



Republican National Committee

MEMORANDUM

TO: Members Of The Republican National Committee
FROM: Ken McKay – Chief Of Staff
DATE: January 7, 2010
RE: RNC's 2009 In Review, And Looking Ahead

Introduction

Before we ended 2009, four House Democrats announced that they would not seek re-election and one House Democrat switched to become a Republican. And as we entered the first week of 2010, the trend continued. Two Senate Democrats who were once seen as unbeatable in their respective states abruptly announced their decisions to retire. A first-term Western Democrat governor once seen as a rising political star decided against seeking re-election. And a Midwestern Democrat Lt. Governor bowed out of his state's gubernatorial race despite being the frontrunner for his party's nomination.

This comes as no surprise: public support for Democrats has fallen dramatically as President Obama and his Congressional lieutenants have dragged their party further to the left by pushing their government-knows-best policies. And there's no sign that Democrats will stop promoting their liberal agenda and listen to the American people.

That's why, in this first week of the new year, I want to take a few moments to discuss the RNC's accomplishments in 2009, how we achieved those victories, and why that has laid the groundwork for success in 2010.

Electoral Success In 2009

Since Chairman Michael Steele took office, the RNC has played a role in over 30 successful races.

The most publicized Republican victories happened in the Virginia and New Jersey gubernatorial races. Governor-Elect Bob McDonnell won 27 counties that President Obama carried in 2008 and 35 counties Democrat Governor Tim Kaine carried in 2005. Governor-Elect Chris Christie won 6 counties that President Obama carried in 2008 and 5 counties that Democrat Governor Jon Corzine carried in 2005. **Their message of enacting common-sense, proven Republican ideas of creating jobs and growing the economy helped the GOP take back the governorships of these two states.**

The RNC was engaged in a number of down-ballot races across the country as well. Republicans won a special election for the open seat on Pennsylvania's Supreme Court, giving the GOP a critical majority on the Court, which historically has resolved disputes over redistricting. At the local level, voters in the heavily Democratic city of Albuquerque, New Mexico recently elected their first Republican mayor since

1981. Republican Bill Foster won the mayor's race in St. Petersburg, Florida – a county that Obama carried and has a majority of Democrat voters. Rob Astorino was elected to be county executive in Westchester County, New York, as he ousted a three-term Democrat in a county that Obama won 63% to 36%. Additionally in New York, after a long count, we retook the Nassau County executive seat.

At all levels, Republicans won 26 out of 37 special elections in 2009, including 8 out of 11 special elections on November 3. While financial resources were a part of the story when it came to our victories, it was also our Get-Out-The-Vote effort that exceeded expectations. In Virginia and New Jersey last year, Republicans made 5.8 million voter contacts through 165,715 volunteer hours, more than three times the number of voter contacts and volunteer hours in those two states in 2008. **This shows that no one should doubt the strength and the commitment of the Republican grassroots.**

Fundraising Success In 2009

Last year, the RNC not only exceeded fundraising goals; we broke records. After setting a revised 2009 goal of \$68,785,724, we raised \$81,255,000 million. **Even more impressive, we set off-year fundraising records in August, September, October and November.** Additionally, immediately after our victories in Virginia and New Jersey, contributions from major donors increased significantly in November and December.

However, the RNC couldn't solely rely on previous donors. That's why Chairman Steele made the decision to invest millions more in prospecting for new donors. What were the results? We added over 370,000 new first time donors in 2009, an off-year record number of new donors. **Those 370,000 new donors will have a lasting impact, equating to over \$100 million over the next 10 years, based on historic performance.**

All of these records were done in concert with rebuilding our active donor file to over 1,192,000, an off-year record number of active donors, with an average contribution of less than \$40 per contribution in 2009.

Fiscal Management In 2009 Setting The Stage For 2010

When Chairman Steele took over, he was handed a 2009 budget that projected no cash-on-hand at the end of 2009. Recognizing the need to ensure we had money for operations in 2010 as well as investments that needed to be made in 2009, we revised our budget to have \$3 million cash-on-hand at the end of 2009. But as President Obama and Congressional Democrats made their government-run health care bill their top legislative and political priority, the RNC needed to get engaged, which is why, with approval from members of the national committee, over \$1 million in unanticipated money went to fight the Democrats' plans to enact a government takeover of health care.

Recognizing the need to help our friends in the other campaign committees that work hard to elect Republicans in both Houses of Congress, we gave \$2 million each to the National Republican Senatorial Committee and the National Republican Congressional Committee. And because of the importance of redistricting and setting the tone for the 2010 midterm elections, we invested over \$13 million total in our victories in Virginia and New Jersey. Additionally, we further invested in fighting the Democrats'

government-run health care bill and successfully prevented President Obama from signing legislation last year.

All told, these were nearly \$20 million in critical investments in 2009. And yet, we ended the year with \$8.5 million cash-on-hand, almost three times as much as we originally anticipated. By comparison, at the end of 2005, the DNC (representing the party who at the time did not have Congressional majorities and the White House), had just over \$5 million cash-on-hand. They went on to take control of both the House and Senate in 2006, and eventually the White House in 2008.

Conclusion

Our financial situation now places the RNC, state parties and our candidates in a great position for unprecedented success in 2010. Of course, all of this couldn't be done without the great work of Chairman Steele, the staff at the RNC headquarters, the dedication of the members of the national committee, and the millions of donors, volunteers and activists that spread our message across the country at all levels of government. The financial investments we make combined with the human resources involved will ensure great accomplishments this November.

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