

Red State Rising
California College Republicans
Platform
Updated February 24, 2009

Transparency through Improved Communication

- Regional Vice Chair will establish real relationships with Club Chairs
 - Regional Vice Chairs will know Club Chairs and will communicate and reach out
 - Relationships will become friendships and lifelong contacts
- CCR will employ the most integrative technologies available in order to reach our membership base.
 - Text alerts, YouTube updates/reports, and an updated website will be used
 - An available master CR database will be available to all CR leaders across the state, making networking and regular contact easier
- CCR will maintain and improve Moxie magazine releases
 - Transform Moxie into an agent of conservatism and activism
 - Moxie Distribution should become consistent rather than sporadic
 - Moxie will refocus on the online distribution in addition to hard copies
- We will “share” CCR with every conservative: inclusivity of each CR - give each person a reason for being a CR, show them value in being a part of CCR
 - Example: Pepperdine CRs “not needing CCR” to thrive. Are they right or are we failing to show them value?

Grassroots Focus: Ready and Responsible Availability for GOP candidates

- We will become champions of our founding objectives
 - Every interaction by CCR with our communities will serve our purpose: laid out in Article 2 of the CCR Constitution
- We will be readily available to our colleagues across the state when called upon
- We must remember that events and activities train us to become leaders for the next stage of “Republicanism”
 - The ultimate training program is to DO (hands on)
 - Important that every CR finds their passion within CCR, organizational value to an individual CR is important for retention

Engage and Retain

- Chartering clubs across the state should be a constant effort

- Charter year long with goals and progress to report back to the B.O.D.
- We must measure our success in numbers (both retention and new membership)
- Relating to Regional-Club relationship...role sharing
 - Has your regional vice visited recently to help you table for an afternoon? How often?
 - Chartering will be a constant campaign (not just during CCR elections) to grow support for the GOP and CCR. Every CR deserves the opportunity to be involved.
- Never a dull moment...constant interaction and responsibility by CRs will give them reasons to remain a CR
- Part of retention is starting and building upon organization relationships CCR has/should have.
 - We will begin stages to start a CCR Alumni program in order to transition CRs into YRs and eventually into public servants, candidates, or leaders within their own industries.
 - Organizational Liaisons will show a constant CCR presence to our partnering organizations such as the Young Republican Federation of California

Back to the Basics

- Promoting our conservative principles
 - Favor smaller govt.
 - Favor responsible and controlled spending
 - Bastions of the Bill of Rights (2nd Amendment)
 - Low taxes especially during uncertain economic times
 - Strong military
- Preserving our reputation and good name
 - Keeping our promises to communities, GOP candidates, and to each other
 - Following through with organizational commitments
 - Remaining ethical in each interaction within communities and each other