



## Nuts 'N Bolts of AZFRW

Tips and Techniques for  
Club Development

Cindy Casaus

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# Nuts 'N Bolts of the AzFRW

*Tips & Techniques for Club  
Development*

Cindy Casaus, President  
Nancy Cottle, 1<sup>st</sup> VP - Programs



Welcome!

## Introduction

### Arizona Federation of Republican Women



### National Federation of Republican Women



# Committees

- Americanism
- Armed Services
- Awards
- Budget
- Bylaws
- Caring for America
- Campaigns
- Legislative
- Literacy/Education
- Membership
- Nominating
- Programs
- Scholarships
- Ways & Means
- Website, Social Media & Technology



# ACHIEVEMENT AWARDS

*Every club should earn them!*



AzFRW Copper Club Presidents with NFRW President Jodi Rushton & AzFRW President Loraine Pellegrino



AzFRW earns the top Public Relations Award at the NFRW Biennial Convention in Indianapolis

## Recruiting & Retaining Members:

- **Membership Committee**
- **Special Events**
- **Each One Bring One**
  - Challenge your members!
- **Partner with the Party**
  - State, County & LDs
- **Outreach Opportunities**
- **Market your Club**  
(more on this later)
- **Any other ideas and/or best practices?**

**WE**   
**OUR MEMBERS**

# Marketing Your Clubs

## *Earned Media Matters!*



- Website
- Social Media
  - Facebook – Pages v. Groups
  - Instagram
  - Twitter
- Social Networking
  - NextDoor
- News Outlets
  - Printed, Online, Radio, TV

# Programs: Can Make or Break Your Club



- Candidates
- Causes, Ballot Initiatives
- Where to Find Speakers

Other Ways to

- Off election years are good times for Authors
- Organizations such as Goldwater Institute, Heritage Action, Judicial Watch and Others
- Leverage Other Organization Meetings/Guest Speakers
- Congressional, National Campaigns
- Subject Matter Experts (Campaigns, Policy,



# Candidate Programs: Educate & Inform



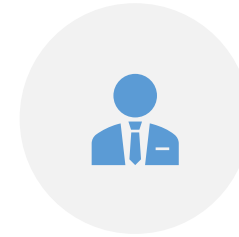
AS STATED IN OUR BYLAWS:  
"AZFRW SHALL REFRAIN FROM  
SUPPORTING ANY CANDIDATE  
IN A PRIMARY ELECTION  
CONTEST. THIS APPLIES ONLY  
TO AZFRW AND ITS CLUBS.  
INDIVIDUAL MEMBERS MAY  
SUPPORT ANY REPUBLICAN  
CANDIDATE OF THEIR CHOICE."



DOES THIS MEAN WE CAN'T  
HAVE CANDIDATES IN  
CONTESTED PRIMARIES  
ATTEND OUR MEETINGS PRE-  
PRIMARY?



A CANDIDATE ISN'T A  
CANDIDATE UNTIL SIGNATURES  
ARE FILED AND THEY ARE  
OFFICIALLY ON THE BALLOT.



RECOMMEND THAT CLUBS BE  
SURE THAT A "CANDIDATE"  
WISHING TO SPEAK PRIOR TO  
SIGNATURE SUBMITTALS HAS  
FILED PAPERWORK WITH THE  
APPROPRIATE ENTITY



AZFRW CLUBS DO A GREAT JOB  
BRINGING CANDIDATE  
SPEAKERS TO THEIR  
RESPECTIVE MEMBERSHIP

# Where and How to Find Candidates

- To find filed candidates for Federal races (US Senate and House of Representatives)  
<https://www.fec.gov/data/browse-data/?tab=candidates>
- To find filed candidates for Statewide and Legislative District races  
<https://azsos.gov/elections/campaign-finance-reporting>
- To find filed candidates for County races  
<https://recorder.maricopa.gov/elections/candidatecampaigninfo.aspx>
- To find Mayor and Council races, ballot initiatives pertaining to your respective city  
<https://www.mesaaz.gov/city-hall/city-clerk>
- Make sure they are Republicans!



# Ballot Initiatives

- 3 Types of Changes All Require Petition Signatures
  - Constitutional – 5
  - Initiative – 20 plus
  - Recall – 2
- Most don't make it to the ballot due to the number of valid signatures required
- Some common ones we are seeing include Legalizing Marijuana, Dream Act AZ, Dark Money, Toll Roads, Classroom Code of Ethics, Invest in Ed, Automatic Voter Reg, Fair Elections
- Signatures all due in July
- Typically good program months for Pro's/Con's on Ballot Initiatives are after the August Primary
- Be mindful of Propositions on your respective ballots regarding bond overrides, city tax increases, etc.
- <https://azsos.gov/elections/campaign-finance-reporting>



## Other Ways to Find Program Speakers

- Off election years are good times for Authors
- Organizations such as Goldwater Institute, Heritage Action, Judicial Watch and Others
- Leverage Other Organization Meetings/Guest Speakers
- Congressional, National Campaigns
- Subject Matter Experts (Campaigns, Policy, Law Enforcement)
- The Briefs, Social Media, Other Blogs
- Watch what is happening in your respective regions and share good programs
- Look “within” – we have many talented and gifted women in our organization
- What does your Club do?