

Note: This memo was originally issued under the name Indian Hill Tea Party, the former name of Liberty Alliance Cincinnati.

Memo to: Liberty Alliance Cincinnati members
From: Executive Committee, Liberty Alliance Cincinnati
Date: September 24, 2010
Subject: Liberty Alliance Strategy

Having a clear, well defined mission, and a strategy to achieve it, is the key to success in any organization.

Recently, the leadership of Liberty Alliance Cincinnati has discussed our mission and strategy at some length and has reached conclusions that we think increase our chances of promoting limited government, fiscal responsibility and free markets.

The summary below outlines our current thinking. The Executive Committee supports the strategy outlined below, but it is certainly open to discussion and revision where needed.

The starting point – What is our mission? There's no disagreement on this. Our mission is to promote limited government, fiscal responsibility and free markets. This can only happen if our elected officials at the local, state and federal levels believe in, support, and implement these principles.

What options are there to achieve this mission? There are really only three ways to achieve this mission:

1. Become a third party movement that nominates and attempts to elect candidates that believe in our principles, or affiliate with an existing third party movement that is aligned with us philosophically.
2. Work within one or both of the existing two major political parties to elect candidates that believe in our principles.
3. Don't become a third party or work within an existing party. In other words, stay outside the party system and try to influence policy from there.

Which of those options are feasible?

We are convinced the first option (forming or aligning with a third party) won't work. We strongly believe it would just split the vote among people who are not committed

progressives/liberals and would therefore ensure the election of progressive/liberal candidates. That would be a disaster for our effort to put Tea Party principles into effect at the local, state and national level.

The third option (staying outside the party system) has limited potential. If we take this approach, we can effect change primarily through protest, lobbying, and education.

- Protest can be effective, but it has limitations – it’s mainly an effort to stop someone from doing something (instead of an effort to implement a positive agenda), and it is difficult to maintain a protest movement through numerous election cycles.
- Lobbying can influence elected officials, but when we lobby for legislation, we are really just another interest group (like the NRA or Sierra Club) that is trying to influence the political process, and there is a big difference between lobbying the people in charge and being the people in charge.
- Education can be effective in the long-run and play an important role. But that approach doesn’t seem to harness the energy and passion of our movement to its fullest extent. It makes us another organization like the Heritage Foundation at a time when those organizations are looking to us to do things they cannot do.

That leaves the second option (work within one or both of the two major political parties). This option has several advantages. First, pursuing this option doesn’t prevent us from continuing to engage in protest, lobbying, and education. Second, it is the only option that offers a realistic possibility of putting Tea Party people in positions of power and influence, and unless we achieve that, we cannot expect to make major changes in governmental policy. Finally, it provides a clear objective, and that will be critical to our success.

What principles must we apply in deciding how to work within the political parties?

There are a number of key principles that apply in deciding how to work within the political parties.

1. The key to success is being part of a political coalition (political party) that “takes the gavel”. In our political system, the party in power in the legislature has the gavel. For example, in the House of Representatives, the majority party elects the Speaker, and the Speaker controls the gavel (who may speak) and the calendar (which bills will be voted on). Without the gavel, we cannot implement our principles.
2. We cannot support candidates for the legislature in both parties and expect to take the gavel. The vote for the Speaker is always along party lines. The personal views of an elected official don’t matter when it comes to electing the

Speaker. For example, a conservative Democrat will necessarily vote for Nancy Pelosi for Speaker, and a liberal Republican will necessarily vote for John Boehner for Speaker.

3. In choosing what coalition (party) we want to support, we need to realize that we cannot achieve our goals in one fell swoop and, therefore, our effort must be one of continuous improvement. In other words, the party we pick will not necessarily meet our standards at the outset. But we have to start somewhere, and the idea is to improve that party over time so it moves closer to our views and eventually adopts them.
4. The way to effect continuous improvement is a two step process that repeats itself over several election cycles.
 - a. The first step is to take the gavel away from the people who are the greatest immediate threat to our principles.
 - b. The next step is to work within the party that has taken the gavel with our help to reform it so it adopts our principles over time.
 - c. This process must repeat itself over several election cycles. That means we use different tactics at different times. At the time of a general election, we support the party we have chosen, even those members who don't support us. In between general elections, and especially at the time of primary elections, we work to change the party we have chosen so it moves in our direction.
5. While our primary focus will be on reforming the party we help take the gavel, our general goal should be to defeat the political class in both parties.

What does this mean in practical terms?

Even though the principles outlined above are neutral and non-partisan, their application requires us to take sides.

As a practical matter, we have to take the gavel away from the Democrats this November. If we don't do that, they will do potentially irreversible damage to our country over the next two years.

This means we must work to defeat Democrats running for state and federal legislatures and elect Republicans to those offices. Arguably, we need to support other Republican candidates as well to help build the strength of the party. This will contribute to the Party's success in the legislature.

After the election in November, we need to work to reform both parties. In other words, we need to defeat the political class.

This starts with the Republicans, but it also involves the Democrats.

In the case of the Republican Party, we need to make Tea Party Republicans a major force in the Party. In other words, we need to become the soul of the Party.

The process will take longer with the Democrats, but we have Independents and Democrats in our movement who are up to the task.

What specific steps do we need to take now?

If our short-term goal is to defeat Democrats in November, we need to make an all-out effort to support Republicans.

Conceivably, there could be an exception where a Democrat is a Tea Party Democrat who is not running for the legislature and is more closely aligned with our principles than his Republican opponent. We are not aware of any races like that at the moment.

Some local community groups have proposed supporting Robert Owens, who is the Ohio Constitution Party candidate and is running against Mike DeWine (Republican) and Richard Cordray (Democrat). They believe the Tea Party must send a message to elected Republicans and Republican Party officials that we are willing and able to defeat Republicans who betray our principles.

There is disagreement about whether a “DeWine exception” to our strategy makes sense. We feel that to adopt it, we must first be able to answer one of the following questions in the affirmative: (a) We don’t care if Cordray wins, or (b) we don’t want Cordray to win, but the benefit of sending a message to the Republican Party outweighs the risk that supporting Owens will split the vote and elect Cordray (the way support for Ross Perot elected Bill Clinton).

We have not been able to answer either question in the affirmative, so we are not adopting a “DeWine exception”. At the same time, we think reasonable people can disagree on the answer to (b) above, depending on how they assess the following: How much benefit will we get by sending a message? How much worse is Cordray than DeWine? How will our endorsement of Owens affect the outcome – does Owens have a reasonable chance of winning or are we just splitting the vote? Since reasonable people can disagree on these questions, we can understand how other local community groups may reach a different conclusion than we have.

To achieve our short-term goal of defeating Democrats in November, Liberty Alliance Cincinnati needs to do the following as part of our Project Vote effort:

- Register Republicans and Republican-leaning Independents

- Promote Republican candidates
- Contact voters at precinct level
- Work the polls

Attached to this memorandum is a checklist of the tasks required to achieve each objective.

As we undertake this effort, we have to keep in mind that we have limited time and resources. Since “taking the gavel” is one of our key objectives, we should consider identifying certain key races that are critical to doing that and focusing most of our effort on those races.

We also have to recognize that our strategy is a strategic shift. In the past, we have emphasized the fact that we are non-partisan. This strategy will require a change in that thinking – our principles are non-partisan, but our tactics are partisan. It’s also somewhat difficult emotionally to support people you don’t fully respect. But there is a saying in the Middle East that applies here: “The enemy of my enemy is my friend”. We have to keep that in mind as we devote all our efforts to helping Republicans win in November.

What steps do we need to take after the November elections?

The primary long-term goal of Liberty Alliance Cincinnati and the Tea Party should be to reform both political parties. In other words, we need to defeat the political class.

This starts with the Republicans, but it also involves the Democrats.

In the case of the Republicans, we have to play a major, if not controlling, role in the local, state and national Republican Parties. We need to become the soul of the Republican Party.

This will be a long-term project that will involve many steps.

- Continue our efforts to protest, lobby, and educate.
- Continue to develop our precinct organizations so we can affect elections.
- Get involved in Republican politics so we get experience, have influence, and are in a position to move up in the Party,
- Advocate Tea Party principles within the Party and encourage the Party to support policy proposals that implement those principles.
- Pressure the local, state and national Republican Parties to recruit and support Tea Party Republicans as candidates.
- Pressure and cajole elected Republicans to declare themselves Tea Party Republicans.

- Recruit Tea Party people to run for county and state Central Committee positions in the next primary election.
- In the next primary election, oppose people who don't support our views in favor of people who do.
- Encourage other liberty-minded groups (like the 912 Project) to support our efforts.

Our secondary long-term goal should be to soften the opposition of the Democratic Party to our principles. The process will take longer with the Democrats, but we have Independents and Democrats in our movement who are up to the task.

How should we announce our strategy?

We believe it is essential to be transparent about our strategy. In particular, Republicans need to understand that our support for them this November doesn't mean business as usual. We want them to know that we are targeting Democrats in November but that after that we will be targeting RINOs ("Republicans in name only").

Democrats also need to understand that there are people in the Tea Party movement who would like to see them adopt our principles and that those people will be working within the Democratic Party to do that.

With this in mind, we are planning to issue a press release in the form attached to this memorandum to announce our plans.

What key challenges lie ahead?

Implementing our new strategy presents a number of challenges:

- Our new strategy is a departure from our thinking to date. The key to accepting that is to realize that as circumstances change, we have to change. Our movement is one year old. We've had a major influence through Town Hall meetings, rallies, and an activist approach. But we won't make any lasting change from outside the two major political parties. We need to make a strategic shift in order to achieve our mission.
- Achieving our short-term goal in November requires us to support many Republican candidates who are less than ideal. But defeating the Democrats in November is the key first step in building a new Republican Party that can be a vehicle to effect lasting change and trying to influence the Democratic Party to soften its opposition to our principles.

- Many Republicans will mistake our strategy as a signal that we are on board with business as usual. To avoid this, we need to publicly announce that our short-term goal is to defeat the Democrats in November and our long-term goal is to make Tea Party Republicans a major force in the Republican Party and, to the extent possible, soften the opposition of Democrats to our principles. In other words, in the long-run, we want to be the soul of the Republican Party and have some influence on the Democrats. It is important that we announce exactly what we are doing and why so people don't mistakenly conclude we're on board with business as usual in the Republican Party or have completely given up on the Democrats.
- Many Republicans will resist our efforts to become an influential force in "their" Party. Ronald Reagan faced the same challenge (from the same type of people), and he succeeded. We will need to get used to the idea that we are outsiders and that the current leadership will be wary of our presence. But we also need to remember that we have certain advantages in this struggle for the soul of the Party. We will be fighting on principle, and our passion and commitment will give us an edge in the fight against entrenched interests in the Party. As we succeed, our success will breed more success, and people will join us to be part of the future of the Republican Party. It will also help our efforts to influence the Democratic Party.
- While we work to make Tea Party Republicans the soul of the Republican Party and to influence the Democratic Party, we need to continue to strengthen the Tea Party movement as an independent force so it can serve as a base for implementing our strategy. The movement should continue to recruit members and engage in activities outside the Republican Party and Democratic Party, including protest, lobbying, and education activities. The Moral Majority did this in the 1980's, and there is no reason we cannot do it as well.
- Achieving our long-term goal won't happen overnight. It will take several election cycles. We have to be patient and persistent to succeed.

Conclusion

To sum it up:

- We started as a protest movement and evolved into an activist movement. We now must become a political movement.
- Trying to be a third party won't work. We have to be part of a coalition (political party) that takes the gavel.
- This requires first defeating the Democrats in November and then working to defeat the political class. We have to work methodically to make "Tea Party

Republicans” the soul of the Republican Party and trying to soften opposition to our principles in the Democratic Party.

- While we do this, we must maintain an independent Tea Party movement and ensure it is not co-opted by either party.
- Our passion and commitment gives us an advantage in this struggle, and as we succeed, our success will attract people to the Tea Party movement and lead to more success.

We realize that for many, the ideas outlined above will raise questions and concerns. We are more than willing to discuss those and will certainly take them into account as we work to finalize our strategy.

Tasks Required for Project Vote

<u>Task</u>	<u>Person(s) responsible</u>
<u>Register Republicans and Republican-leaning Independents</u>	
➤ Register family members and acquaintances	LAC members
➤ Register new residents on HCRP* list	PEøð**/teams
➤ Register targeted High School Seniors	Selected people
➤ Register people encountered door-to-door	PEøð/ teams
<u>Promote Republican candidates</u>	
➤ Volunteer for campaigns and phone banks	LAC members
➤ Hold Republican candidatesø nights	LAC
➤ Include candidate event notices in emails	LAC
<u>Contact voters at precinct level</u>	
➤ Train and equip precinct teams	Precinct executives
➤ Gather candidate campaign literature for use by teams	LAC
➤ Go door-to-door to motivate target voters	PEøð/ teams
➤ Make sure voters return absentee ballots	PEøð/teams
➤ Call or visit voters 72 hours before November 2	PEøð/teams
<u>Work the polls</u>	
➤ Volunteer as poll workers	LAC members
➤ Hand out candidate literature at polls	PEøð/teams
➤ Get petitions signed at polls	LAC members
➤ Identify/call non-voters at 11 a.m. and 4 p.m.	LAC members
➤ Drive elderly to polls	Precinct teams

*Hamilton County Republican Party
**Refers to Precinct Executives

Press Release

Liberty Alliance Cincinnati Announces Strategy Guidelines

September __, 2010

(Note: originally issued under the name Indian Hill Tea Party,
the former name of Liberty Alliance Cincinnati)

Cincinnati, Ohio (September __, 2010). Liberty Alliance Cincinnati today announced that its Executive Committee has adopted strategy guidelines for the November elections and for efforts thereafter to promote the principles of limited government, fiscal responsibility, and free markets.

The guidelines analyze the options for achieving the mission of the Tea Party movement and conclude that forming a third party or staying outside the party system would be ineffective.

The new strategy sets short- and long-term objectives. The short-term objective is to defeat Democrats in the general election on November 2, 2010.

The long-term objective is to reform both parties ó in other words, to defeat the political class. This starts with the Republicans, but it also involves the Democrats.

“As a practical matter, we have to take the gavel away from the Democrats this November,” said Jack Painter, the President of Liberty Alliance Cincinnati. “If we don’t do that, they will potentially do irreversible damage to our country over the next two years. This requires us to support many Republican candidates who are less than ideal. But defeating the Democrats in November is the key first step.”

Mr. Painter added, “After November, we need to reform both parties. The first priority is to make Tea Party Republicans a major force in the Republican Party. In other words, we need to become the soul of the Party. At the same time, we need to work to soften the opposition of the Democratic Party to our principles. The process will take longer with the Democrats, but we have Independents and Democrats in our movement who are up to the task.”

Liberty Alliance Cincinnati has developed a “Project Vote” effort for November 2 that focuses on neighborhood organizing to get out the vote.

“We urge people to get involved now to make a difference,” said Mr. Painter. “This is a critical election, and we are ready to do our part to stop runaway government and reinstate the principles of liberty that made our country great. Our members are fired up and ready to go.”

People who are interested in helping can contact Liberty Alliance Cincinnati at www.LibertyAllianceCincinnati.org.