

2016 ANNUAL REPORT

Fairfax County Republican Committee

From the Chairman

Fellow Republicans:

Thank you for your support of the Fairfax County Republican Committee (FCRC), our Republican candidates, and our phenomenal volunteers, who work so hard to advance our Party's principles.

Fairfax County is the key to Virginia elections: one in seven voters lives here, and the Democrats cannot win statewide without winning Fairfax. We work every day, year-round, to grow stronger and to expand our reach in this very large and diverse community, so that we can elect more Republicans to office.

In 2017, we will keep pushing just as hard. We must elect Republicans as Governor, Lieutenant Governor, and Attorney General, and we must hold our strong majority in the House of Delegates. We are ready for an exciting and successful year. Please join us.

Most sincerely –

Matt Ames

Convention

On Saturday, March 12, Chairman Matt Ames was reelected to a two-year term at our biennial convention. We also elected delegates to the 2016 state and congressional district conventions.



Volunteer Training Session



In June, FCRC held our annual training session for grassroots volunteers. Senior volunteers and experts discussed precinct work, campaign support, poll watching and election officer duties, among other important topics.



John Whitbeck, Chairman of the Republican Party of Virginia, addresses the assembled volunteers at the opening of the session.

Field Operations

Field operations constitute the FCRC's core function. Our volunteer grassroots effort is essential to Republican Get-Out-the-Vote (GOTV) programs. Below are just a few of our accomplishments this past year:

Primary Day

On the day of the March 1 Presidential Primary, FCRC volunteers were on hand at polling places across Fairfax County greeting voters with FCRC-designed literature inviting them to get engaged as volunteers and members. We recruited nearly 1,200 voters as potential volunteers on that one day.



Farmers' Markets, Festivals and Parades

Throughout the summer and fall months, FCRC volunteers staffed tables at nine farmers' markets and many festivals around the County. We engaged thousands of voters every week, showing them our strong support for our candidates.



Back-to-School Nights

FCRC designed and paid for special "Back-to-School" brochures promoting our principles and our 2016 Republican candidates. Our volunteers handed out over 60,000 of these brochures to parents at Back-to-School Night meetings at more than 300 school events across the county.



In-Person Absentee Voting

Starting in mid-September, our volunteers greeted voters with Republican sample ballots at each of the county's ten in-person absentee voting locations.

2016 Elections

During the election season, FCRC leadership worked closely with the Trump and congressional campaigns, the RNC, and the RPV, to mobilize volunteers and engage voters throughout Fairfax County. Our volunteers were out knocking on doors, phone banking, staffing festival tables, marching in parades and contacting voters at every opportunity.

On Election Day, roughly 2,000 FCRC volunteers were outside the county's 241 polling places to greet voters and hand out over 100,000 sample ballots. Our volunteers also acted as poll watchers in targeted precincts. Additionally, more than 1,000 Republicans served as official election officers.



Fundraising

FCRC is an entirely self-sustaining organization. FCRC does not receive any funds from the state or national Republican parties. All donations are reinvested solely in local Republican activities within Fairfax County.

Leadership Circle

Compared to the last Federal election cycle, FCRC achieved a 10% growth in contributions. We were pleased to see a continued increase in the number of members in The Leadership Circle, our elite donor group. Funds received from the Leadership Circle increased by over 40% from 2015 levels. The growth of the Leadership Circle has helped stabilize cash flow, which in turn has greatly improved planning and operations.

FCRC sponsors a series of fundraising events and activities during the year. In 2016, we had an exciting series of nationally-known speakers who gave our members insight into the important political and national security issues we face.

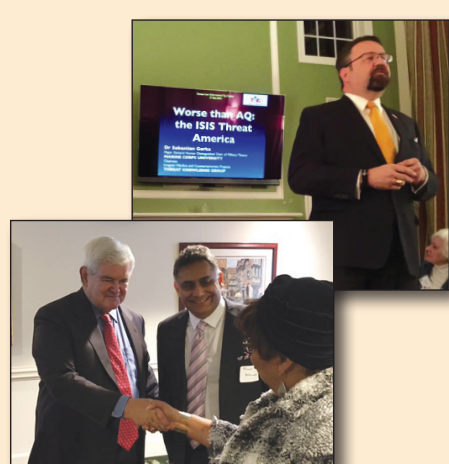
A Night on Capitol Hill



Congresswoman Barbara Comstock and Congressman Jason Chaffetz, Chairman of the House Committee on Oversight and Government Reform, were among the members of Congress who spoke to our guests.

Other Events

Speakers at other events included presidential candidate Carly Fiorina, former Speaker of the House Newt Gingrich, economic and policy analyst Stephen Moore, national security expert Dr. Sebastian Gorka, and Speaker of the Virginia House of Delegates William J. Howell.



Dr. Sebastian Gorka discussed Islamic terrorism and national security with our members, and former Speaker Newt Gingrich appeared at our Pep Rally Breakfast.

Community Engagement

FCRC continues to reach out to ethnic communities and new voters in Fairfax County with an ever-increasing presence at festivals. Our Community Engagement Committee ("CEC") represented us at the Vietnamese Tet Celebration, the Festival Argentino, the KORUS festival (with an estimated attendance of 30,000), VietFest, and the Diwali Festival of Lights Celebration. At the Bolivian Festival, the CEC was invited to introduce a proclamation recognizing Bolivian Independence.

The CEC sponsored a Hispanic Heritage Month Celebration, "Vamos a Celebrar," with guest musical performances.

The CEC coordinated FCRC's activity at ethnic festivals around the county on behalf of the Trump campaign, the congressional campaigns, the RNC and the RPV. This engagement is critical to the future of the Republican Party.



The Creed of the Republican Party of Virginia translated into Vietnamese, Spanish, Korean and Chinese

FCRC volunteers were also on hand to welcome new citizens at naturalization ceremonies.



Meals Tax

FCRC led the successful fight against the 2016 Meals Tax ballot measure. We engaged voters and distributed information on the tax at festivals and farmers' markets, while knocking on doors, and at polling places. FCRC developed specialized "fast facts" literature and targeted graphics for email messaging and social media. We worked closely with a coalition of area restaurants to fund a voter education direct mail piece.



Membership

Membership increased in 2016 by 13% over the previous year.



Communications

In 2016, FCRC members voted to add the new position of Vice Chairman for Communications to the Executive Committee. This increased emphasis resulted in several new initiatives.



We developed a series of branded graphics for use on social media to observe and commemorate important dates and causes during the year.

We began a series of interviews featuring incumbent Republican and Republican-endorsed elected officials within the County. The interviews have been posted to the FCRC web site and shared via social media.

Our emphasis on using social media to engage and inform our members and voters throughout the county has resulted in substantial growth in both reach and engagement. The number of our Twitter followers increased by 113%, and our Facebook page likes increased by 12%.



The cloud-based email communication platform we started in 2015 also grew significantly in 2016. We now email on a regular basis to over 110,000 residents in Fairfax County, sending them the latest on Republican events, news and important issues. Our email program outreach was one of the key factors in our successful defeat of the Meals Tax in 2016.

Technology and Infrastructure

In 2016, we upgraded our office computers, our internal network and FCRC's database. We also implemented enhanced security for our network. Additionally, volunteers across the county used the RNC's new smartphone app to improve GOTV efforts and voter contact, and upload information directly to the RNC voter database.

The Fairfax County Republican Committee is the one organization that represents the Republican Party here in Fairfax County.

We are a true grassroots-driven organization. Please consider joining in our efforts to grow the Republican Party in Fairfax County!

For more information:

The Fairfax County Republican Committee

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