

July 13, 2022

Re: Reinventing Our Party

Dear SCRO Member,

My June 27th challenge to Tim Howes for the SCRO chair was a pre-determined outcome especially given the limited time to pitch my fellow SCRO members. My goal has been and continues to be helping the SCRO and all republicans to reach our full potential in engaging voters and representing voter's morality and core values both within our organization and by the actions of elected GOP officials. This is the fundamental purpose of our party. To accomplish this, we need to introduce spirit, inspiring leadership, and most importantly nurture meaningful connections to voters.

I come from the engineering and business profession having graduated Tulane University in New Orleans LA, Rutgers Graduate School of Management and am a PE (Professional Engineer). My political awareness began in 2010 as one of three founding leaders of what is today the Central Jersey Conservative Union (www.cju-nj.org). My twelve years of experience leading an all-volunteer organization advancing conservatism throughout NJ should not be taken lightly.

So far, the blue-wave continues to wash over Somerset County in defiance of Jack's stunning marathon 22-month 2021 campaign that pulled over a hundred down ballot GOP candidates into office. After my 27 years in Somerset County witnessing the County Commissioners and my town, Montgomery Township, flip from bright red to sky blue, and the red-bleed appearing unlikely to end, it is time to reinvent our party's relationship with our voters.

If we inform voters – If we listen to voters - If we fight for voters – If we embrace voters' morality and core values – they will follow and reward our efforts with support at the ballot box, support GOP elected officials while they hold office, provide organizational support, and generate significant fundraising to conduct campaigns.

For example, 2021 general election results revealed Jack lost Somerset by about 4,000 votes out of about 114,000 votes cast when one would expect an easy carry of his home county. He ran a powerful campaign and took the correct tactic emphasizing school sex education standards. However, without voter's basic understanding of government schools usurping parental rights it is very difficult for a candidate to gain traction on their own. Had we created an advance groundswell this might have put us over the top. Just ask Virginia Governor Glenn Younkin.

Campaign tactics often focus on getting our voters to the polls and engaging independents, yet we struggle to inspire even our own party members to the polls. Our party attitude is the root of our problem. I often hear: "It's about the party," signaling our primary focus on party interests, thus poorly positioning us to meaningfully represent constituent's needs. Unless we change how we look at ourselves to "voters first," we won't realize how to bring our full effectiveness to bear.

Our party detached from its voters, so it's no surprise that voters and potential SCRO members and independents detached from us and sit on the sidelines during elections. We show concern for voters when it comes time for campaign door knocking, donations and pressing GOP buttons at the voting machine; however, this is not a recipe for loyalty. Here is what we need to do:

1. Produce meaningful news that keeps voters informed. This because mainstream news is curated leaving consumers with incorrect, missing and often misleading information. For example:

Current government school sex education standards that begin this fall are “state sanctioned immorality” yet parents were abandoned as their party remained silent about standards adopted two years ago. They are now left to try turning the tide at the last minute without GOP support. Also, election integrity was constantly questioned during my 2021 senate primary run and with Jack’s gubernatorial loss many republicans felt cheated “again.” The GOP appears to them as fiddling like Nero while freedom burns to the ground as documentaries such as The Deep Rig, 2000 Mules, Rigged and Mike Lindell’s Cyber-Symposium are released. Add Donald Trump’s constant election integrity reminders, the Texas GOP resolving that Biden is an illegitimate President and Wisconsin’s supreme Court ruling banning unstaffed drop boxes (an election hack risk), and GOP inaction creates a huge negative reflection on our party.

2. Monitor voter sentiment. As particular issues gain traction, the GOP must proactively lead an information campaign, advise voters on appropriate action and advocate for voters. What should have happened was:

When government school sex education standards were produced, our party should have backfilled news media’s reporting, informed parents and provided meaningful information to help them act. Similarly, when doubt was cast on election integrity, we should have rapidly addressed voter integrity cynicism with complete, clear, unbiased information. Election integrity should have been meaningfully addressed including obvious issues such as NJ’s lack of voter ID and inaccurate voter registration rolls - to name two of several looming issues.

3. If the words “Donald Trump Supporter” disqualify our members, we will face consistent electoral decline. We must knock the chip off our shoulders about Donald Trump, ditch fear of reprisal and realize that whatever our feelings are personally about the man and his presidency, his brand and resulting performance are synonymous with our party goals. As an example, not a single mention of Trump’s “America First” or “Make America Great Again” policy occurred at the March GOP Leadership Summit even though these policies are institutionalized.

It is undeniable to the average voter that within only a single term the Trump administration successfully reduced federal regulations, lowered taxes on individuals and businesses, lifted employment opportunity for all economic segments, and administered a successful foreign policy of deterrence without endemic commitment. Despite rabid media fueled controversy, Trump has left our party stronger in all those areas where we were considered weak, including increased support among non-white and LGBT voters.

4. Adopt Donald Trump’s “Make America Great Again” and “America First” policies. They are not going away because people, like Trump, are patriots at heart, identify with Trump’s core values and respect his capabilities.

We have from now until Jack’s next election run in 2025 to get it right - and this time there is not a second chance.

I ask that you carefully heed the above recommendations. I remain available to help guide and advise Chairman Howes, his executive team, and all republicans on re-tooling the GOP to effectively attract and engage voters.

Sincerely,



Jeffrey E. Grant, Somerset County Republican Organization Committeeman

P.S. If you would like to be on the CJCU mail server for insight into key voter issues, email me at jeffreyeg@cjcu-nj.org with your name, email, cell number, town, and zip. Our mailing list is confidential.