



Chapter Development Manual

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Supplemental Items

Sample Documents
 Sample Constitutions
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Additional Resources

Greetings!

Prospective Club Organizing Committee,

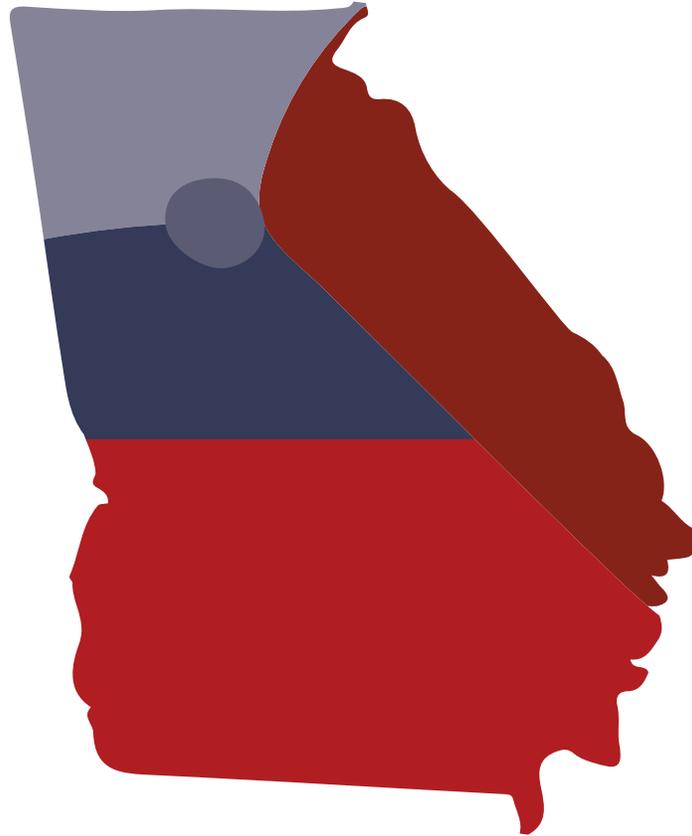
Welcome to the Georgia Young Republican family. As you begin the journey of establishing a new club, or reestablishing a club which has been dissolved, we want you to know that the state organization is here to help you in any way we can. Each local chapter has its own character, and you and your leadership team will be the ones who determine how best to proceed with developing your name, your brand, your membership, your events, and more. This manual is designed to achieve several goals, to help generate conversation as you make the decisions described above; to provide you with the state requirements to maintain a compliant local chapter; and to provide a centralized location for contact information you may need along your journey.

Please don't hesitate to reach out to anyone on the Executive Committee, but most importantly, build a relationship with your Regional Director. Our job is to help you build the best chapter you can. Thank you for your willingness to commit time and effort to building a stronger Republican Party.

A handwritten signature in black ink, appearing to read 'Mere Jones', with a long horizontal flourish extending to the right.

Mere Jones
Executive Director, Georgia Young Republicans

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Frequently Asked Questions

What qualifies someone to be a “Young Republican”?

Young Republicans (YR) are individuals age 18 and 40 inclusive (this means you are no longer eligible to vote for YR leadership upon your 41st birthday) who are registered to vote and believe in the principles of the Republican party.

Why would I want to be a YR?

The YR chapter is predominantly a networking and political activism organization. Through the YRs, you have the opportunity to develop your political knowledge and understanding of the issues of the day and, as citizens, become more effective voters and campaign workers. The YR structure provides a unique opportunity for young professionals to meet government office holders, key decision makers in society, and like-minded individuals in their own community, state, and across the nation.

What do YRs do?

Young Republicans take part in GOP activities in their communities, doing everything from voter registration drives, to phone bank operations, to being campaign managers and running for public office themselves. They provide crucial support to the Republican Party, and want to ensure the future of the party in their communities and state.

How do I find a local YR chapter?

The Georgia Young Republican (GYR) website has a list of active chapters and the area they serve. Visit GeorgiaYR.gov to learn more.

There isn't a Young Republican chapter in my area, now what do I do?

The GYRs can help you organize a new chapter for your locality.

How would I organize a new chapter?

Check out the section in this manual titled “Chartering a New Club” for the requirements that you’ll need to meet in order to establish your local YR chapter.

How will I find leaders and members for the new chapter?

Check out the section in this manual titled “Building Your Organization” for tips about finding people to help in your journey.

Are the YRs a division of the county Republican organization?

We are not. The YRs are an independent, auxiliary organization to the state GOP structure.

FAQ Continued

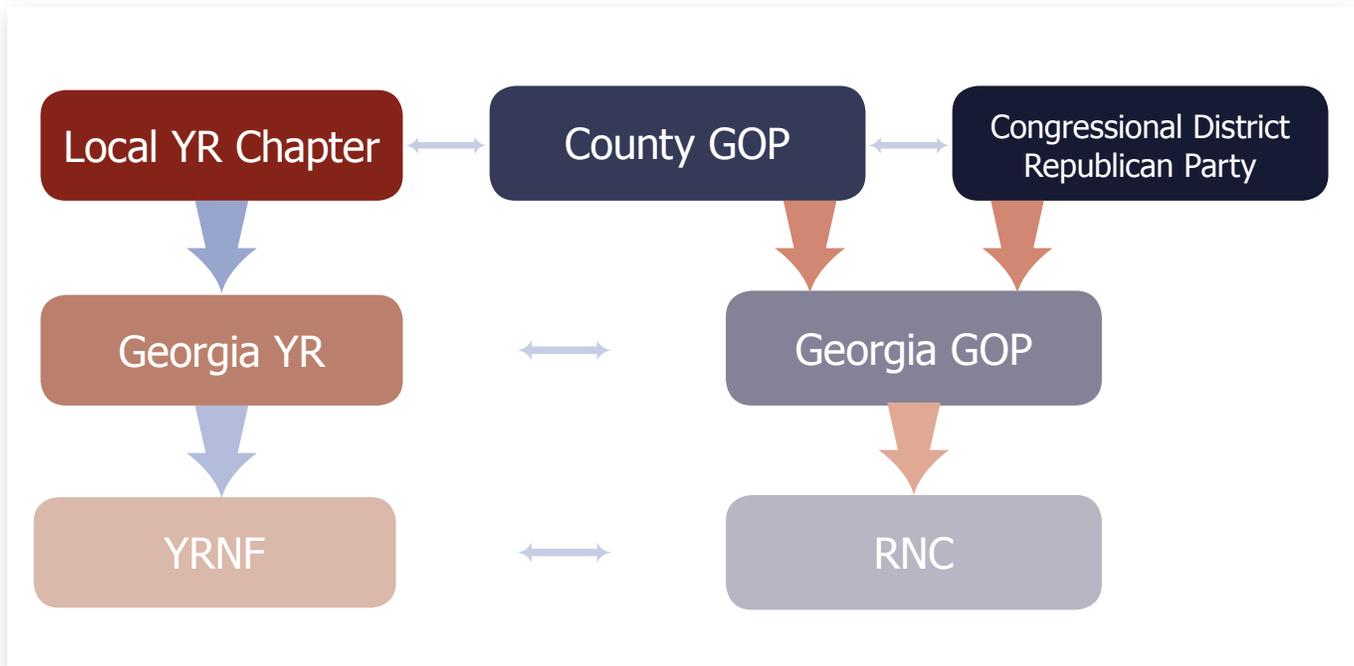
So what is the new chapter's relationship with our local Republican party?

The relationship is whatever you would like for it to be. Most senior party organizations have a non-voting Executive Board seat for the chair of the local YR organization, some YR organizations co-sponsor events with their local GOP, some individuals in YR leadership also serve in Executive Board positions with their county party, and some YR chapters function fully separate from their local GOP. We encourage you to build a relationship with your local GOP, however, how close a relationship you maintain is entirely up to you.

What is the YRNF?

The YRNF is the Young Republican National Federation. GYR is a chartered member of the YRNF. The national organization meets three times a year and elects leadership once every two years.

Organizational Structure of the Young Republicans and the Republican Party



Chartering a New Club

Local Young Republican organizations are chartered through the Georgia Young Republicans (which is subsequently chartered through the Young Republican National Federation). There are relatively few requirements to become an officially recognized organization, and to maintain compliant standing with the state organization. We'll cover the things you'll need in a roughly chronological order, but how you go about completing the requirements is at your discretion.

Your club will require a leadership team. By assembling the people who will lead the new club first, you'll be better positioned to make the subsequent decisions. What the actual leadership structure looks like will be defined by your bylaws.

The organization shall adopt a Constitution and/or Bylaws not inconsistent with those of the Federation. Establishing the bylaws for your club should be an early part of the process. Not only will your leadership team be able to start dividing up duties, but you'll have to make some decisions like an organization name, any requirements you'd like to establish for membership, et cetera.

The words "Young Republican" or "Young Republican Club" shall be included in the name of the organization. GYR does require two provisions to be present in your club's bylaws. First, you must set the name of your organization (which must include the phrase "Young Republicans"), and second, the bylaws must require club leadership elections at the November regular meeting. Several examples of bylaws are included at the end of this booklet.

A membership of at least ten (10) persons not over the age of forty nor under the age of eighteen as of the date of application. Members of your organization (also referred to as "Voting Members") must have paid his or her dues to the club as set out in your bylaws, and meet all other qualifications of your club, GYR, and YRNF. Some of these qualifications include being a registered voter in the State of Georgia, and meeting the age requirement of eighteen to forty inclusive. Suggestions for increasing membership are included in the "Helpful Tips" section.

Regular meetings of your organization should occur and have some supporting documentation. For continuity and strong attendance at your meetings it is strongly encouraged that you: 1) meet on a monthly basis, 2) have a consistent meeting

The organization shall pay a chartering fee as provided for in the Bylaws of the Georgia Young Republicans. Chartering fee \$30

A **bank account** in the club's name is also required. Since adding and removing signatories to a bank account can be an ordeal we recommend that you limit then number of signatories to the smallest reasonable pool of people (though you should have a minimum of two). Usually the Chairperson and Treasurer are the two individuals listed on the bank account. Your bylaws and constitution should have some reasonable guidelines for use of organization funds.

The check list on the next page is a handy reference as you assemble your materials for chartering/rechartering your organization.

Chartering Checklist

This checklist covers the documents you will need to submit to Georgia Young Republicans in order to complete your chapter's initial charter or rechartering. Please also use this chartering checklist to organize any relevant notes about your submitted documentation so that any issues may be handled expediently.

You may submit the materials at the Georgia Young Republicans website at georgiayr.gov/charters. Should any questions arise about this process or required materials, please contact:

Robert Lee, Chairman
rlee@georgiayr.gov

Mere Jones, Executive Director
mjones@georgiayr.gov

Chapter: _____
Chairman: _____
Email: _____
Phone: _____

- Membership List**
All individuals eligible for full, voting membership of a chartered chapter of the Georgia Young Republicans must be 1) a registered voter in the State of Georgia and 2) between the ages of 18 and 40, inclusive.
notes:

- Bylaws**
Bylaws must indicate the name of the chapter includes "Young Republicans" and elections must be held in November.
notes:

- Proof of Bank Account**
Proof may include, but is not limited to: a canceled check with the chapter's name and information, bank statements, debit card with chapter's name.
notes:

- Proof of Regular Meetings**
Proof may include, but is not limited to: emails announcing an event, Facebook event invitations, or photos.
notes:

- Chartering Fee**
\$30

Building Your Organization

While there is no “correct” order to define the various aspects of developing a new club, the next section is organized by the recommended order. Often these recommendations will follow logical order, however, the descriptions will include a few reasons for why you might be considered doing something at a specific point in your development. We’ll begin with the Leadership Team since the following decisions should be made by as many of the individuals that will be leading your club as you can reasonably identify in the organizational process.

Leadership Roles

The first step will most likely be to identify and organize the future leaders of your organization, and divvy up the roles among yourselves. The next series of tasks will be easier and more successful if they are undertaken by a group of people rather than just one or two individuals. Generally the leadership roles are a mix of elected positions and appointed positions. Each Young Republican organization must have an elected position of the Chairperson, Treasurer, and Secretary. Often a club will have one or more elected Vice-Chair position/s. Appointed positions are easier to add and remove as the size of your organization changes. Some appointed positions to consider are Executive Director, Political Director, Event Coordinator, Membership Coordinator, Director of Community Outreach, and Communications Director. The size of your Executive Board will mostly depend on the size of your organization, and the roles of some of the position suggestions listed above can be accomplished by a committee structure. (For instance, your leadership may decide to have a Communications Committee rather than a Communications Director, and such a committee may be headed by your Secretary).

Branding & Marketing

Each local club has their own brand identity and logo package. You may have a person in your nascent leadership team who has the skill and desire to create your logo for you, however, if you don’t, reach out to your support team at the state level. There are several talented individuals within the Georgia YR network who would be willing to help you develop your brand. Once your leadership team has approved a logo, then you should establish one or more communication streams. The primary mode of communication for most of our local clubs is through a Facebook page. This is a convenient way to set up events, share photos/videos, and connect with other YRs. Several of our organizations use their Facebook page exclusively. Other means of communication you may want to consider are a website, Twitter account, email list (MailChimp or similar), and YouTube account. The number and types of communication streams you choose to operate should be determined by the number of people you have involved on your leadership team or communications committee. To effectively communicate your message on any of these platforms requires a time commitment, and your organization is better served by doing one of these very well than by having many and using them all poorly.

Building Your Organization

Finding Members

Growing your organization is easily the most daunting task of leadership. Identifying your target audience can help inform the way you talk to people, as well as the types of events you offer. Some of the reasons potential members might join are if they believe in the purpose of the organization, they are seeking involvement in community affairs, their friends are members, they are against the activities of another group (i.e., Democrats), they are looking for something interesting to do in their spare time, or they want to meet like minded people. Consider the relationships you and your leadership team already have and expand from there. Some potential outlets to meet new potential members are activists under the age of 40 who are currently working with the local Republican Party or for a Republican candidate, active members of professional and civic organizations with strong community ties, as well as current elected officials and local office holders who may be able to recommend young people who have worked for them.

Fundraising

While the need to raise funds isn't an urgent priority right out of the box, at some point your organization will probably want to have some funds for various activities, marketing materials, or advertising campaigns. It is not recommended to focus early energy on fundraising unless your new leadership includes a gifted fundraising individual. Once some success with membership and events are demonstrated, it will be easier to solicit funds from political supporters.

When you do begin fundraising efforts, keep these suggestions in mind. It is common to speak with elected political officials when raising money, but remember, every political organization in the area they represent is also asking them for money. Other potential sources may be regular organizational or campaign donors, politically friendly small businesses, and, occasionally, even other local Republican groups. It is easier to build a long term supporter if you make a financial request in line with what they usually give other organizations, and if you limit requests to once or twice a year.

An additional source of revenue (that isn't exactly "fundraising" per se) that some YR clubs use is membership fees. If membership fees are charged, the membership is usually established per calendar year. Some clubs offer more than annual options which may extend all the way to a lifetime membership. In addition to the regular membership, some clubs offer an associate membership for those who may not meet the age or voting status requirement. Some clubs use membership as a vehicle to offer perks like discounts on paid events. It is at the discretion of the organization whether you will extend the same perks to members of other GYR organizations.

Building Your Organization

Types of Meetings

Before we discuss the types of meetings, let's look at a few best practices for your organization's meetings. Most groups find it beneficial to hold regular meetings on a given day/date each month, and at a recurring time (for example, your meetings may be the third Thursday at 7:00pm). By keeping a regular schedule, it is easier for new people to find your organization. Similarly, having a regular meeting place is also beneficial. Ideally you'll want to find a location that does not charge your organization a fee for meeting there. Private rooms are best, and you should consider places that serve food (often Young Republican groups also meet in places that serve alcohol). The location of your meetings may have an effect on your meeting date/time.

Some of the meetings will need to be business meetings. Your membership will need to vote for officers, resolutions, and occasionally issues from the state organization (like amendments to the Georgia Young Republican constitution). Most clubs incorporate this business into a programmatic meeting. A programmatic meeting is exactly what it sounds like. The course of the meeting is defined by a set program and usually has a speaker or a panel of speakers. Depending on the character of your club and the nature of the speaker you have booked, the program may be a lecture/talk format, an open dialogue between the speaker/s and your membership, or anything in between.

Social meetings are another common type of meeting format. Some of the larger clubs offer two monthly meetings, one programmatic and one social. Other groups host social events around specific holidays like the Fourth of July or Christmas. Social events are generally unstructured and offer a great opportunity to recruit new members, and for current members to get to know one another better.

One last common meeting type is for community service projects. Your organization may host a fundraiser for a local charity or you may meet to perform an activity that benefits your community.

Event Suggestions

The following lists are by no means inclusive, however, they will hopefully serve as an event planning aid should you get stuck.

Social Events

Beach Party or Picnic

Barbecue

Low Country Boil

Political Roast

Wine Tasting Party

Beer Tasting/Growler Store Visit

Tailgate Party

Watch the Big Game on a large screen TV

Masquerade

Halloween Costume Party

Christmas Party

Canoe, Sailing, or Raft Race

Softball, Volleyball, Kickball, or Dodge Ball Game

Political Trivial Pursuit Game

Event Suggestions Continued

Valentines Dance
Post Election Night Victory Party
Members-Only Event to reward members and encourage new members
Comedy Club outing

Karaoke
Happy Hour
Casino Night (Fundraiser)
Candidate Socials (Meet and Greet)

Programs

Town-hall Meetings with Elected Officials (All levels: Local, State, Federal)
Discussion among School Board Members
County Commission "Outlook on the Future"
State Legislative Session Review
Funding of County Agencies
University Professors on Political Polling
County Election Officer
Newspaper Editors and TV News Directors
County GOP Central Committee Chairman
Law Enforcement Discussions
Tax Assessor

Bank Officers (Economics, personal investment, etc.)
President of the Republican Women, Black Republican Council, Hispanic Republicans, other Republican organizations
Debates among Candidates
Issues before the City Council
Juvenile Court Judge to discuss Juvenile Issues
Official from State GOP Headquarters
Issue Education (Second Amendment, Tax Policy, etc.)

Community Service Projects

Adopt a highway
PLUS: Project Literacy U.S.
Habitat for Humanity
American Red Cross, sponsor blood drives, assist with disaster relief
Big Brothers/Big Sisters
Special Olympics
Adopt a school and read to children
Chaper-One an alcohol free graduation party for MADD and/or SADD
Visit a seniors' center
Set up a group to rake leaves, shovel snow, etc. for the elderly
Women's shelter
Veterans Hospital
Hospice

Phone-a-thon for a local charity or civic cause
Work at a food bank or soup kitchen
Animal shelter or wildlife refuge
Clean a community park
Organize a regular program to visit hospitals and nursing homes
Coordinate a softball challenge, walk-a-thon, car wash, or carnival with proceeds going to a local charity
Host a summer picnic or party for boys and girls from an area children's group home.
Raise funds to purchase smoke detectors for the needy
Sponsor a CPR training program
Toys For Tots
Canned food drives