

8/21/2023

<<NAME>>

Monroe County Republican Committee Member

<<Mailing Address1>>

<<Mailing Address2>>

Dear <<FIRST NAME>>,

The Monroe County Republican Party is at a crossroads. As a Republican Committee Member, you will decide if we take the right path forward for our party. I am reaching out today to ask for your support, explain why I am running to serve as Chairman, and what we will do together if you honor me with your vote.

First it's important you understand I'm not running for Chairman to be something. I'm running to DO something ... and that is to REVERSE the decline of our Party and our County. We cannot allow ourselves to repeat the mistakes of the past and expect a different result. We need to start working harder and smarter if we are going to defeat the Democrats and restore Monroe County to greatness. As your Chairman, I will unite this party with new thinking, new organization, and new fundraising to ensure our victories:

1. **We need to fundraise, fundraise, and fundraise.** We are in the midst of campaigns for County Executive, the entirety of the County Legislature, Judicial races, and countless village and town elections. As your MCRC Executive Vice-Chair, I successfully raised over \$65k in my first two months, and as Brighton Town Leader I have raised over \$80,000 for our town races in just the last two years. I will put in the hard work fundraising to ensure we have the money to win these critical races while eliminating our party's remaining debt to build a robust foundation for our future.
2. **Reorganize our Party as a volunteer driven organization.** We must rebuild from the bottom up, utilizing the principles of Precinct Strategy first championed by Abraham Lincoln. It is time we recognize that the MCRC is no longer a downtown staff organization but is one driven by town, city, village, and campaign **volunteer** organizations. We must welcome, support, and empower our essential volunteers, not just ask them to pass petitions and attend a few fundraisers.
3. **We need to bring the Committee to the 21<sup>st</sup> century.** Technology has changed how campaigns should be run. Online presence, data management, digital communications, and online fundraising have all improved dramatically yet we don't use any of it in our party locally. My background in Technology and Telecommunications will allow us to expertly utilize all the tools available to us.
4. **One Party.** As Chairman, I will surround myself with the best and the brightest in our party to rebuild our team regardless of what faction of the party they find themselves in. We must recognize that we are no longer the majority party and use this recognition to unite our party and end the failed policies of the Democrats, and not waste time and energy fighting our fellow Republicans.
5. **Stay true to our Republican Principles.** We must deliver messaging loud and often that boldly and effectively explains to every voter why our conservative principles are the best way to establish and promote quality government that *works* for everyone in our community.

If you agree with me and share my direction for our party, please grace me with your vote at our upcoming reorganizational convention to be held in September. Please do not hesitate to call or email me directly with any questions you may have, or share your thoughts on how we best evolve.

Warm Regards,

## Pat J Reilly

Patrick Reilly

585-507-7251 – mobile / [Reilly960@yahoo.com](mailto:Reilly960@yahoo.com) - email