

BLUEPRINT FOR STARTING A CENTURY CLUB

STEP 1 - Develop a fund raising list. This could be a list you already have of volunteers and regular givers. It is important to add to this list any business and professional people in your county not already on your list. Check any list you can find from your Chamber of Commerce, business catalog, hospital (doctors), etc. against the voter vault to see which ones are Republicans and can be added to your fund raising list. Think of anyone who has been associated with your party in the past or present. You are looking for the big donors but people on your Central Committee and volunteers might join as well.

STEP 2 - Develop the letter to send to your fund raising list. This letter is asking people to contribute \$100 to join a Century Club (samples included). This letter should be sent around the middle of January. Then you can continue to collect for several months. After your initial mailing, if other good names come your way, send them the letter. Also, this letter should ideally be written by someone who will draw people into the party. In my county, former Governor Terry Branstad writes the letter. Maybe you have a popular state senator or representative. In the 4th district, Cong. Tom Latham will write a letter you can use. Also available will be letters from Cong. King, Cong. Nussle, Senator Lamberti, and Senator Grassley.

You should use a #10 envelope and a good quality paper when you print the letter. You might find someone to hand write the names and addresses on the envelopes. Make sure the chairman puts his or her return label on the envelope as well. A stamped, return envelope should be included with your letter. This should be a #9 envelope and be addressed to the person you want your responses to be mailed to.

STEP 3 - Response. We send out a letter immediately to each person who responds with a check (sample included). We thank them for joining and outline what they will receive as a member. In our county, they receive a certificate and (two) free tickets to two events we have during the year, one in June and one in November. What you do for your Century Club members can be adjusted according to what your county does each year. You could have a separate reception for them at your local country club with the person who wrote your original letter. You could give them pins instead of a certificate. Whatever works in your county.

STEP 4 - Follow up. We send out certificates and tickets (these are in the same envelope to save postage) in May for our first event. Later in the year we will send out tickets for the fall event.

NOTE: Enclosed you will find samples of the letters, certificate, etc. used in these steps. They are for guidance in writing your own letters, etc. Available also are computer files of the same things if this would be helpful to you.