



Achievement Awards

Strategic Priority: Value --- Return on Investment

- Provide program or information on NFRW Achievement Award

Target Date: ongoing winter/spring '09 --- winter 2009 BOD meeting



Campaign

Strategic Priority: Leadership/Governance/Responsiveness

- Increase interaction/outreach to elected state officials
Target Date: Ongoing continue to hold Red Coat Day, asked elected officials to write letters; invited to go on bus caravan

Strategic Priority: Image Building

Goal: Hold “Red Coat” Event at State Capitol

- 2008 **COMPLETED**
- 2009 Plans are made for event to occur on 3/04/09

Strategic Priority: Value – Return on Investment

- Provide programs on current political topics & issues of state & national interest

Target Date: Spring & Fall '08

Continued - Campaign



- **Provide program or information on effective lobbying**
Target Date: Spring & Fall '08 program at 2009 winter BOD meeting
 - **Provide program or information on candidate recruitment**
Target Date: Winter/Summer/Fall 2008/2009
- Goal: Get Out The Vote**
- **Develop strategies**
Target Date: Mid to late summer 2008 work in progress
 - **Provide strategies to clubs**
Target Date: Late summer to early fall 2008

Continued - Campaign



- **Clubs to participate in local GOTV activity**

Target Date: Early to mid fall 2008



Caring For America

Strategic Priority: Image Building

Goal: A minimum of 50% of clubs to participate in Caring For America Project

- Determine project
Target Date: mid to late summer '08 Bible Kits for Troops
- Promote project via various communication tools
Target Date: Fall '08 meeting, published info sheets, sent emails
- Implement project
Target Date: Fall '08 completed 1/09 GFRW members wrote more than 100 notes to be distributed with kits; Bartow County contributed 350 for project



Legislative

Strategic Priority: Leadership/Governance/Responsiveness

- Increase awareness of GFRW among other GOP organizations
Target Date: Ongoing attended breakfasts; invited chairmen to meetings; coordinated bus caravan & events with party chairman Cobb, Fulton, Gwinnett; asking for GFRW/club link on county party websites
- Submit list of Republican women candidates filed to run for state or federal office, update after qualifying deadline
Target Date: May '08

Strategic Priority: Technology Use

- Locate e-mail data base
Target Date: July '08 no activity or report – **Treasurer & Secretary** secured some club email addresses & entered in Constant Contact
- Register with Constant Contact
Target Date: July '08 no activity or report -- Secretary setup and being used

COMPLETED

Continued - Legislative



Strategic Priority: Image Building

- Develop a process for NFRW Page Program (for use at State Capitol)

Target Date: ? No activity

- Schedule appointments with schools/classes, girl & boy scouts to present programs

Target Date: ? No activity

- Send out email regarding State Capitol & NFRW page programs

Target Date: ? President pulled info off Senate website and emailed to members 1/09; NFRW info will not be available until June, developed info with basic info about the program



Legislative - continued

Strategic Priority: Technology Use

- Setup telephone hotline to supplement e-blast for campaign to promote Republican legislation to combat Democrat initiatives at all levels of government

Target Date: 7/08 using electronic mail instead of telephone



Membership

Strategic Priority: Leadership/Governance/Responsiveness

- Clubs to recruit members of all ages

Target Date: Ongoing

Strategic Priority: Generational Issues

- Develop Young Leadership Academy

Target Date: ? No activity, no report

Strategic Priority: Value – Return on Investment

- Clubs to educate membership on purpose/structure of NFRW – minimum 50%

Target Date: Ongoing GFRW providing workshops & a manual soon



Publications

Leadership/Governance/Responsiveness

- Develop orientation & procedures manual for Board of Directors & Club Presidents

Target Date: Late summer/early fall Completed

- Develop a mentoring program for Board of Directors

Target Date: Winter '09 draft #2 completed

- Develop marketing plan

Target Date: Late spring/early summer draft #2 done

- Develop membership brochure

Target Date: Late spring/early summer tweaking Fall '08 draft

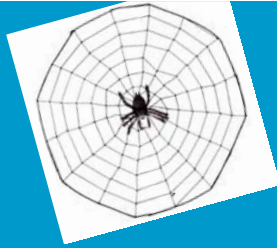
Continued - Publications



- Produce newsletter in accordance with established guidelines utilizing task force in addition to committee members
Target Date: Spring, Summer, Fall 2008 completed, Spring 2009 issue in development
- Publish newsletter on website
Target Date: Spring, Summer, Fall 2008 issues posted by Webmaster

Strategic Priority: Technology Use

- Develop & distribute monthly e-newsletter
Target Date: March '08 in progress; during legislative session newsletter distributed weekly & sometimes more frequently



Webmaster/Secretary



Strategic Priority: Technology Use

- Develop & distribute e-blasts as needed
Target Date: ongoing --- ongoing
- Increase traffic to website by 50%
Target Date: ongoing --- new website completed 9/08 with new design

Strategic Priority: Generational Issues

- Remove all outdate information from site
*Target Date: 3/08 **Completed 5/08***
- Obtain webmaster RFPs (Secretary)
*Target Date: March/April '08 **Completed 4/08***

Webmaster/Secretary - continued

- Review RFPs & make webmaster recommendations to Exec. Com.
(Secretary & Task Force)
Target Date: 4/08 **Completed 4/08**
- Web redesign recommendations to Exec. Com.
Target Date: 4/08 **Completed 4/08**
- Implement web redesign
Target Date: 4/08 **Completed 10/08**



Club Presidents

Strategic Priority: Leadership/Governance/Responsiveness

Goal: Increase membership by 20% in 2 year budget cycle

- Clubs to recruit members of all ages

North DeKalb RW: recruit attendees at events

Floyd County RW: member bringing most new members in April wins a prize

Cherokee County RW: ongoing

- Use media to increase awareness of club in local area

North DeKalb RW: advertisements state “public invited”

Floyd County RW: using newspaper, internet news outlet

GFRW President: radio interview in August for Gov. Palin on WGST radio; October interview on Big Stick radio in Barrow County; August issued press release for Gov. Palin; December AJC interview

Club Presidents

Goal: A minimum of 50% of NFRW membership initiatives sent to GFRW become club members

- Upon receipt of information followup with potential member

North DeKalb RW: we follow up with 2 phone calls after which we feel they are not interested in joining our club

Floyd County RW: will begin this procedure

Cherokee County RW: constant

- GFRW to be notified when inquiry becomes member

North DeKalb RW: when we receive dues for new member GFRW notified asap

Floyd County RW: yes, will do

Cherokee County RW: ongoing

Club Presidents

- Provide NFRW materials to Clubs

North DeKalb RW: materials forwarded to members by e-mail or phone; if copy needed then distributed at meetings

- Provide interim materials upon receipt

Floyd County RW: yes, will do

- Check NFRW website frequently for additional information

North DeKalb RW: reviewed several times each month as well when info needed

Floyd County RW: yes, will do

Cherokee County RW: ongoing

- Submit membership dues & service charge by deadlines

North DeKalb RW: all deadlines met in 2008 & 2009

Floyd County RW: yes, will do

Cherokee County RW: completed

Club Presidents

Strategic Priority: Technology Use

- Continue Capitol Alert program
North Dekalb RW: all alerts forwarded
- Provide membership list to GFRW Treasurer
North Dekalb RW: done in a timely manner
Floyd County RW: yes, will do
Cherokee County RW: **completed**

Strategic Priority: Image Building

Goal: A minimum of 50% of clubs to participate in Caring For America Project

- Determine project/appoint chairman/promote & implement project
North DeKalb RW: ongoing projects: supplying cookies & food to USO; greet military at airport from Iraq; collect magazines for VA; contribute supplies to Ronald McDonald House; Toys for Tots

Club Presidents

Goal: A minimum of 50% of clubs to hold a candidate debate, forum or panel program to educate voters about our candidates

- Contact county elections office & GOP chairman/officers to get email addresses & phone numbers; determine location, date & time: invite candidates requesting reply; publicize event; determine format
North DeKalb RW: invited candidates via emails & phone calls; advertised in 4 local newspapers and on 1 website; candidates requested to reply by email or letter; ads state “public invited”; each candidate speaks for a specific time, Q&A
Floyd County RW: candidates speak at meetings; use newspaper, internet new, letters & emails to members; candidates speak at monthly meetings
Cherokee County RW: **completed**

Club Presidents

- Clubs to sponsor 2 young women to Leadership Academy
No activity, no report

Strategic Priority: Value & Return on Investment

- Clubs to provide program or information on state election laws, party rules and RNC convention
North DeKalb RW: Sara Looper (4th Dist Rep GFRW) spoke on RNC & Karen Handel (Sec. of State) spoke on election laws; we plan to show CD on campaign laws at March meeting



Executive Committee

Strategic Priority: Leadership/Governance/Responsiveness

- Develop a mentoring program for BOD

Target Date: winter '09 no activity

- Establish working outline of duties/activities expected (E.C. officer assigned to committee)

Target Date: June '08 no activity

- Develop work plan for 2008 & 2009 to be adopted by BOD

Target Date: 1/09 work plan is based on plans prepared & presented by committee chairman & approved by E.C. & BOD winter '08 & '09



Treasurer

Strategic Priority: Leadership/Governance/Responsiveness

Goal: State President to Attend NFRW Board of Directors Meetings

- Allocate funds in budget for 2 meetings per year

Target Date: 1/08 **Completed**

1/09 **Completed**

- Submit membership dues & service charge by deadlines

Target Date: ongoing Paid 2/08, 7/08, 9/08, 2/09; Clubs
clubs delinquent if not paid by 2/01/09

Strategic Priority: Technology Use

- Locate e-mail database

Target Date: 7/08 Have over 1,000 addresses in NFRW & Constant
Contact account; club member info being inserted upon receipt

Continued - Treasurer

Note:

- Provide membership list to GFRW Treasurer
Person(s) Responsible: Club Presidents/Club Treasurer
From GFRW Treasurer: LESS THAN ½ OF CLUBS HAVE
SUBMITTED BY 2/05/09
- GFRW to submit membership list (& dues) by NFRW deadline
Target Date: 2/01/08, 4/15/08, 7/02/08, 11/01/08
Completed for 2008

Strategic Priority: Value – Return on Investment

- Provide program or information on state election laws, party rules and RNC convention
Target Date: ? Ad hoc committee appointed by President Fall '08;
meeting winter '09 with attorney, CPA & members;
DECISION: No GFRW PAC



President

Strategic Priority: Leadership/Governance/Responsiveness

- Establish calendar for submitting reports one month prior to Board of Directors meetings

Target Date: 3/26/08

- Upon receipt of membership inquiry from NFRW contact with individual to be made & information forwarded to club president

Target Date: ongoing --- since Sarah Palin nominated as VP 15 inquiries for membership or a club in their area

- Contact GOP chairs for suggestions & assistance

Target Date: 5/15/08 --- Polk County GOP event to form new club

President - continued

- Provide NFRW BOD meeting materials following meetings; provide interim materials upon receipt

Target Date: 3/08, 9/08 sent out electronically & distributed at BOD meeting

- Check NFRW website frequently for additional information

Target Date: ongoing --- ongoing

- Contribute 4 articles with appropriate photos to *The Republican Woman* pertaining to NFRW goals & objectives [in conjunction with Publications Committee]

Target Date: NFRW calendar submitted article for summer '08 & winter '09

President - continued

Strategic Priority: Technology Use

- Continue NFRW Capitol Alert program
Target Date: ongoing --- ongoing

Strategic Priority: Image Building

- Appoint Chairman (Caring for America)
Target Date: 5/08 Completed

- Annual Red Coat Day

Target Date: during session 2008 met with several legislators; 2009 event to be 3/04/09

President - continued

Strategic Priority: Value – Return on Investment

- NFRW officer or chairman to speak at state meeting or function

Target Date: Winter/Spring/Fall '08 - Joyce Smith attended Fall '08

BOD meeting & participated in membership workshop