

Plan for Success

Rebrand

Messaging

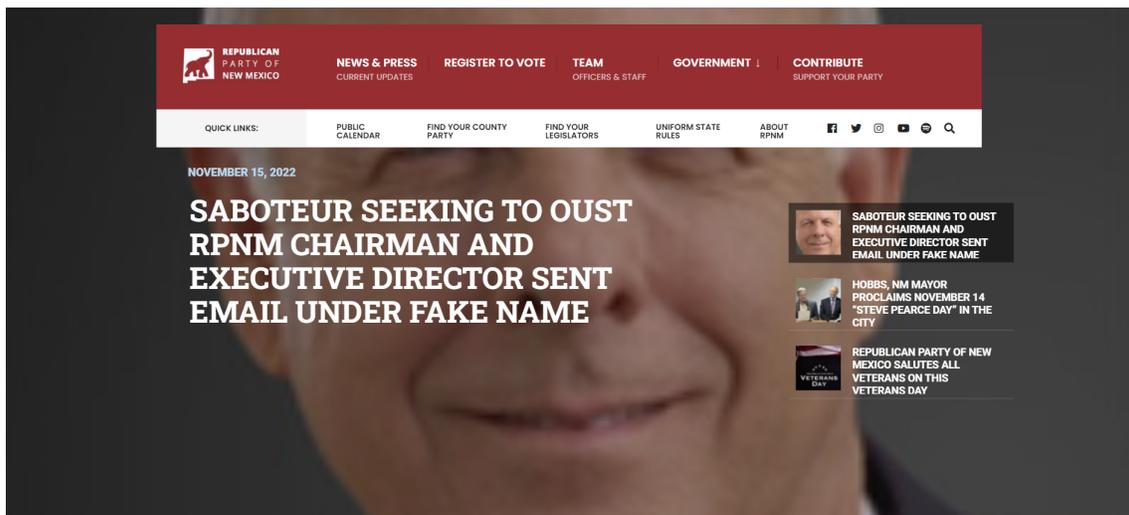
We win when we play offense, and we lose when we play defense. RPNM has been a reactionary disaster under our current leadership. I will revamp the party messaging for kitchen table issues on which voters agree with us. We need to drive the conversation; we will lead and not default to putting out lazily-written blog posts.

We will create a solid and consistent branding and style guide, while crafting cohesive messaging that resonates with New Mexicans.

Website

I will modernize RPNM's online presence. RPNM's digital efforts have been vastly surpassed by Democrats and special interest groups, and we must be competitive. We need a website that provides valuable content and not simply a 'promote Steve Pearce' tool with a low-resolution photo of his head.

I will ensure that RPNM has a sleek, modernized website that is optimized for voter, donor, and volunteer engagement. It will be designed to activate our grassroots for the needs of our resurgent party. No more shameless self-promotion of party leadership.



Digital Strategy

Digital marketing is more important every day, and RPNM's digital marketing is vastly behind that of the Democrats. This is unacceptable.

Under my leadership, RPNM will stay competitive and cost-effective in our digital efforts. Anyone can hit the "Boost" button on Facebook and spend tons of money for lackluster results.

I will ensure RPNM is working with expert digital marketers to optimize engagement and results. We need to be cutting edge 2023, not 2010.

Reorganize

Audit

I will order a comprehensive audit of spending and resources. All of our vendors will be evaluated and will need to show how they have delivered cost-effective and competitive value. We have limited resources, thanks to several successive election defeats under the current leadership. We will get the best bang for our buck going forward. We will be metrics-driven and transparent.

Spending Priorities

I will reevaluate all of our big-ticket spending. For instance, RPNM is facing expensive costs to bring litigation in January 2023, and we have no guarantee of winning. Would that money better be spent on building voter turnout? I will reorganize our spending priorities around what gets the most votes.

Further, I question whether this litigation should have ever been brought forth in the first place. The RNC is involved with lawsuits in 36 states on a variety of issues from election integrity to non-citizen voting. They want to be involved in as many election integrity questions as possible. Yet, the RNC chose not to support a lawsuit in New Mexico. That's either because it's not a winnable suit, or because our current leader does not have the ability to persuade them to help the state. It's one more black mark on the judgment of the current leadership.

Fundraising

I'm a dedicated volunteer, activist, and donor for multiple candidates and organizations. Fundraising is a passion for me. I have experience raising money across multiple organizations. I've volunteered countless hours, helped coordinate dozens of fundraising events, and put my money where my mouth is to support my local candidates at all levels of government.

For too long, RPNM has expected money for nothing, but "nothing" is not a good enough reason for donors to give. It's time to hunker down and bring in new revenue so that we can fight for our values on the same field as the Democrats. I will personally make sure that donors see what they're supporting by increasing transparency, providing metrics, and giving a face to the work that we will do. We will develop a comprehensive plan to elect more Republicans and show that donor money will be used efficiently and effectively.

Recruit

Candidates

In 2022, RPNM did not recruit a candidate for state auditor. That is another failure of the current leadership. Many candidates do not feel they have proper support from the state party. If people don't see a path to victory or feel supported, it is much harder to recruit quality candidates.

We need to do more than just give candidates a pat on the back and a "good luck." I will create a robust program at the state party to provide training and support for candidates across New Mexico.

It's unacceptable to have uncontested races in New Mexico—especially at the State level.

I've witnessed, firsthand, the love for the state of New Mexico. As our team works to identify passionate people, we need to be developing the concerned voter-to-candidate pipeline. The Democrats are organized, and they are well-known for mentoring and molding effective candidates. Now it's our turn.

Training

We need to train each and every Republican candidate and campaign manager. RPNM should provide media training, issue research, opposition research, and messaging to candidates. We need to create our own "echo chamber" for voters—a consistent, disciplined message about how we will improve their lives.

Several excellent candidate and campaign manager training organizations exist for Republicans: Grassroots Leadership Academy, Leadership Institute, and the Foundation for Applied Conservative Leadership. They are pros, and I will bring their expertise to New Mexico. I will work to ensure that every candidate has access to these resources and can learn from the best on how to be effective.

Volunteers

Elections are won by an enthusiastic base. Volunteers are the lifeblood of a successful campaign. The Republican base in New Mexico is demoralized. We need RPNM to inspire hope and drive volunteer engagement. We will re-engage these voters.

Donors

Our current leader talks a whole lot about his friends and contacts across the country and at the RNC. If these relationships were of any value, RPNM would be flush with cash and we wouldn't be broke. Current leadership thinks a whole lot about New York and California; It's time we have a leader who puts New Mexico first.

Donors flock to those who do, not those who phone it in and copy/paste RNC talking points.

Our new message of hope and being on the offense is time-tested to bring in donors. Donors want us to take action.

Results

Voter Recruitment

As the saying goes, “80% of success is simply showing up.” RPNM needs to have an aggressive voter recruitment operation. Gun shows, rodeos, churches, and county fairs are all events where we can recruit like-minded voters.

But we shouldn’t stop there. RPNM needs to go into areas where it normally doesn’t. We have messages that appeal to minority voters, but too often we write them off as already lost. We need to play offense, and that means courting voters in blue districts. Their votes matter in statewide elections, and we are leaving points on the board by writing them off. If they never get asked by Republicans for their votes, they’ll never give Republicans their votes.

Low-Propensity Voter Turnout

Low turnout in Republican counties cost us seats in the 2022 election.

According to an analysis by the Rio Grande Foundation, Democratic counties overwhelmingly outvoted Republican counties. Heavily Republican Lea County—the home of Steve Pearce—only had a 38% turnout, well less than the state average of 52%. Liberal Santa Fe County had a 63% turnout.

This is a total failure of RPNM, and Steve Pearce should be embarrassed.

Gov. Grisham won by 55,000 votes. There are well over 100,000 low-propensity conservative voters in New Mexico. We need to be running comprehensive grassroots and digital messaging to encourage and engage them.

The Democrats have built a voter turnout machine to take advantage of expanded voting. We have to recognize the rules of the game have changed. We have to adapt. That means building our own voter turnout machine and beating the Democrats at their own game.