

## **PFRW “One More” Political Action Program**

There are any number of ways that we, as individuals, councils, or as a federation, can engage in political action. Let's face it, that's what we are about, and we do more than can ever be listed. Even so, our work here in Pennsylvania is so crucial because of the deficit numbers that we face in registration. That translates into our having to extend ourselves in the political forum, and as 2010 proved, it can lead to hard-fought, hard-won success.

PFRW has been embracing this activity with the growth of our PAC, scholarship, and the internship that we are promoting. If PFRW members are interested, we can embrace a particular issue that universally appeals to our membership and work in concert statewide. Meanwhile, each county and council has its own flavor and needs. Below is a concept to encourage the action that we consistently need to achieve that success. Therefore, we introduce...

### **The “ONE MORE” Political Action Program**

For each council there may be a particular need or way to “up the ante” on political activity. Under each heading are some ideas that may help.

#### **One More...MEMBER**

**Make your council's focus to increase membership.**

- **Target your membership efforts (i.e. letters to local Republican female officials)**
- **Hold a “Women's Networking” night**
- **Include membership forms in county committee mailings or at events**

#### **One More...CANDIDATE**

**Devote your activity to helping to reach out to women to run for office.**

- **Sponsor a campaign seminar or school in your county**
- **Sponsor a mailing or phone bank to targeted women to run for local office**

- Promote the “Anne Anstine Series for Public Excellence” in your county

### **One More...ISSUE**

Have your council embrace a particular issue on the federal, state, county or local level.

- Hold a rally about your issue
- Meet with your Republican officials about your issue
- Take out an ad on your issue in local media
- Start a letter writing campaign
- Hold a forum on your issue with an expert panel
- Hold a petition drive for your issue

### **One More...Dollar**

Do one more fundraising activity to support your council, issue, candidates or programs

- This one is pretty simple, but try to think outside of the box with ways to raise funds so that you are not dipping into the candidates’ pool. Try to expand your options.

### **One More...VOTE**

Deja-vu from last year, but voter registration is an important and on-going issue for us in PA.

- Once again, stretch your activity to one more beyond what your council would normally do. We hear about what councils already do, but it will take more to make any difference. We would love to hear about anything innovative. Returning to the targeting concept, RSC is suggesting that counties focus on very particular areas that might prove fruitful and working those areas in a consistent, concentrated way.

### **One More...WOMAN TO MENTOR**

We want to spread our message and encourage other women to embrace what we do.

- Start a scholarship for young women sponsored by your council, or try to increase the amount of one that you already have
- Sponsor an intern to work for your county committee or a candidate

- Start a program for youths to increase their knowledge of government and civics
- Again...the Anne Anstine Series for Public Excellence

#### **One More...USE OF TECHNOLOGY**

The internet can't be ignored as an amazing and useful tool in politics. Maybe it's time to embrace a little more change so that we don't miss out, especially with younger women.

- Website – start one and link it everywhere or ask for your own page on your county committee's site
- Facebook
- Twitter – short and sweet
- Start a blog
- E-Mail – most of us use it, but ask if your info can be blasted to larger audiences and networks through your county committee or other groups

**YES, fellow Republican Women, we are all exhausted! More important than that though, is that we are also very committed. Please present this to your council to try to do that "one more" thing that will make the difference and let us hear from you.**

**Respectfully,**

**Mary Barket**

**Political Action Committee Chair**