

Your Newsletter as a Recruiting Tool

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Reminder for your new Newsletter Editor: You must print this disclaimer on your newsletter whether it talks about candidates or not:

Political Advertising paid for by (name of your local club) PAC

I suggest that you place the disclaimer on the last page at the bottom. It can even be below the mailer box. That way it can be seen when you fold the newsletter for mailing.

A Texas Ethics Commission attorney suggested that we should be using this disclaimer on all our printed material, including our newsletter. Please check with PAC Treasurer Betty Hill if you have any questions. I will also be happy to talk with you about the situation. You need to be very careful in everything you print because you are a PAC. (*Political Action Committee*)

Your newsletter is perhaps your most important recruiting tool.

Your newsletter is your “window to the world.” It not only informs your members about your activities, but also shows outsiders what you are doing and what kind of an organization you have. The widest possible circulation your local club can afford will give you the most publicity.

Consider these ideas:

1. Have your members research who votes in the Republican Primary in their neighborhoods. Put them on the mailing list for at least two issues. Follow up with phone calls from members living in the same neighborhood. (*You can use this list as an invitation list to a membership function, too.*)
2. Send at least two subsequent issues to guests who attend your meetings. Again, follow up with phone calls inviting them back. Be known as a friendly place to be.
3. Obtain names and addresses of women who volunteer at candidates' headquarters or in campaigns. They are “ripe” for joining a Republican Women's organization.
4. Have your members submit names of friends and/or neighbors who might be interested in joining and send them a couple of issues with that member doing follow-up phone calls.

Make sure you have added these people to your local club newsletter mailing list:

1. Toni Anne Dashiell
TFRW President
143 Spanish Pass Rd
Boerne, TX 78006
2. Glenda Piacenti
1730 Mustang Trail
Kingwood, TX 77339
3. Your TFRW Deputy President*
4. Your TFRW District Director*
5. TFRW Headquarters, 900 Congress, Suite 300, Austin, TX 78701
6. Your County Republican Headquarters
7. If you have one, your area Council President and Newsletter Editor

**If you don't now who she is, contact TFRW Headquarters*