

## **Republican Party of Virginia**



**Ethnic Coalitions Committee Program for Local Outreach**

## **A Challenge to our Local Unit Committees**

Republicans have a positive message for all Virginians. When we speak to our neighbors and friends in our communities, people are attracted to the conservative solutions we offer.

RPV Chairman Pat Mullins, in conjunction with RPV's Ethnic Coalitions Committee, is replacing the old model of a separate outreach committee with a new strategy: the personal touch. We now equip you, as a member of your local unit committee, to reach out to Virginians of all racial, ethnic and religious backgrounds. Using the personal touch with your neighbors and friends in your county, city or town is the best way to include them.

No single person knows everyone in your community, or necessarily even all segments of your community. But reaching outside of your personal network to members of your community with confidence and humility lets your neighbors know that Republicans have something to offer each of us, regardless of our background.

To be sure, not everyone will respond favorably at first, particularly in traditionally Democrat-leaning communities. But once you plant the seed, you'll be surprised how many people will respond favorably to Republican solutions.

### **Why a New Approach?**

As Virginia's demographics change, so must our approach. The model of asking relatively few minority members of the GOP to recruit others has not worked. The mainstream of the GOP must take responsibility for its own diversity. If we don't stretch outside of our current membership and contacts, we will miss the growing communities that often don't hear our message directly from us.

This initiative is designed to take an overdue long-term approach. It is not meant to change electoral returns overnight, but neither did earlier realignments. We must have the foresight and the discipline to invest time and resources in Virginia's unfolding future.

### **How Can My Unit Committee Do Effective Outreach?**

We can't tell you what works in your community. But we've seen what works in some of ours. This guide may provide some helpful ideas. In turn, you'll learn what works in yours and share your ideas as well.

The most effective way we've found to include anyone new into your unit committee is simple: the personal touch. Ask yourself: Do we hold meetings where our ethnic minority members live? Do I call potential new members personally, and do I meet them at the door with a smile and introduce them to my friends at committee meetings? Do we mail or call identified Republicans in minority precincts to our meetings? Do we go to events or organizations important to minority communities on a regular basis, with a friendly, listening attitude?

In short, the best way to make potential new members feel welcome is the personal touch.

There is no one recipe that works for all localities. But this guide may help to spark some ideas of your own. We offer some events, organizations, news outlets, and other helpful ways some of our unit committees have used with success in the past. As you write your own outreach story, you write your own additions to this guide. The guide will be updated as you share approaches that have worked for you.

### **What are the Challenges, and How Can My Unit Committee Win?**

RPV is actively supporting local unit committees to lead the charge in outreach. Here are the two awards available:

**The Outreach Award.** This is an annual challenge. Unit committees nominated for this award are evaluated by the Ethnic Coalitions Committee. The unit committee that has made the most impressive strides in outreach in a calendar year is recognized for winning this award at the Republican Advance. The committee is also awarded two free all-inclusive VIP tickets to the Advance.

But best of all, RPV will ask the national Republican Leader of the unit committee's choice to attend an event *exclusively* for the unit committee, and fund up to \$5,000 of the travel expenses. Want to have Governor Sarah Palin for a backyard barbecue? Governor Mitt Romney for a high-dollar fundraiser? We'll bend Heaven and Earth to get them for you if your unit committee wins.

**The Chairman's Cup.** Every four years, a unit committee that has demonstrated the best outreach efforts over that period wins the Chairman's Cup, which is awarded at the Republican National Convention. The unit committee wins two guest passes to the Republican National Convention, valued at a total of \$5,000.

You may nominate your committee for either award by completing the attached form and sending it to the Ethnic Coalitions Committee.

We'll do our part to help any way we can. The RPV staff and members the Ethnic Coalitions Committee will gladly visit one of your unit committee meetings to discuss what approaches have worked in other areas in the state. We may also have contacts or suggestions that could be helpful to you. RPV staff can also recommend precincts to target, where a GOP presence could be stronger.

Just remember, we're in this together. As Virginia Republicans, we are united in our diversity.

### **African American Community**

Virginia's diverse African American history enjoys a rich history, and is involved in every aspect of public life. It is a highly diverse community that comprises approximately one-fifth of Virginia's population.

Many speak of African Americans as the “black vote,” as if this community thinks and acts as one. Not at all! Just like any other community, there is incredible diversity within, and any approach treating members of the community as one goes nowhere fast.

Here are a number of events that present wonderful opportunities for a Republican presence:

- MEAC and CIAA collegiate athletic events, particularly football games.
- African American festivals held annually in Staunton, Manassas, Alexandria and elsewhere.
- The Second Street (or “Two Street”) Festival in historic Jackson Ward in Richmond each October.
- Fridays at Sunset summer concert series each Friday evening in Richmond.
- Down Home Family Reunion in Richmond.
- Family Reunion in Washington, DC.
- Arts in the Park in Richmond.
- Spring Fling (Parent Teacher Association) events and the annual Back to School Rally in Richmond.
- Homecomings at Historically Black Colleges and Universities (“HBCUs”).
- Freedom Fund dinners held by local chapters of the National Association for the Advancement of Colored People (“NAACP”), the nation’s oldest civil rights organization (which was founded by Republicans).

There are many organizations important to African American communities in Virginia, such as historically black fraternities and sororities, civil rights organizations such as the National Association for the Advancement of Colored People, the Urban League, the College Fund (previously known as the United Negro College Fund), the Richmond Crusade for Voters, and various Christian governing bodies. You may also find a local chapter of black professional organizations in your community, such as the Old Dominion Bar Association (Virginia’s Chapter of the National Bar Association), the National Medical Association, and groups affiliated with the Richmond Leadership Network. And check out social and service organizations such as the Links, the Guardsmen, and the Boule. Learning what organizations are important to the African American community in your locality and participating in events is important.

There are also some African American-focused Republican groups, such as the Lincoln, Douglass, Washington Society, based in Virginia Beach, contact number: (757) 816-6107. There

is also Republicans for Black Empowerment, which can be located at <http://blackgop.ning.com>. But don't depend exclusively on these organizations to reach out for you; reaching out to your own neighbors outside the GOP tent is a must.

It is also helpful to keep up with media outlets in the African-American community, such as the Richmond Free Press, the Voice newspaper, and Mix magazine. You can locate such publications through the National Newspaper Publishers Association at [www.nnpa.org](http://www.nnpa.org). Advertising in these outlets can go a long way in giving many Virginians an unfiltered view of our positive Republican message.

### **Hispanic/Latino Communities**

The Hispanic/Latino community is one of Virginia's fastest-growing, and will soon become Virginia's largest ethnic minority. A diverse set of communities from a variety of backgrounds, Virginia's Latinos and Hispanics have a wide variety of organizations and events ripe for Republican presence. They include:

- The Hispanic Gala party in April in Richmond.
- Cinco de Mayo events on May 5 across the Commonwealth.
- Que Pasa Festival in September in Richmond.
- Hispanic job fairs.
- Soccer tournaments and other sporting events.
- The Hispanic Festival in Richmond.

Keep an eye out for various South and Central American countries' celebrations. An excellent resource for information and contacts is the Virginia Hispanic Chamber of Commerce. You can also find events associated with Hispanic Heritage Month (Sept. 15 – Oct. 15) by going to <http://www.hispanicheritagemonth.net/calendar.html>.

We have identified Republicans in Virginia in the Republican National Hispanic Assembly of Virginia ("RNHAVA"), which you can find at [www.rnhava.org](http://www.rnhava.org). You may begin by seeing if there are any members in your community first.

### **Asian American/Pacific Islander Communities**

Effective outreach in Asian American and Pacific Islander communities begins with recognition of the diversity between and within these communities. In fact, few of these communities share a culture or even a language. So reaching out to one does not necessarily mean you have reached out to another.

A good resource to locate other Asian Americans and Pacific Islander Republicans in your community is the National Association of Asian Republicans Coalition (contact Dr. Leo Pandac at [lepandac@aol.com](mailto:lepandac@aol.com) or Col. Paul Blanco at (562) 595-6072).

Another possibility is attending citizenship swearing-in ceremonies. Be sure to meet people individually and personally invite them to your next unit committee meeting or event.

Here are some events that are important in the community. Consider what similar events may be happening in your locality, and how you can be an ambassador of the GOP.

- The Chinese American Republicans of Virginia's Induction and Dinner in March in Reston.
- Philippine Independence Day Celebrations are observed in many locations in June.
- The Philippine American Friendship Day Celebration in July in Virginia Beach.
- The Filipino American Republicans of Virginia, Inc. ("FARV") holds a Recognition Night and Dinner Gala in September in McLean. FARV is comprised primarily of professionals (doctors, lawyers, business owners and/or contractors), and has members in most congressional districts.
- The Northern Virginia and Central Association of Philippine Physician's Induction and Dinner Gala is held in September in Richmond.
- The Asian American Festival in Reston in August. You can find details on this huge event at [www.asianfestivaldc.com](http://www.asianfestivaldc.com).
- The Asian American Celebration, organized by the Asian American Society of Central Virginia. This event is held in May each year at the Richmond Convention Center. Check AASOCV's website at [www.aasocv.org](http://www.aasocv.org). You may also be interested in networking at AASOCV's Annual Asian Community Awards Gala in October at the Virginia Museum of Fine Arts, and other events the group sponsors throughout the year.
- February of each year is the Lunar New Year. It is also known as the CHINESE NEW YEAR or Vietnamese TET. Look to participate in local celebrations and banquets, and consider publishing greetings in Chinese and Vietnamese newspapers.
- In September or October is the Korean KORUS Festival held in the SuperKmart parking lot in Annandale. It is well attended by more than a thousand people a day during this weekend celebration.

- On April 30, consider having a presence at the Fall of Saigon Memorial in Eden Center in Falls Church.
- May 11 is Vietnam Human Rights Day
- The Moon Festival (AKA Dragon Boat Festival) is held on May 14 through 15, 2010 in Washington, DC. Check details at [www.dragonboatdc.com](http://www.dragonboatdc.com).
- On June 26, Vietnamese Armed Forces Day (aka Fallen Heroes Day) is observed in Eden Center in Falls Church.
- October 10 marks the "Double Ten," Taiwan's National Day celebration. Taiwanese Organizations like the Rho Psi Society, Haihwa Association and American Citizens of Taiwan Origin (ACTO) may have activities around this date.
- October 1 marks China's National Day.
- What local events can you find? Church picnics? Chinese or Indian School events? Local celebrations of Vietnamese Armed Forces Day?

Of course, members of our Asian American and Pacific Islander communities are involved in a wide variety of organizations. For example, there are over 500 Philippine regional and professional organizations in Virginia, and you may be able to find some by contacting the National Federation of Filipino American Associations (contact Doy Heredia at (202) 986-1153 or Bing Branigin at [mcbbranigin@aol.com](mailto:mcbbranigin@aol.com)). And key newspapers that reach Filipinos, other than mainstream newspapers, include Manila Mail, Philippine News, and Asian Fortune.

RPV has numerous individuals from many of these communities, who may not know members of their community in your locality, but might be able to offer advice as you develop your locality's game plan. Among others, we have contacts in the following communities: Bangladeshi, Bengali, Cambodian, Chinese, Filipino, Hmong, Indian, Indonesian, Japanese, Korean, Malaysian, Sri Lankan, Taiwanese, Thai, and Vietnamese.

### **Arab American and Muslim Communities**

We have lots in common with members of the Arab American communities, including core Republican values. Many are professionals, entrepreneurs, people of faith (42 percent Catholic, 23 percent Orthodox, 23 percent Muslim and twelve percent Protestant), hold strong family values and believe in less government and more freedoms.

Republican Arab Americans include former Governor Sununu, Chief of Staff of President George H Bush; former Senator Sununu of New Hampshire, Governor Daniels of Indiana; former Energy Secretary Spencer Abraham under President George W Bush; Congressman Ray LaHood, current Secretary of Transportation; and many others. Further, prominent Arab Americans include poet-artist Khalil Gibran; actor-comic Danny Thomas; actress Kathy Najimy

and Tony Shalhoub; Casey Kasem, “America’s Top 40” disc jockey; and sports icon Doug Flutie.

150,000 Arab Americans live in 114 counties in the Commonwealth. Three out of four live in northern Virginia. Consider organizations and events such as:

- The All Dulles Area Muslim Society (ADAMS) in Sterling, Virginia’s member chapter of the Interfaith Conference of Metropolitan Washington. ADAMS holds prayers every Friday in Sterling, Ashburn, Reston, Tysons Corner, Fairfax, Leesburg, South Riding, and Washington DC. They welcome local parties and local candidates at their locations and give them opportunity to address the community after each prayer session. They further hold celebrations for the two main Islamic Holiday (Eid Al-Fitr and Eid Al-Adha) along with other occasions; [www.adamscenter.org](http://www.adamscenter.org); contact: Bob Marro, Govt. Relations Chair: [rmarro@cox.net](mailto:rmarro@cox.net)
- The Arab American Institute (AAI), located in Washington DC but with many activities in Virginia; [www.aaiusa.org/about](http://www.aaiusa.org/about).
- The American-Arab Anti Discrimination Committee (ADC), located in DC, with a Virginia Chapter; [www.adc.org](http://www.adc.org).
- St. Mark Coptic Orthodox Church of Washington DC – located in Fairfax, VA; <http://www.stmarkdc.org/en/>.
- Saints Peter and Paul Antiochian Orthodox Christian Church is located in Potomac, MD, but it caters mostly to northern Virginia residents; <http://www.peterpaul.net/index.htm>.
- St. Elias Maronite Catholic Church in Roanoke, VA; <http://www.steliaschurch.org/>
- Saint Anthony Maronite Church located in Glen Allen, VA; <http://www.stanthonymaronitechurch.org/>.

You know your local area best. The list above is simply a starter list. Please search your local area for Arab American organizations, churches and mosques. And feel free to contact David Ramadan ([davidramadan@usa.net](mailto:davidramadan@usa.net)), who can help you in obtaining background info on any entity you locate along with a plan of approach based on issues relevant to that group.

### **Contacts**

You have many resources to turn to, not least of which is the support and experience you can draw from RPV. And if you’re looking for a speaker for an upcoming meeting, we’d love to discuss outreach ideas with your unit committee.

Here a few of the people you can turn to for advice and support as you embark on this new challenge:

Pat Mullins  
Chairman, Republican Party of Virginia  
(804) 780-0111

Richard Crouse  
Political Director, Republican Party of Virginia  
[RCrouse@rpv.org](mailto:RCrouse@rpv.org)  
(804) 780-0111

David Ramadan  
[davidramadan@usa.net](mailto:davidramadan@usa.net)

Harold Pyon

Carl Tate

Laura Drain

Linas Kojelis  
Vice Chairman, Ethnic Coalitions Committee, Republican Party of Virginia  
[linas@koco2.com](mailto:linas@koco2.com)

**Nomination for the Outreach Award and Chairman's Cup**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_

I nominate the Republican Committee for the City/County of \_\_\_\_\_,  
Virginia for the following award:

\_\_\_\_ **The Outreach Award** for the unit committee that has made the most impressive strides in outreach in 2010. The winning committee will receive recognition at the 2010 RPV Advance, as well as two free all-inclusive VIP tickets to the Advance. RPV will also invite the national Republican leader of the winning committee's choice to attend an event *exclusively* for the unit committee, and fund up to \$5,000 of the travel expenses.

\_\_\_\_ **The Chairman's Cup** for the unit committee that has demonstrated the best outreach efforts from 2010 through 2011. The winning committee will be recognized by the Virginia delegation at the Republican National Convention, and will win two guest passes to the Republican National Convention, valued at a total of \$5,000.

