

# Welcome to your Reclaim Campaign You are in the Right Place, at the Right Time

**“But be doers of the word, and not hearers only, deceiving yourselves.” — James 1:22 (ESV)**



Use this document as a template for your own county:

What are the races that you care about in your county and when will those elections be on the ballot?

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## Reclaim Campaign Strategic Expansion Plan

**Title:** Reclaiming Our Nation Begins with the August 18, 2026 Primaries

**Purpose:** To ensure a decisive America First victory by mobilizing grassroots volunteers, precinct leaders, and aligned citizens to elect MAGA-aligned candidates in the August 18, 2026 Republican Primaries. This document outlines a repeatable, mission-centric plan that builds a permanent grassroots framework to win elections and transform governance.

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### I. Strategic Vision: The Reclaim Campaign Model

**End Goal:** Rebuild the Republic by electing MAGA candidates who put America first, uphold the Constitution, and prioritize Limited Government, Individual Freedoms, Freedom of Religion, xFiscal Responsibility and Free Markets

**Entry Point:** The 2026 Republican Primaries, starting with local races where ground teams can flip key seats, establish trusted infrastructure, and create replicable wins.

#### Framework Overview:

1. **Identify Seats Up for Election**
2. **Map Precincts in Affected Districts**
3. **Recruit Precinct Leaders at the Precinct level, County Districts and County Overall.**
4. **Survey Voters on Issues**
5. **Find & Train Aligned MAGA Candidates with the necessary communication and persuasive skills to win on the issues from Step (4)**
6. **Mobilize Community Support**
7. **Elect the Slate & Redeploy Teams for other causes and races**

Certain individuals refrain from voting due to a lack of information regarding candidates and a general mistrust of news sources. The successful implementation of this plan will appoint precinct leaders who, through dedicated effort, may become reliable sources of accurate information for voters within their precincts.

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### II. Launchpad: Sarasota County and Beyond

Targeting state and local Republican primaries in counties such as:

- Sarasota
- Manatee
- Hillsborough
- Lee
- Collier
- Volusia

- Marion
- Charlotte
- Palm Beach
- Miami Dade
- Brevard
- Pinellas
- The Villages

Focus on identifying MAGA-aligned challengers or defending key seats from establishment Republicans. Sarasota will remain a testbed for candidate and precinct training.

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### III. Volunteer Army Building Strategy

#### **Recruit:**

- Activate conservative grass root groups, churches, liberty groups, veteran networks, and Republican clubs
- Frame involvement around “Save the Country—Start in Your County”
- Offer meaningful leadership and support roles

#### **Organize:**

- Appoint a Precinct Leader in every precinct *within the affected race*
- Break the precinct into blocks and assign volunteers. Identify which precincts will turn out the most votes.
- Equip them with: voter contact lists, talking points, event kits, scripts, leave behinds and maps
- Run weekly Zoom trainings and team calls

#### **Activate:**

- Canvass with purpose: ask issue-based questions that reveal frustration with the weak leadership
- Host meet-and-greets, house parties, and targeted fundraisers
- Register new Republicans and educate on primary voting deadlines

#### **Elevate:**

- Promote precinct leaders to county district coordinators
- Identify and prepare future candidates from within
- Appoint a county precinct chairperson

#### **Reuse & Redeploy:**

- Apply this infrastructure for general election races and future primaries at every level
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## IV. Operational Action Steps

1. **Identify the MAGA-aligned candidates running or needed in each district**
2. **Pinpoint which precincts fall within those districts**
3. **Recruit a precinct Leader in every precinct**
4. **Precinct Leader will:**

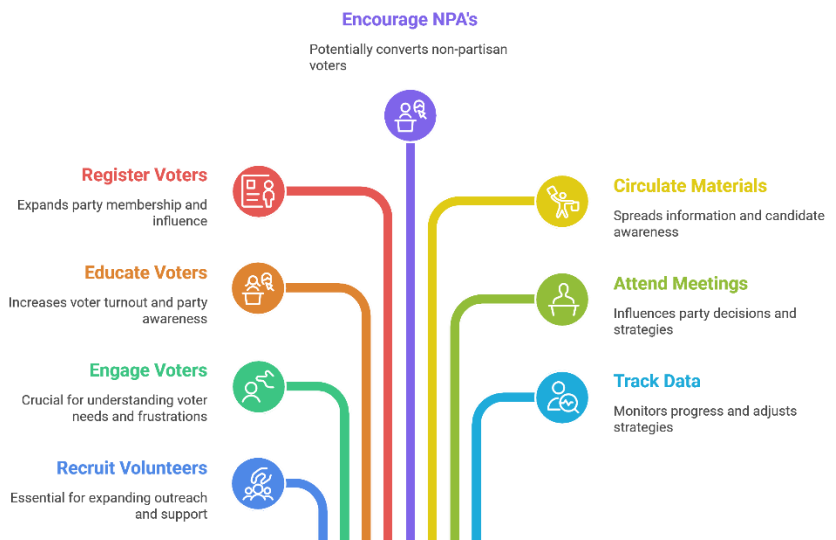
- Recruit and manage volunteers
- Engage voters to understand their frustrations and values

1. Call 10 people and arrange to meet with them at a coffee shop or library and engage with them face to face.

2. Knock on doors

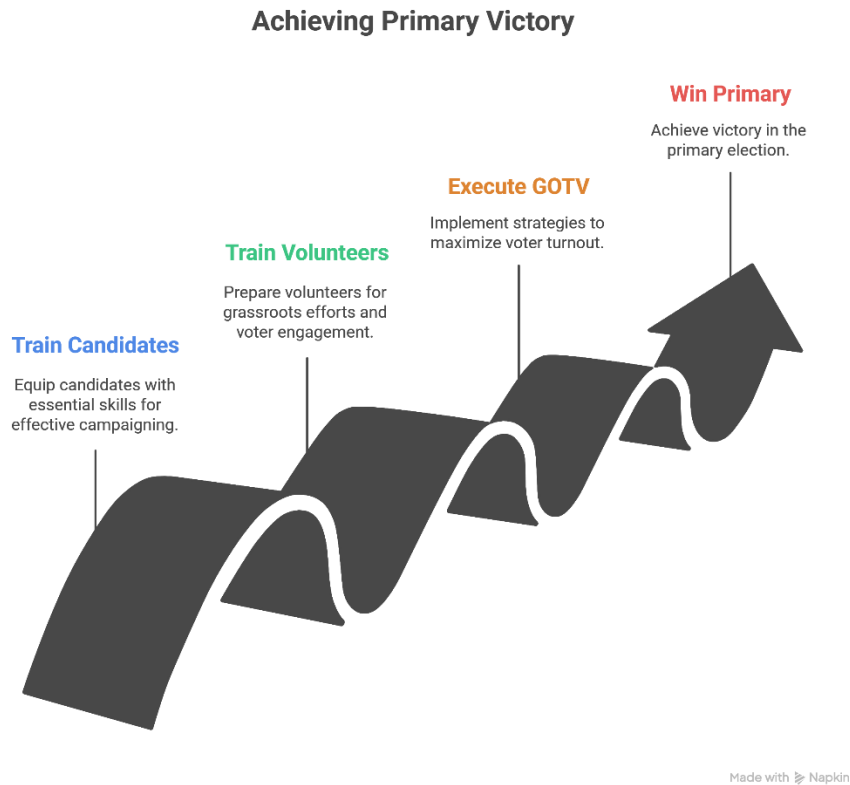
- Educate them on the importance of voting in the primary
- Facilitate registering new voters into the Republican party
- Encourage NPA's to either vote in non partisan primaries and or to consider switching to the republican party, at least for the primaries.
- Circulate literature, petitions, and candidate bios
- Attend GOP executive meetings and influence from within
- Track data and report weekly status

### How to effectively engage voters and manage volunteers?



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5. **Find or confirm the MAGA candidates** based on local voter input and strategic targets



6.

7. **Train the candidates** on:

- Campaign strategy and grassroots coordination
- Media messaging and fundraising
- County budgets, school funding, and local issues
- Identifying and calling out establishment manipulation

8. **Train volunteers** to:

- Canvass safely and effectively
- Host events
- Use Canvassing Software to identify and engage with voters who are most likely to be responsive including Republican, independent, and disengaged voters
- Drive early voting and primary turnout

9. **Execute Get-Out-The-Vote** strategy:

- Target “Super Voters” and “Persuadables” in walking lists using Canvassing Software software
- Combine door-knocking, phone calls, and texting with data collection

- Operate war room and communications hub for coordination

## 10. Win the August 18 Primary with high MAGA turnout

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## V. Building the Wheel: Core Campaign Support Roles

Every successful campaign relies on a "wheel" of skilled volunteers, each filling a key role essential to victory:

- **Graphic Designer:** Creates compelling visuals, mailers, ads, and signage
- **Social Media Manager:** Runs campaign accounts, creates viral content, schedules strategic posts
- **Copywriter/Wordsmith:** Crafts talking points, emails, and speeches that resonate
- **FUNdraiser:** Identifies donors, hosts events, and manages donor relationships, micro fund raisers
- **Data Organizer:** Builds and maintains spreadsheets, manage walk lists through Canvassing Software, tracks voters and volunteers
- **Issue Researcher:** Identifies local concerns, special interest groups affecting your issues, and hot-button topics that drive turnout
- **Candidate Branding Specialist:** Helps position the candidate for local appeal
- **Tech Support:** Ensures websites, forms, and databases function reliably
- **Events Coordinator:** Organizes rallies, house parties, and meet-and-greets, speaking opportunities. Sign Waving
- **Photographer/Videographer:** Captures content for digital and print campaigns
- **Media Coordinator:** How to handle the media
- **Local Budget and Debt Issues**
- **Phone Calling, Email Blasts, Text Blasts**

Each county team should aim to recruit one or more members to fill these roles as the campaign grows. These roles scale and redeploy from one election to the next.

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## VI. Digital Targeting and Voter Intelligence Tools

Leverage **Canvassing Software** to:

- Identify high-propensity Republican voters
- Locate NPAs likely to support MAGA candidates
- Track and segment target audiences by issue interest
- Organize canvassing, calls, and email outreach by voter profile

This tool empowers field teams to maximize efficiency, deliver the right message to the right voter, and win close races by smart targeting.

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## VII. What Actually Works: Campaign Effectiveness Based on Real Data

Proven tactics that maximize primary turnout:

- **Door-to-door canvassing:** 1 vote per 14 contacts
- **Volunteer phone banks:** 1 vote per 38 contacts (or 1 per 20 calls close to Election Day)
- **Professional phone banks:** 1 vote per 180 calls
- **Leaflets:** 1 vote per 189 voters
- **Direct mail:** 1 vote per 333 pieces sent
- **Robocalls:** 1 vote per 1,000 calls
- **Mass media:** Low cost but unreliable results

This strategy emphasizes the proven winner: face-to-face voter engagement and authentic conversations.

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## VIII. Messaging: Why This Matters Now

- If we don't win the August primaries, we hand over the general to weak Republicans
  - The fight isn't left vs. right—it's top-down control vs. grassroots leadership
  - The time to choose who governs you is **in the primary**
  - This is how we build a red wave from the precinct up
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## IX. Call to Action for Leaders

Use this document to:

- Cast the vision at your next GOP, church, or coalition meeting
- Identify precinct leader and regional coordinators
- Recruit and build your campaign “wheel” of skilled support
- Plug into our candidate and volunteer training pipeline
- Coordinate across counties to build parallel grassroots machines

**Contact:** [Insert Local Reclaim Coordinator or HQ Email]

It's not enough to wait until November—we win the country back in August. Let's reclaim it, starting now.

## X. Credit

Reclaim Campaign, Laura, Tim, Tricia, Dan, Debbie, Steve, Greg, Stephanie



