one proposal, and there are others – all focused on keeping health care decisions where they belong: in the hands of you, your family and your doctor.

office/are elected official
(Legislative Day)

club?

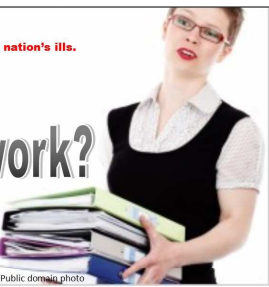
Born after 1980? Why should YOU care about the nation's ills.

Looking for work?

By John Simpson

The Obama Administration's regulations are stunting job growth.

- Despite failing to enact climate change legislation through the traditional legislative process, the Obama Administration recently released new EPA regulations designed to limit the emission of fossil fuel burning electrical generation facilities.¹
- According to the Energy Information Agency, Energy-intensive manufacturing accounted for a little more than one sixth of the nation's total energy use.² Manufacturing is the single biggest employment category in the United States, comprising more 10% of all private sector jobs nationwide.³
- New regulations on fossil fuel burning power plants will have a catastrophic effect on the US economy despite the fact that only 4% of greenhouse gas emissions come from US power plants. (Compared to 20% from India and China).⁴ The US Chamber of Commerce estimates that the US will lose \$51 billion in GDP and nearly a quarter of a million jobs as a result of these new regulations.⁵
- Republicans believe in an all of the above approach to energy that creates new opportunities in less carbon intensive power sources like natural gas and nuclear.⁶ Creating incentives to generate power from cleaner sources allows free market forces to reduce greenhouse gas emissions without sacrificing jobs.



Public domain photo

¹ <http://www.foxnews.com/politics/2014/08/02/obama-to-announce-rule-to-limit-emissions-from-fossil-burning-plants-part-1a/>

² <http://www.eia.gov/todayinenergy/detail.cfm?id=11911>

³ <http://www.bls.gov/news.release/impst117.htm>

⁴ <http://washingtontimes.com/obamas-war-on-coal-will-cost-u-s-1-trillion-in-new-technology-growth/article/2550423>

⁵ <http://www.forbes.com/sites/travisbrown/2014/08/06/the-war-on-coal-is-a-war-against-american-jobs/>

⁶ <http://naturalresources.house.gov/energy/>

This portfolio and accompanying materials are assembled by members of the Youth Outreach Committee and the Membership Committee of the National Federation of Republican Women.

We extend our thanks to the following Federation members for help in producing this resource:

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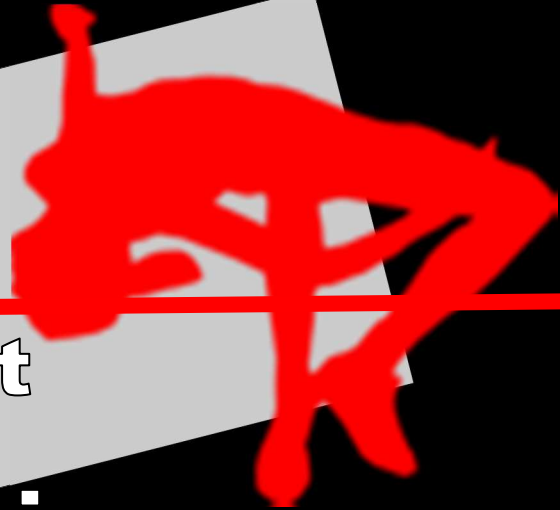
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HIGH!

We've set
the bar . . .



National Federation of Republican Women

Membership for Millennials

www.NFRW.org