



### **72 Hour Task Force – a National Effort**

The *72 Hour Task Force* is the Republican Party's innovative and winning approach to putting people back into politics.

The *72 Hour Task Force* was launched to explore the incredible potential of strategic grassroots campaigning to get-out-the-vote. After the yearlong study of the most effective ways to turnout Republican voters, the *72 Hour Task Force* created a seven-step blueprint for successful get-out-the-vote activities.

- Step 1: Person-To-Person Campaigning
- Step 2: Voter Registration
- Step 3: Grow our Party
- Step 4: Increase Coalition Activity
- Step 5: Voter Identification and Voter Advocacy
- Step 6: Focus on your Absentee and Early Vote Program
- Step 7: Plan for the Final 72 Hours

The *72 Hour Task Force* continues to grow and build on past successes. This election cycle all 50 states have developed strong 72 Hour organizations to ensure that our 7 Steps to 72 Hour Success are fully implemented.

### **Voter Registration**

The Republican Party publicly stated our goal to register 3,000,000 new Republican voters before November 2004. Thanks to strong grassroots efforts we were able to reach an amazing landmark in voter registration history, we reached our goal of registering 3 million new Republican voters since 2003...3,047,073 new voters, to be exact!

- The RNC has Voter Registration Coordinators in ten key states that orchestrate local voter registration efforts such as registration booths, phone banks, and door-to-door canvassing.
- Reggie the Registration Rig, our 18-wheeler truck, helped register new Republican voters by traveling to 22 States, covering more than 40 Major Events and driving 19,109,34 miles across America. Reggie stops included state fairs, NASCAR Races and country music concerts.
- During National Voter Registration Week (March 6 – March 13) the Republican Party successfully registered 1,029,492 million new voters – successfully growing our party.

This unprecedented success can only be attributed to the positive leadership of President George W. Bush, which inspires grassroots volunteerism.

### **Voter Identification and Voter Advocacy**

This summer, we conducted two massive voter contact programs: 4W Test Drive and WROCKS (W Republicans Organizing, Calling, Knocking this Summer).

The 4W Test Drive was designed to “test drive” the ground operations built by our 72 Hour teams at an early date. From June 4 – June 14, the operation was tested, lessons were learned, adjustments made, and 944,616 total contacts made.

From July 5 – September 5, the state Republican organizations participated in the WROCKS Program to make phone and door contacts. We successfully made 7,602,743 potential new voter contacts.

### **Person-To-Person Campaigning and Volunteer Involvement**

Now the emphasis will be on getting those voters to the polls and this is where grassroots volunteers can really help in the final days before the election. Motivating and helping voters turn out for Republican candidates will be critical to keeping a Republican White House, a Republican majority in the U.S. House and Senate, and winning state and local elections across the country.

This election cycle is the first time in history the RNC has developed a national volunteer list to help implement 72 Hour Plans in all 50 states. As of September 29, we have 1,644,940 Team Leaders (includes Bush Volunteers).

The Political Education division has been working with our field teams to ensure that these 1.6 million volunteers are fully trained and involved in the grassroots efforts to re-elect our President. Volunteers are trained in the basics of phone banking, door knocking and all other Election Day activities.

The month of October will serve as a volunteer training “review;” a final opportunity for volunteers to ask questions and feel comfortable with their assignments for the final 72 Hours and Election Day.

In October we will also mail 72 Hour recruitment cards to Team Leaders and Bush supporters. This mailing calls supporters to join the 72 Hour turnout team and allows them to sign up for specific tasks (walk, phone, poll watch, etc.) as well as select preferred day(s) and time(s).

### **Volunteer Deployment**

In the final weeks and days leading up to November 2, we will deploy 5,500 of volunteers from the DC area and other locations to battleground states to reinforce 72 Hour efforts. These politically seasoned volunteers were recruited and trained by the 72 Hour Volunteer Deployment program to perform basic 72 Hour activities such as phone calling and door-to-door knocking.

<p>Paid for by the Republican National Committee 310 First Street SE, Washington, DC 20003 - (202) 863-8600 - <a href="http://www.gopteamleader.com">www.gopteamleader.com</a> Not authorized by any candidate or candidate committee.</p>
--