

Proposed Victory Plan for Iowa Republicans

By Iowa National Committeeman candidate Dave Dicks

What is Victory? Merriam-Webster defines it as *“achievement of mastery or success in a struggle or endeavor against odds or difficulties; the overcoming of an enemy or antagonist.”* Victory is the favorable outcome for one party over another party. You have heard it said, “To the victor go the spoils.” That saying originated in 1832 when a senator from New York said of the Democrats, “They see nothing wrong with the rule that to the victor belongs the spoils of victory.” While that was in a negative context, today it is a way of saying, “the winner gets the rewards.” But with that victory comes responsibility. If the Republican Party obtains victory over our adversaries, we will gain, and have the privilege and responsibility of keeping, the “spoils” of life, liberty and the pursuit of the kind of happiness our Creator intended us to have, and so will our posterity!

What does “victory” look like for the Republican Party? Who is the opponent we look to defeat? What are the “spoils” we hope to obtain? These are important questions for us to answer. Proverbs 29:18 states that “where there is no vision, the people will perish.”

If we expect to obtain the kind of victory that produces the “spoils,” we must have a vision for the future. In order to reach the objective of that vision, we must have a specific plan on how we will get there. And in order for that plan to be effective, a lot of hard work and certain sacrifice needs to be expected. There is no doubt that differences may arise within the camp of the same army, but upon consensus, the plan must be carried out in unison!

As a candidate to be your National Committeeman, I have a specific proposal on how I envision helping Iowa Republicans move forward. This proposal is based on a true grassroots concept that will focus on performance and persistence. There is a lot of talk from leadership about the importance of developing a stronger base across our great state. Talk is great, and it gets the ball rolling, but if we do not put that talk into action with a specific plan and well-organized execution, we are merely spinning our wheels. Talk alone does not produce results.

Our party must have a specific plan that we enact together to achieve mutual victory where we gain the “spoils” our founders intended for us to have — life, liberty and the pursuit of happiness. Without a specific plan, implemented strategically by We the People, we will fall prey to rule by those who want to tear away our life, stamp out our liberties and roadblock our pursuit of happiness.

I also would submit: The work of the National Committeeman at the RNC level will be far more effective when there is visual and substantive proof of increasing success inside our own state. I believe there are many roles of the National Committeeman. The most obvious is the executive role at the RNC level to do the work prescribed in the Party bylaws. There also is another role, one for which we do not have a complete job description. It is one of performance, participation and perspiration.

This plan is rooted in the idea that the whole of our success springs forth from the work of many at the most basic levels. A building can stand tall only if the foundation below securely supports it. We can

build a beautiful building that is awe-inspiring. But that awe can be sustained only temporarily if the contractor did not make careful and calculated efforts to construct a foundation below that would withstand the test of storms and time.

As the National Committeeman, I will invest my efforts in helping develop the kind of Republican Party in Iowa that is built on the strongest foundations in America! To accomplish this, I intend on working closely with leadership across the state — our state Chairman and Co-Chair, State Central Committee members, District Executive Committees and County Leadership — to build an Iowa Republican party that is the envy of the country.

At the national level, I look forward to quickly building relationships and forging strong friendships with fellow RNC members on behalf of Iowa — not only to fiercely protect our First in the Nation status, but also to ensure the continuance of a conservative national party platform.

My key to success is servant leadership. A servant can only become a leader if that leader remains a servant. I truly believe this and remain resolute not just to lead in this way myself, but also to instill that same high regard for servant leadership in activists throughout Iowa.

In this way, servant leadership will catch fire! It will ignite a new level of excitement for people to join our efforts inside the Republican Party. The results will be many more people volunteering and giving their resources, more personal growth, a greater sense of being well connected, a greater measure of communication, and because of all this — more Republicans getting elected at every level of our government!

If I am elected as your National Committeeman, we will complete the plan together! Your experience and opinion matter extensively. I value your ideas and insights, and I intend on making sure that every voice is heard and considered! This will be a big change from the past, but working together as a team, we can accomplish exponentially more for Iowa.

The following is my proposal to Iowa:

Below the Pillars: Firm Foundations

Introduction

Have you ever heard of the “Wizard of Westwood”? His birth name is John Wooden, and he served as an NCAA basketball coach for UCLA. As a coach, he performed one of the most amazing feats a coach ever has accomplished: He won 10 NCAA basketball championships in a 12-year period. Amazing! Coach Wooden also coined a famous phrase to describe his recipe for success: “It’s the little details that are vital; little things make big things happen!” This Wizard of Westwood built his incredible success by remaining focused on being successful at every little detail.

This is where my proposal begins. It is predicated on the simple concept that if we are successful at the little details of growing our party, it will automatically translate into our larger successes. Our larger successes then will become, as it were, the beautiful building that all the people gaze at with awe. The work of succeeding at all the little fundamental details sets that firm foundation in place that will sustain

it for years to come. The following is an outline of a victory plan based on empowering Iowa Republicans in every county and at the precinct level.

Ultimate Republican Victory equals Total Precinct Victory!

1. The Precinct

a. Precinct Chairs

i. Relationships first

1. Overcome any fear of reaching out to people.
2. Get to know your neighbors.
3. County party to provide a list of registered voters.
4. Build a network of Republicans in your precinct.
5. Contact every registered Republican in your precinct.
6. Be quick to listen, slow to speak.
7. Be honest and transparent.
8. Be informational.
9. Extend a personal invite to Republican-sponsored events.
10. Learn what their hot-button issues are.
11. Provide opportunities for them to volunteer.
12. Be respectful of their time.
13. Be prudent.
14. Be yourself.
15. Be responsive and responsible.
16. Initiate an Impact Committee.

ii. Ultimate focus

1. Gaining majority of votes for their Republican candidates.
2. Winning elections.
3. Build a ready-made team of volunteers for candidates.

iii. Precinct Impact

1. Impact Committee

a. Mission

- i. To grow and strengthen the Republican base and develop relationships in their precinct to provide training, education, local outreach and a channel of opportunity for other Republicans to get involved in the party process.

b. Objective

- i. Grow the size of activist participation in their precinct.
- ii. Accomplish educating people on process.
- iii. Provide hands-on training.
- iv. Provide a ready-made group of supporters for candidates.
- v. Provide greater campaign assistance to candidates.
- vi. Increase voter registration inside the precinct.
- vii. Work to get signs in more yards.

- viii. Increase participation in the caucuses.
- ix. Increase ease of finding caucus locations.
- x. Create a simpler process for finding caucus assistance
- xi. Increase participation of Republicans as delegates.
- xii. Elect the Republicans on their ballot.
- xiii. Increase donations for local candidates.

c. Process

- i. There shall be two precinct chairs representative of the county party.
- ii. Each precinct will be divided into two areas.
- iii. Each precinct chair will be responsible for ensuring that their respective area is being engaged.
- iv. Precinct chairs shall recruit Block Captains.
 - 1. The number of Block Captains will vary in each precinct.
 - 2. The Block Captain is a volunteer, specially designed to assist the Precinct Chair in accomplishing the regular tasks of the party objectives and is officially considered part of the Precinct Committee.
 - 3. Block Captains are the cornerstones for precinct relationships. It's all about relationships!
 - 4. A Block captain shall have a range of 50 to 75 registered Republicans in their "Block."
 - 5. Block captains are encouraged to attend county Central Committee meetings as a non-voting guest.
 - 6. Block Captains shall help distribute information to their assigned group and assist in getting out information on events and other happenings.
 - 7. Block Captains will help in precinct outreach — the work of encouraging other folks to register as Republicans.
 - 8. Block Captains may assist in gathering help in door knocking and phone banking.
- v. Precinct Captains shall hold a minimum of one precinct business meeting per quarter, annum.
 - 1. These meetings are to be opportunities for precinct leaders to come together and communicate how things are going. The Precinct Captain shall preside at this meeting and come prepared with an agenda to discuss.

2. This meeting may be used to provide education and training, though education and training may happen at other occasions as well.
- vi. Precinct Captains shall provide education and training opportunities
 1. At least one time every two months, the Precinct Captain shall provide an educational or training opportunity for the Republicans in their precinct.
 2. Precinct Captains may elect to provide an additional learning opportunity for other non-registered folks in their precinct who may become a registered Republican.
- vii. Precinct Captains shall host a monthly Republican gathering.
 1. This is designed to be a low-cost or no-cost gathering. The purpose is to mingle and get to know other Republicans in the precinct. This is where the real strength of our party will be built.
 - a. These gatherings could happen at a local park, restaurant or a home.
 2. These gatherings are not intended to be business meetings, though information may be given briefly.
 3. Liberty is given to the precinct leaders to determine how this event is conducted, but it's crucial that the gathering is informal and inviting.
 4. Local candidates and legislators are encouraged to attend.
- viii. Precinct captains shall attend their CC meetings and provide a written update of progress in their precincts.
 1. The County Chair may or may not elect to have certain Precinct Captains give a verbal report.
 2. The report should include activity taking place inside the precinct.
 - a. This is a way to be an encouragement to others at the CC meeting and to form a chain of natural accountability.
 3. All precinct reports shall become official documentation of the county party and retained in a private location at the central office of the organization.

- d. Implementation and Accountability
 - i. County leadership will need to make Precinct Impact Committees a priority
 - 1. Determined by placing it on an official agenda, have a motion made, a second and a unanimous vote by the Central Committee.
 - ii. Each precinct needs at least one Precinct Chair (Captain)
 - 1. Ideally have both Precinct Chairs in place.
 - iii. Provide a detailed description of the role and responsibility of the Precinct Captains.
 - iv. Provide County training on how and what to do to be effective.
 - v. Provide the Precinct Chairs with information
 - 1. A list of registered voters.
 - vi. The County Chair shall be responsible to ensure the duties of the Precinct Captains are being properly carried out.
 - vii. County parties may elect to also have House District Chairs to help oversee the Precinct activities.

Precincts and the precinct chairs are the lifeblood of the party and ultimately our success. This is where the real work of the organization happens. The precinct is where most people who become more actively involved in the party or running for office begins. I believe that success at the precinct level is the catalyst to ultimate victory in the Republican Party of Iowa. I believe that the National Committeeman should play a vital role in helping make sure our party is as successful as it can be. There are 1,678 precincts in Iowa. As your National Committeeman, I will make it my goal to help ensure that every county and their precincts are being well supported.

‘It’s the little details that are vital; little things make big things happen!’

The Four Pillars: symbols of strength.

1. Mobilization

Bringing Iowa Republicans together, ready to take action. Mobilization is an action word. In my plan, it describes the process of assembling and making ready the greatest number of volunteers as possible in every precinct in the state.

The goal is to produce a ready-made army of activists. This will allow our party to provide instant help to Republican candidates. One of the most consistent problems for county organizations is volunteer help. This often creates a problem in raising funds to operate a successful process and assist Republican candidates. By creating an initiative to work through “precinct impact committees” to mobilize the Republicans in each neighborhood, we will dramatically minimize the problem of hands-on-deck. This will make every volunteer’s task easier because the heavy weight of the work will be spread to a greater number of people.

In turn, this will build a desire for other conservative independent voters to strongly consider registering as a Republican. There are many likeminded folks out there who would register as Republicans if we’d just start actively asking and produce good, visible results. Through this, we may even see a few Democrats converted!

2. Integration

Better connecting Republicans across Iowa is the second pillar of our strength. This is the process of connecting people from diverse backgrounds to a common purpose of principles and election processes. It includes improved methods of using the latest technologies and resources to simplify the process of doing Republican business and electing Republicans.

The two benefits of integration are clarity and community. When effective integration has been accomplished, it brings together multiple smaller components into a single larger organization that functions as one. When integration is not properly accomplished, there is confusion and dissention in the ranks. For Republicans in Iowa to obtain ultimate victory, integration must be a pillar of focus.

3. Cooperation

This is the process of forging lasting relationships among Republican leadership and grassroots Republicans. It comprises all of us (individuals and groups) working together toward a common goal and communicating effectively.

Cooperation in the Republican Party means successfully implementing a well-organized process that leads to the election of Republican candidates. Cooperation is a pillar of strength for the Republican Party when it is being done well. Woven into the material of this pillar is genuine empathy: listening, and being supportive, considerate, respectful and service oriented. Cooperation is vital to the success of our party and our Republic.

4. Education

Providing learning opportunities and well-informed reports to Iowa Republicans. Education is simply the process of acquiring knowledge. But it is among the greatest of factors in people gaining confidence in their ability to succeed, to accomplish ultimate victory. Training is required for successful education, as is application — teaching people how to practically utilize their education.

Knowledge without application or implementation is useless. As it stands now, the Republican Party in Iowa is not doing a good job at being a source of education for Iowa Republicans. It’s time to change that. This fourth pillar of strength is among the most critical pillars. If the party expects to have a strong and lasting impact upon people in Iowa, It must begin rooting out personality politics and promoting the ideals of politics according to principle.

There are many branches of education that need to be improved or initiated throughout our state. Here's an example: I had a conversation with a legislator over coffee and I expressed that I am a proponent of term limits. This particular legislator was opposed to term limits. When I inquired as to the reason, the legislator replied that we need to make sure we have legislators who have experience and know-how on running day-to-day business at the capitol. If you think about it, that makes sense. We do not want a large number of legislators entering the halls of the Capitol confused on what they should be doing.

That conversation made me realize that rather than focusing on term limits, we should be discussing the reasons why we send Republican legislators to the capitol who have not been well trained and educated in advance! Every freshman legislator should enter the Capitol fully trained and equipped to do the job! I see it as the responsibility of the Republican Party to ensure that happens. In my estimation, the National Committeeman is part of the leadership team responsible for ensuring that candidates and newly elected Republicans are being educated about what to expect on day one at the Capitol.

The idea for education goes much further. How about providing ongoing education for anyone who wants to participate in getting a deeper understanding about rules, committees, platforms, conventions and caucuses? What about providing training for folks who are new precinct captains, secretaries, treasurers, chairs, co-chairs? Do they understand the U.S. and Iowa Constitutions? We have a fundamental value system driven by constitutional principles. I would like to see our party double-down on providing education on what it means to be Republican. There is no question in my mind that we should be teaching existing registered Republicans about constitutionalism and capitalism. We should be providing classes on the history of the Republican Party — how it came about and who its influential members are. Honestly, the list goes on!

And how about our National Committeeman? It is unfortunate that many active Republicans would have a difficult time articulating what a National Committeeman should be doing. As Iowa's National Committeeman, I will make it a priority to open a channel for Republicans to not only learn more about the role of the National Committeeman and the RNC, but to become an active part of what they do.

Indeed, we have a long way to go in better educating and training. But I am convinced that education and training is going to be one of the most critical steps we can take over the next four years toward a stronger Republican Party.

The Next Four Years

The next four years are critical years in Iowa. Our future will rest on what we choose to do to produce effective results. Focused performance on the fundamentals of organization growth is vital to ultimate victory in Iowa. Iowa needs a National Committeeman who will infuse the kind of work that gets results, not one who merely rests on what was done in years past.

The routine duties I will fulfill at the RNC level as National Committeeman are serving a four-year term of representing Iowa republicans to the National Party, including serving on appointed committees, helping secure a location for our national convention, working diligently to procure an excellent

platform, assisting in a successful caucus-to-convention process, working to acquire candidates in vacant spots and doggedly securing Iowa's continuation as the First in the Nation Caucuses.

Additionally, the National Committeeman serves on the State Central Committee, being mutually responsible for the process, implementation and outcome of the results inside the Republican Party of Iowa. My skills and experience will enable me to excel at this position. Iowa Republicans and their success will be my primary focus.

Therefore, I submit that these are among the results I will help produce in Iowa over the next four years (not necessarily in this order):

1. Provide electoral victory for President Trump in Iowa.
2. Deliver a re-election win for Joni Ernst.
3. Win back at least two Congressional seats in D.C.
4. Keep Iowa First in the Nation for caucuses.
5. Provide Iowa Republicans with an Attorney General candidate.
6. Find and equip Republicans to run in races where the Democrat is uncontested.
7. Increase the number of current registered Republican volunteers in Iowa.
8. Increase the number of total registered Republican voters.
9. Improve the overall effectiveness of precinct captains across the state.
10. Improve the quality of how we integrate people and technologies.
11. Create a specific channel of communication for county leadership to more effectively communicate among one-another and to state and national leadership.
12. Initiate a new statewide education program that provides opportunity for empowerment to every Republican in the state.
13. Increase the number of Democrats who will vacate the Democrat Party and join ours.
14. Maintain and improve our platform unto strict Constitutional standards.
15. Improve the level of training for the caucuses.
16. Increase the number of participation in the caucuses.
17. Be a huge proponent for Life!
18. Make sure we remain a party who will protect your liberties.
19. Remain rock solid on protecting your Second Amendment rights.
20. Promote pro-family legislation.
21. Be a catalyst for innovation.
22. Improve the measure of respect toward the Republican Party.
23. Inspire at least one Iowan to consider a run for President of the USA one day!

It is my hope we can work together to accomplish these objectives. As your new National Committeeman, it will remain my daily commitment to serve you and all Iowa Republicans with dignity and respect.

Sincerely,

Dave Dicks
Candidate for Iowa National Committeeman