

From: William Palatucci <wpalatucci@gmail.com>

Date: December 3, 2018 at 1:16:04 PM EST

To: Sam Raia <[REDACTED]>

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Subject: Re: Checking in

Doug,

Thanks for following up on our last State Committee meeting via conference call with your email. As you and I recently discussed, there is no hiding the fact that the results in November were disappointing for many local and county organizations. Therefore, I want to suggest to you, Senator Tom Kean, Leader Jon Bramnick, our county chairs and state committee members that the upcoming regional meetings begin with a process which the RNC undertook following our failure in 2012 to elect Mitt Romney as president. At that time, the RNC began a self-examination of party efforts in the key areas of messaging, demographics, campaign mechanics, third party groups/coalitions, and fundraising. The report was ultimately titled the "Growth & Opportunity Project" which also included a listing of all major recommendations. I'm attaching the RNC Report for everyone's review and I suggest we organize our own project with those same categories. While in 2016 then candidate Donald Trump ran as a very different presidential contender, based on his unique profile and being already well known to the American public, the RNC Report did help guide the national party to

successes in congressional and state house races in 2014 and 2016. Therefore, I commend this document to everyone's reading and look forward to the work sessions to come.

I'd also suggest that the Republican members of the General Assembly, who are on the ballot in 2019, be part of the upcoming work sessions. I would ask Mark Duffy to circulate the RNC Report to those members and potential candidates as well. As I stated on the last conference call, the new Vote By Mail (VBM) law and its impact on local and county races needs special focus, in particular with the 2019 races in mind.

Theresa, Please forward the report to anyone I may have missed here.

Thank you.

Bill Palatucci
Republican National Committeeman - NJ

On Wed, Nov 28, 2018 at 2:07 PM Chairman Steinhardt <chairman@njgop.org> wrote:
Greetings State Committee Members and County Chairs,

I hope everyone had a good Thanksgiving holiday.

I wanted to drop the committee a quick note reflecting on the 2018 election cycle. It was a challenging, to be sure, but we knew when we started a year ago that this would be a battle for inches and that we were going to have to fight for each of them.

Not only were we fighting New Jersey Democratic operations, but a national narrative that played out at home. Presidential midterms for the party in power are historically tough, and I think New Jersey inherited one of the worst political environments any of us saw in a very long time.

Through it all, our team worked hard with the tools available to it, and will work harder in the months to come, to refine our message and improve the overall health of State Party.

I will not minimize the loss of all but one of our congressional delegation, I can't. But, I also share Congressman Chris Smith's view that it was a presidential midterm anomaly that we can work to overcome in the 2020 cycle. We will.

At the same time, we can't overlook the handful of successes that also came out of November's results. Congressman Smith won with 55% of the vote district-wide. In Salem County, a perennial swing county, the GOP won a clean sweep to take back county control, including defeating an incumbent, Democratic Freeholder. We also earned more hard-fought GOP victories at the county level in Atlantic, Cape May, Hunterdon, Monmouth, Morris, Ocean, Sussex and Warren Counties, and locally in places like Lower Township, Egg Harbor Township, and South Plainfield, to name a few.

As an organization, we reached more than 3 million voters on social media, made more than 1.5 million voter contacts through our victory centers around the state, sent out more than 100 direct mail pieces into targeted races around the state, aired our first

television ad since 2005, and earned 22 times more small dollar donors than in all of 2017. Our Trenton team logged collectively more than 25,000 miles, making Republican county, municipal, club and candidate meetings almost daily.

Since the election, we've been talking to our legislative leaders and breaking down the election results. Legislative midterms are less than a year away. I remain committed to rebuilding rebranding and reengaging the NJGOP.

Theresa will be sending out notice this week for three regional work sessions designed to brainstorm and workshop everyone's ideas on best practices, what we can do better together, and how we continue the good work that was started this year by the Hugin campaign. These work sessions will culminate with a final Statewide work session for the State Committee Members, County Chairs and Stakeholders.

The November snow storm gave us another opportunity to keep the pressure on Governor Murphy, and we did. Now, we are focused on the ensuing redistricting fight. [Please take a look at our Op-Ed here.](#)

As we move into the holiday season, we are focused specifically on the future. We are committed to setting goals, with you, for 2019, improving our messaging, aggressively pursuing new voter registration, and expanding our reach. We will continue to pressure the Governor on the Democratic tax burden, transit's failure, and his administration's many short comings. We will continue to work to address the growing voter registration gap, make our organization more diverse and responsive, improve our grassroots, community outreach and engagement, and get back to our roots, working with local candidates, committees, clubs, legislative leaders and all of you.

[The December 18th Toys for Tots event is a chance for us to spend some time together and for our organization to do something good for others. We hope you will join us.](#)

Thank you again for the privilege of serving as your Chair.

Respectfully,

Doug