

Dear County Leaders,

This packet has been put together to help you start a successful Century Club in your county. It contains step by step suggestions you can follow and also sample letters for each step.

I have put together this packet because we have a successful Century Club in Boone County for the second year in a row and I think that success can be duplicated in counties all around the state. Former Governor Branstad helped us get started and writes our initial letter that goes out in January. Since you don't have a Gov. Branstad, I have a letter for each district in the state from your Congressman or Senator Grassley that you can use as your initial letter. Having a Century Club in our county has not only turned around our finances, but I believe has also helped raise prestige for us in the county. It has drawn in many more people at all levels; those who will give and those who want to be involved because they see a successful organization.

This blueprint is what worked in Boone County. Your county may be bigger or smaller or slightly different. You should make any adjustments that you feel are necessary for success for your organization. The one component I think is the most important is the starting time. I believe that starting in January is the best time. People seem to be open during the spring months to think about politics. Maybe because those months are not as busy with other holidays. If you need any further help or instructions or if anything you read is not clear, please contact me. I wish you all the best as you begin this new endeavor.

Sincerely,

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State Central Committee
4th District
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