



Georgia's Historic Night

2009-2010 Election Cycle Recap

A Behind the Scenes Synopsis on the Impact of the GAGOP



Sue P. Everhart, Chairman



Dear Friends,

Your support of the Georgia Republican Party (GAGOP) during the 2010 election cycle helped us make unprecedented gains in our state. On November 2nd, 2010 we were able to add a Republican to our Congressional Delegation, retain the Governor's Office, elect Republicans to every Constitutional Office, and grow our Republican majorities in the Georgia General Assembly.

The GAGOP's many accomplishments are chronicled throughout this brochure. My hope is that this publication can be used in the future as a resource and example of the planning and strategic efforts that enabled the GAGOP to have a maximum impact during this election cycle.

I've often been asked why individuals should support the GAGOP when they can just give to candidates directly. The answer is clear: the GAGOP is the only organization in the state solely dedicated to electing Republican candidates from the top of the ticket to the bottom. The GAGOP made a significant impact on the outcome of the November elections and I believe it merits your future support.

During the 2010 election cycle, the GAGOP used your donations to send 135 multi-candidate mail pieces to hundreds of thousands of Georgia voters; purchase 34 multi-candidate television advertisements; train 250 grassroots volunteers at the GAGOP Republican Round-Up; deploy nine grassroots regional directors across Georgia; modernize our technology infrastructure; and improve our social media and video capabilities.

I am pleased that all of our hard work paid off with sweeping victories across Georgia. The historic gains included re-electing U.S. Senator Johnny Isakson; retaining the Governor's Office by elecing Nathan Deal; electing the first Republican Commissioners of Agriculture and Labor; and adding countless new Republican County Commissioners, school board members and many other local elected officials.

All of this would have been impossible without the trail blazed by Governor Sonny Perdue during his eight years leading our state. As a pioneer of the new generation of Republican leadership in Georgia, he will be missed.

I am proud to say the Republican brand in Georgia continues to prove its strength. In the weeks following the General Election, eight Democratic State Representatives and one State Senator have joined the Republican Party. Now, the GAGOP is actively working with our county parties and locally-elected officials to facilitate the transition of even more conservative Democrats to the Republican Party.

Your generous donations of time and money to the GAGOP made all of these efforts possible. However, our sustained success will rely on your continued involvement with our Party. Thank you for all of your hard work and I hope we can rely on you as we prepare to elect a Republican President and grow Georgia's Republican majority in 2012.

Sincerely,

Sue P. Everhart, Chairman



Georgia is DEAL. REAL.



On January 10th, 2011, Nathan Deal was inaugurated as the 82nd Governor of Georgia. Governor Deal launched his bid for the office in May 2009 to a crowd of more than 500 supporters in his hometown of Gainesville. In one of the most competitive primaries in our state's history, Nathan Deal emerged as the Party's standard bearer out of a field of seven qualified Republicans.

The GAGOP refused to take a gubernatorial victory for granted. While Georgia continues to become a Republican stronghold, an economic crisis was at hand and redistricting was looming on the horizon in 2011. As the premier race in 2010, the Georgia Republican Party staged a full-support campaign, including direct mail, television ads, volunteer phone calls, and microtargeting. In total, the GAGOP spent over two million dollars to ensure that Nathan Deal would emerge as only the second Republican to be elected Governor in Georgia since Reconstruction.

GEORGIA FAMILIES ARE STRUGGLING.

With high unemployment and a very tough economy, we're all having to tighten our belta. We need to a leader who can spur job creation and help kick-start our economy.

Nathan Deat has a detailed, proven plan — Heal Prosperty — to bring new jobs to Georgia. Through a contention of outing laxes and burdencome red hape, we can help make Georgia a place where business threes.

The Tax Ecundation determined that Real Prosperity would engineer Georgia's business tax climate significantly. Nathar's plan will deliver better jobs, a stronger economy and truly move us forward. And that means a botter this for all our formities.

> THIS TUESDAY, YOUR GUN RIGHTS ARE AT STAKE.

Taught to fire a weapon by an Army trill instructor Nathan Deal has exmed a Lifetime "A" Rating from the NRA.

An Governor, Nathan Deal will take on Obarna, Policel, Barnes, and anyone site who intringee upon the 2nd Amendment Rights.

ON TUESDAY, VOTE FOR THE CANDIDATE YOU KNOW WILL PROTECT OUR GUN RIGHTS.

OTE NATHAN DEAL FOR GOVERNOR

REAL JOBS. TAX RELIEF FOR OUR FAMILIES.

A GREAT EDUCATION IS THE KEY TO THEIR DREAMS.



Everywhere you look, hardworking Georgia families are struggling. With unemployment at 10 percent, Georgians are desperate for high-quality jobs.

Only Nathan Deal has a detailed, specific plan to bring new jobs to our state in order to put Georgia back to work.

Nathan's plan, "Real Prosperity," focuses on tax cuts for families and small businesses and gets our economy pointed in the right direction.

The "Head Phospecify" gear code bases for small locarisesses. And it includes for therearies and costly requisitions on annal fouriess, so these angines of pills interest can focus on pulling Georgians basis to work.

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DOWNLOAD THE FULL PLAN AT DEALFORGOVERNOR.COM



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And Ray Terrers Tablet To make the grade as Georgia fail to faint on-the earlies status in SAT scores.

Sue P. Everhart, Chairman Astounding Victories, Historic Gains

U.S. Senator Johnny Isakson has been a fundamental part of building the Republican majority in Georgia. Prior to serving as a U.S. Congressman and then a Senator, Isakson served in the minority leadership of both houses of the Georgia General Assembly. Senator Isakson's re-election campaign and his margin of victory proved him to be one of the most beloved public figures in Georgia history. Georgians cast the most votes for a single candidate in the state's history during a non-Presidential General Election for Senator Isakson with 1,489,904. Senator Isakson won his second term with an impressive 58% of the vote.



For the first time in modern history, Republicans swept all of Georgia's statewide elected offices.

The Republican sweep on November 2nd, 2010 was a landmark achievement for a state that was not-toodistantly considered to be solidly blue. Nathan Deal, Casey Cagle, Brian Kemp, Sam Olens, John Barge, Ralph Hudgens, Gary Black, Mark Butler, and Tim Echols made up the victorious statewide Republican ticket. Winning by an average of 331,942 votes, this election was certainly a mandate. In fact, Gary Black won 131 of the 159 counties in his bid to be Georgia's first Republican Commissioner of Agriculture. And, in his first bid for statewide office, Mark Butler became the state's first elected Republican Labor Commissioner, garnering the largest margin of victory in the race since Republicans began consistently fielding candidates in 1994.

Building our majorities in the Georgia General Assembly

The Georgia Republican Senate Caucus successfully defended all of the Republican-held seats and increased its majority to 36 out of the 56 total members.

In Georgia Senate races, voters chose Republicans over Democrats by a 570,332 vote margin (1,417,304 to 846,972). In Georgia House races, the vote margin was 436,851 (1,323,754 to 886,903).

Speaker David Ralston and the Georgia House Republican Caucus reached an historic Republican majority when three additional members were elected to represent formerly Democratic-held districts.



The Pundits Didn't Expect Us to Win Eighth Congressional District



Austin Scott-52.7% Jim Marshall-47.3%

Republicans have targeted Georgia's Eighth Congressional District since Jim Marshall first won the seat in 2002. Formerly an Airborne Ranger and the Mayor of Macon, Marshall possessed high name identification and a substantial war chest. Many seasoned experts predicted a substantial Marshall victory as late as April 2010.

After being recruited by the GAGOP for this race, State Representative Austin Scott waged an aggressive campaign by building an impressive ground-game in combination with a strategic media effort. His campaign focused on Marshall's support of Speaker Nancy Pelosi and the need to get the economy moving again. On Election Night, Scott beat Marshall by over 10,000 votes and carried 17 of the 21 counties in the district. Already making an impact in Washington, Scott was elected as the President of the freshman class of the 112th U.S. Congress.





Sam Teasley-56.8% Pat Dooley-43.2%

State House District 38

In 2008, Democrat Pat Dooley returned to the Georgia House by receiving 8,448 out of 16,412 votes cast in her election. When Sam Teasley entered the race, he was taking on one of Georgia's Democratic stalwarts.

Sam combined a proven commitment to his community with a straightforward and trustworthy reputation to mount one of the most aggressive campaigns in 2010. During the campaign, Teasley personally knocked on over 4,000 doors. After an impressive win, Representative Teasley is now one of the rising stars in the Georgia General Assembly this legislative session.





Matt Hatchett-54.7% Pablo Santamaria-45.3%

State House District 143

Since 1983, Democratic House Minority Leader Dubose Porter has represented House District 143. In one of the most surprising House races this fall, well-known businessman Matt Hatchett ran as a Republican. A native of Laurens County, Hatchett had established a reputation for consensus building while serving on the Dublin City Council since 1999.

On Election Night, Hachett stunned the pundits and won by 1,307 votes (54.7 percent). When 2011-2012 legislative session began, House District 143 was represented by a Republican for the first time since Reconstruction.





Georgia Republican Party

Sue P. Everhart, Chairman

Laying the Groundwork for Victory: The Partnership of the GAGOP and its Grassroots Network

Georgia's Republican victories did not occur in a vacuum. In 2009, the GAGOP began implementing a strategic plan that resulted in the historic outcome of November 2nd, 2010. Nine GAGOP field staff members were dedicated to organizing volunteers and GOTV efforts in offices across the state. Our successes were a direct result of the hard and focused work of our grassroots partners across Georgia.



134 county parties and 13 congressional district committees partnered with the GAGOP on community outreach programs that encouraged voter participation. Through great teamwork, the GAGOP was able to facilitate the efforts of the grassroots network across Georgia. Together, we were able to execute the following landmark efforts:

- 24 cities visited on the "Real Jobs for Georgia Bus Tour"
- More than 20,000 voters engaged through 19 surveys
- More than 100,000 yard signs distributed to the attendees of the "Kick-off to Victory Rally"
- 250,000 door hangers distributed door-to-door, directly to candidates and to potential Republican voters at craft shows, fairs, football games and festivals
- More than 700,000 volunteer phone calls placed
- More than 5,000,000 direct voter contacts through mailers and autodialing technology
- In total, more than \$5,000,000 was spent towards the unprecedented Republican victories on November 2nd





Boots on the Ground: The Impact of Republican Outreach

- Made over 250,000 phone calls for Republican candidates statewide
- Volunteered countless hours in every statewide candidate's office
- Conducted door-to-door canvassing in all 13 Congressional Districts
- Conducted campaign bus tours throughout the Second and the Eighth Congressional Districts

Chairman, Suzi Voyles

- Hosted fundraisers for candidates and raised over \$10,000
- Every statewide candidate benefited from GYR grassroots support
- Logged countless hours manning local and statewide candidate phone banks
- Hundreds of miles were walked going door-to-door for candidates
- 18 Young Republicans were elected or re-elected to office





- Assisted with the packaging and distribution of over 200,000 direct mailers for key Congressional races
- Placed over 20,000 phone calls for Republican candidates statewide
- Mobilized 30 chapters statewide for volunteerism through distributing signs, knocking doors, and handing out push cards
- Sponsored numerous local candidate debates

Chairman, Mark Pettitt

- Finished first in the nation for total campaign hours catalogued on behalf of GOP candidates in the midterm election
- Completed 7,000 hours of volunteer work
- Organized 10 express trips featuring statewide GOP candidates
- Arranged comprehensive get-out-the-vote efforts, phone banks, precinct walks and voter-registration drives across the state



Chairman, Andrew Laarhoven

In addition to the above listed auxiliary organizations as defined by the RNC, we would like to commend the following organizations for their tremendous help in achieving the historic victories of 2010:

GAGOP Executive Committee GAGOP State Committee GAGOP District Chairmen GAGOP County Chairmen GAGOP Coalitions, Chairman Vicki Willard Georgia Black Republican Council, Chairman Michael McNeely Educators Coalition, Chairman Dr. Sandra Thompson Veterans Coalition, Chairmen The Honorable John Douglas & The Honorable Melvin Everson Senior Network Coalition, Chairman Linton Broome Latino Coalition, Chairman Alfredo Ortiz Asian-American Coalition, Chairman Sunny Park & our Tea Party partners all across the state



Sue P. Everhart, Chairman

Firing Up the Troops: Strengthening and Educating our Grassroots

Republican Round-Up

In an effort to ensure the utmost preparation for the General Election, the Georgia Republican Party trained over 250 grassroots activists and candidates at this weekend-long event in May of 2010. Attendees learned how to best utilize new media, coalitions, grassroots organizations and Voter Vault. Candidates also learned about advertising, media relations and legal compliance. Instructors included seasoned political consultants and members of the Republican National Committee's staff.



In addition to the training classes, the Republican Round-Up included a dinner featuring Republican National Committee Chairman Michael Steele and a breakfast with former Presidential Advisor Karl Rove.

Small Business Town Hall Meeting

The Georgia Republican Party partnered with the Republican National Committee to sponsor a Small Business Town Hall Meeting. Then-candidates Gary Black, Mark Butler, John Barge and Mike Keown answered questions regarding government policies that affect small businesses.

The moderators for the event included GAGOP Coalitions Chairman Vicki Willard, Senate Economic Development Committee Chairman Chip Pearson, and the Metro Atlanta Chamber's Small Business Growth Council Vice President Pat Gartland.

The purpose of the event was to raise awareness of the relationship between economic development and legislation. Over 150 Georgia small business owners and employees were in attendance.







Kick-Off to Victory Rally

In an effort to effectively distribute candidate yard signs to every corner of the state, the GAGOP held a "Kick-off to Victory Rally" in September. Over 100,000 yard signs were distributed by the GAGOP to county and district chairmen, state committee members and grassroots activists at the rally held in Gwinnett.

The GAGOP carefully allotted each area of the state a specific number of signs according to population density. The goal was to maximize the impact of each sign that was dispersed.

With many of the candidates present to give rousing speeches to the crowd, this event served as the true kick-off to an allout campaign season.

Real Jobs for Georgia Bus Tour

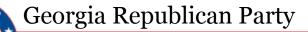


The "Real Jobs for Georgia Bus Tour" served as the final push for statewide exposure of the Republican ticket. With an emphasis on job creation and economic development, over 20 candidates including Senator Johnny Isakson and Nathan Deal visited 24 Georgia cities during the five day tour.

Sponsored by the Georgia Republican Party, the bus tour gave federal and state candidates an opportunity to meet face-to-face with Georgia voters in some of the critical last days of the campaign.



Marietta • Cartersville • Dalton • Rome • Cedartown • Dallas • Carrollton • Newnan • Columbus • Savannah • Statesboro • Augusta • Jesup • Baxley • Waycross • Tifton • Moultrie • Thomasville • Blakely • Albany • Warner Robins • Greensboro • Watkinsville • Duluth





Georgia Victory 2010 Co-Chairmen Lt. Governor Casey Cagle, Commissioner Craig Lesser, Kelly Loeffler & Speaker David Ralston

The Georgia Victory 2010 Co-Chairmen, along with Finance Chairman Randy Evans and the Victory Committee members helped to raise the dollars necessary for a sweeping Republican victory in Georgia.

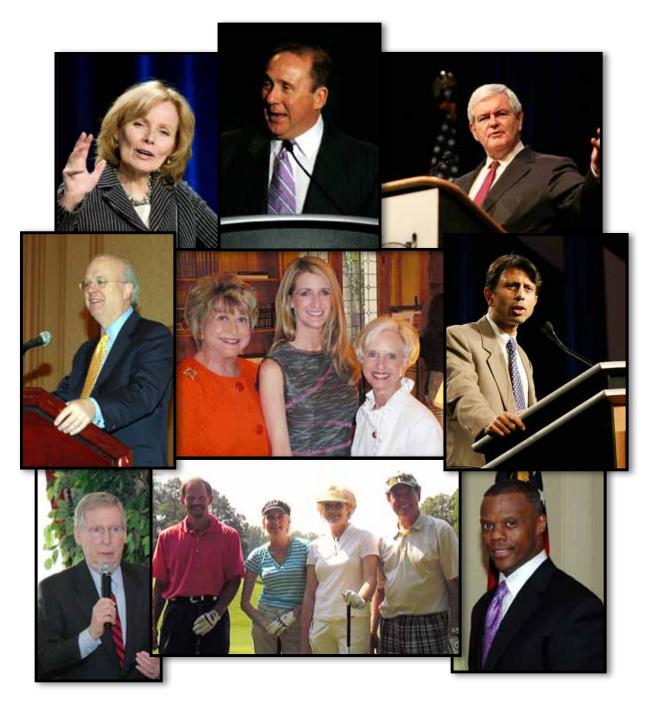
With their help, the Georgia Republican Party was able to spend over five million dollars in targeted voter outreach. These programs, funded largely by Georgia Victory dollars, proved to be an invaluable part of Georgia Republicans' huge wins across the state.

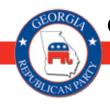
Thanks to the efforts of Georgia Victory 2010, Georgia Republicans are now able to operate from a position of strength in this pivotal time in our state and our nation. United in the opportunity to drive economic recovery and transform government for the benefit of its constituents, these victories will enable fundamental reform.

For more information about the accomplishments of Georgia Victory 2010 or to learn more about opportunities to contribute to the Georgia Republican Party, please contact our Finance Department at 404.257.5559.



Thanks to the tremendous efforts of our Georgia Victory 2010 team we were able to fully fund and execute a winning strategy in 2010. The Georgia Republican Party was honored to host many exciting events throughout the election cycle. Some of our distinguished guests included: Governor Bobby Jindal, Speaker Newt Gingrich, Karl Rove, Senate Leader Mitch McConnell, Congressman J.C. Watts, Michael Reagan, & Peggy Noonan, to name a few.





Georgia Republican Party

Sue P. Everhart, Chairman



"We saw the importance of social media in the 2008 election when Republicans were too late to take advantage," said Chairman Sue Everhart. "We wanted to connect with voters early and inspire them to stay active throughout the election cycle."

21st Century Politics: Technology & the Social Media Effect

Since the beginning of 2009, the GAGOP's IT system has evolved from mismatched and aging pieces to a sleek and unified system. Dell and Cisco components were chosen for their reliability, sturdiness, and reputation. Storage, network, processor, and memory capacities were all upgraded. The phone system, which was aged well past 14 years, was replaced with a VOIP system that allows for future expansion. The core equipment was moved to a co-location facility and plugged into a fiber backbone that allows for significant traffic. The GAGOP now has a top-of-the-line IT infrastructure.

The Georgia Republican Party implemented an aggressive social media and technology strategy across multiple platforms. Efforts included a redesigned, interactive website; frequent postings on Twitter and Facebook; a site dedicated to documenting Democratic gubernatorial candidate Roy Barnes; and an innovative newsletter featuring elected officials and grassroots groups that was distributed to over 150,000 Georgians.

The Georgia Republican Party met and exceeded its goals, increasing support in its online communities by over 500 percent. In fact, in July of 2010 the GAGOP website was the most visited state committee site in the U.S. and our Twitter account pulled in the most new followers in October of 2010.



Direct Mail: Establishing the Message

The Georgia Republican Party engaged in an active voter outreach campaign that ensured every potential Republican voter in the state received multiple contacts regarding our candidates as well as reminders to vote. Political mail pieces, absentee ballot request forms, and reminders to return absentee ballots were all used as part of the GAGOP's direct mail initiative.

Utilizing mail coupled with television, radio, telephone, and volunteer contact the GAGOP reached targeted Republican voters an average of eight times before the November 2nd election. Through a sophisticated micro-targeting effort, the GAGOP was able to focus its resources in key areas and to specific demographic groups. These efforts drove candidate name ID, issue awareness, and helped voter turnout reach the level needed to secure the sweeping Republican wins.





bama. ack Lance.

Barnes.



Sue P. Everhart, Chairman

Supporting Republicans from the Top of the Ticket to the Bottom

Below you will find the current number of Republicans holding federal, state and county offices in Georgia at the time of this publication in January of 2011. However, with an increasing number of Democratic elected officials finding that their Southern, conservative beliefs better align them with the Republican Party, we expect these numbers to grow.

Congressional Delegation Statewide Elected Officials Congressman Jack Kingston Governor Nathan Deal Congressman Lynn Westmoreland U.S. Senator Saxby Chambliss **Congressman Tom Price** U.S. Senator Johnny Isakson **Congressman Rob Woodall** Lt. Governor Casey Cagle **Congressman Austin Scott** Secretary of State Brian Kemp **Congressman Tom Graves** Attorney General Sam Olens **Congressman Paul Broun** State School Superintendent John Barge **Congressman Phil Gingrey** Commissioner of Insurance Ralph Hudgens **Commissioner of Agriculture Gary Black Georgia General Assembly** Commissioner of Labor Mark Butler Public Service Commissioner Chuck Eaton Georgia House of Representatives-Public Service Commissioner Tim Echols 114 Republican Members Public Service Commissioner Doug Everett Public Service Commissioner Lauren "Bubba" McDonald, Jr.

Public Service Commissioner Stan Wise

Georgia State Senate— 36 Republican Members

Local Elected Officials

64	County Commission Chairmen/ Sole Commissioners	52	Tax Commissioners
266	County Commissioners	31	Surveyors
53	Sheriffs	52	Coroners
224	School Board Members	25	Chief Magistrates
16	District Attorneys	25	Judges of Probate Court
41	Clerks of Superior Courts		

THE CURRENT TOTAL OF REPUBLICAN ELECTED OFFICIALS IN THE STATE OF GEORGIA IS 1022





General Counsel Anne Lewis

GAGOP Election Law Team: Ensuring Fair Elections

On Election Day 2010, dedicated GOP lawyers from around the state offered their time and talent to staff the GAGOP's Election Day legal operations. These lawyers, along with several law students and paralegals, worked from dawn to well past midnight on Election Day to ensure that elections were conducted fairly and that all eligible voters were allowed to vote.

Since its inception in the late 1990's, the Election Law Team (ELT) has grown tremendously in both size and scope. What started as a group of election lawyers willing to give many hours before, on and after Election Day, has grown into a diverse group of lawyers with all kinds of practices who are dedicated to fair elections, willing to learn about election law and then work on the hotline or in other election activities.

Beginning early last year, the State Party began recruiting volunteers, while members of the ELT were updating litigation documents that might be necessary on Election Day. The State Party continued to add to its litigation databank with documents created locally and by the RNC. As Election Day drew closer, the State Party and its General Counsel, Anne Lewis, participated in weekly calls with the RNC on legal issues related to Election Day.

In October, the leaders of the ELT trained the volunteers. The training included a basic primer on elections in Georgia, instruction on the common errors and resolution of those errors on Election Day and a discussion of the abnormalities that are not the result of error but of fraud. Members of the ELT learned how to handle calls on the hotline and how to deal with problems in the field, if the ELT member was working as a statewide or local poll watcher.

On Election Day, ELT members began arriving at the State Party headquarters before dawn and were manning the hotline by 7:00 am when the polls opened. The GAGOP provided a phone bank, laptops and all technology necessary for operation of the hotline, along with food and beverages for the volunteers. Volunteers received complaints and concerns via the hotline, email and text messaging. All of the contacts were logged and displayed on a running screen so that the volunteers could see the types of complaints coming in, the resolution of those complaints and which complaints were still open. Lawyers manned the hotline until the last poll closed in the state.

Following the poll closings, ELT members manned tabulation centers in various areas of the state, monitoring returns and observing the counting of absentee ballots. This group was led by Matt Mashburn, who stayed in the Second Congressional District until the wee hours of Wednesday morning.

Following Election Day, another group of the ELT worked on recount issues. This group compiled all the races in which a recount request was possible under the law, had regular contact with the parties involved and provided checklists for recounts to those who faced one.

Finally, the contests group of the ELT was ready to work on contests if any arose. This year, happily, the victories were decisive enough that the group ended up having no further work.

In early December, Chairman Sue Everhart hosted a lunch honoring the members of the ELT who contributed their expertise and time at no cost to the Party. Members were presented with certificates and enjoyed hearing from the newly-reelected Secretary of State and Chief Elections Officer, Brian Kemp.

Chairman Everhart again extends her thanks to all of the Election Law Team and extends special recognition to those who organized and managed the team: General Counsel Anne Lewis, Deputy General Counsel Stefan Passantino, Matt Mashburn, Ray Smith and Bryan Tyson. The ELT will be back in full force in 2012!

Georgia Republican Party

Sue P. Everhart Chairman

Kevin Harris Executive Director

Karen Hentschel Director of Accounting

Terrell Boone Accounting Assistant

> Whitney Gibbs Director of Communications

Mika Kawana Director of Finance

Anna Ford Deputy Director of Finance

Patrick Mayer Director of IT

Rick Richardson Special Assistant to the Chairman

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Georgia Republican Party

Sue P. Everhart, Chairman Final Analysis of the 2010 Elections



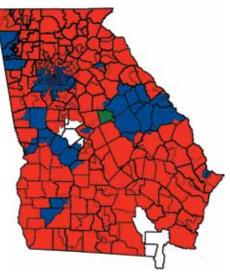
U.S. Senate Republicans hold both seats One seat defended in 2010



Georgia State Senate Republicans hold 36 of the 56 seats One seat gain in 2010



U.S. House of Representatives Republicans hold 8 of the 13 seats One seat gain in 2010



Georgia State House* Republicans hold 114 of the 180 seats Three seat gain in 2010 *Seats shown in white represent districts won by

*Seats shown in white represent districts won by Republicans but vacated after the November elections. A Special Election is set for February 15, 2011. Green represents an independent seat.

Paid for by the Georgia Republican Party Not authorized by any candidate or any candidate committee P.O. Box 550008– Atlanta, Georgia 30355 WWW.GAGOP.ORG – 404.257.5559 - 404.257.0779 (fax)