

FALL 2021



# Rockbridge Network

TOGETHER WE WIN.

# ROCKBRIDGE NETWORK

## WHO WE ARE

Our goal is to bring together investors who are dissatisfied with the status quo of politics and raise capital to fund projects that will disrupt but advance the Republican agenda. We are focused on supporting people and projects that can end the decline and revitalize our country.

## WHY ROCKBRIDGE NETWORK

It is now more clear than ever our American democracy is in danger. Politics is no longer about two sides of the aisle debating the issues, voting in elections and trusting the system. Democrats are becoming more and more progressive and will do whatever it takes to win elections at the local, state and national level. Meanwhile, Republicans have failed to recognize we are not even on the same playing field, let alone playing the same game.

For years we have trusted other entities to bring our Party together. However, they have failed because they have divided us more. It is time for a new network with achievable and tangible goals – not just one full of talking points and hollow promises. We need to show our side is organized and has the necessary institutional know-how and financial support, in order to have any shot at winning future elections.

## WHAT ROCKBRIDGE NETWORK DOES

The Right of Center coalition that can be an electoral majority lacks governing capacity to implement the agenda its supporters want enacted. Rockbridge exists to help achieve political victories, but also to build governing capacity that makes the country better and the political victories more durable.

We aim to build a political coalition that will win national elections with 55% of the popular vote. We can only do this by building infrastructure and pursuing projects that produce outsized returns on investment. One way to think of Rockbridge is as an investment manager, a kind of political venture capital firm. It is our job to leverage our investors' capital with the right political expertise to ensure results. We are pursuing political alpha.

The Rockbridge Network will replace the current Republican ecosystem of think tanks, media organizations and activist groups that have contributed to the Party's decline with better action-oriented, more effective people and institutions that are focused on winning.



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# ROCKBRIDGE NETWORK PROJECTS

## ROCKBRIDGE MEDIA PROJECT

**Problem:**

Conservative media is powerful but disorganized and lacks strategic messaging.

**Solution:**

The Rockbridge Media Project is building a new conservative ecosystem by sponsoring several initiatives: public relations and messaging, a rapid response communications team for conservative activists and leaders, funding of polling, sponsorship of area-specific coverage and influencer programs, investigative journalism, documentaries and other projects for cultural influence and renewal.

**2021 Budget: \$8 million**

## LAWFARE & STRATEGIC LITIGATION

**Problem:**

There are more than 650 public interest law firms in the United States, of which perhaps 10 are aligned with our beliefs. Conservative public interest law firms generally prefer to focus on narrow policy goals rather than disrupting the Democrats' control in the system and courts.

**Solution:**

Through Strategic Litigation, we will identify leverage points where the law allows us to hold bad actors, including the media, accountable.

**2021 Budget: \$3.75 million**

## ROCKBRIDGE TRANSITION PROJECT

**Problem:**

Winning elections is useless if unpreparedness, lack of expertise, and administrative state resistance prevent us from actually using power to effect real and meaningful change.

**Solution:**

The Rockbridge Transition Project will create a "government-in-waiting" with the people and the plans to staff the next Republican Administration. The goal is to be ready to govern effectively with conservative goals, from day one.

**2021 Budget: \$3 million**

## RED STATE PROJECT

**Problem:**

The left has invested heavily in state-level infrastructure to turn red states blue, such as "The Blueprint" in Colorado. Even when state-level conservative organizations exist and are strong, they are not coordinated.

**Solution:**

The Red State Project is building a centralized, organizing force in each state by hiring staff to coordinate like-minded groups to ensure we win.

**2021 Budget: \$6 - 8 million per state**



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# HOW ROCKBRIDGE IS WINNING

## RED STATE PROJECT ARIZONA, NEVADA & MICHIGAN CASE STUDY: ARIZONA

### COALITION BUILDING

Bringing together and coordinating the activities of the conservative coalition (life groups, Second Amendment groups, free enterprise, immigration, education choice and excellence, faith)

- Host monthly meetings
- Hired state political director
- Bring together grassroots coalitions across issues so that our groups work together on issues of mutual importance

### VOTER REGISTRATION

- Data work done: 260,000 potential conservative Republicans identified along with names, emails, phone numbers, and motivating issues
- Solicitation of these people for voter registration has begun: calls, texts, emails, mail, with in-person as the final step for those who did not register.
- Goal: 75,000 new Republicans

### VOTER IDENTIFICATION

- 543,000 Republicans voted in 2020 who were eligible to vote in 2018 but did not participate
- Contacted voters to identify why and what issues motivate them so that we can turn them out to vote in 2022
- Small increase changes elections - AZ is 34.7% GOP, 31.8% Democrat, 32.6% Unaffiliated
- Big Republican losses have been by small numbers: McSally lost by 56,000, Secretary of State by 20,000, Superintendent by 72,000. Doug Ducey won by nearly 200,000.
- Arizona is still a red-leaning state and is candidate specific so we need to turn out our voters

### REDISTRICTING

Efforts to influence the new Congressional maps are underway and are results are trending favorably.

- Drew and submitted maps to states that are under review of Redistricting Commission
- Currently in the process of lobbying Redistricting Commission



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