

# NFRW Youth Outreach

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Fostering a Multi-Generational Sisterhood



# Mission

*The NFRW Youth Outreach Committee is committed to recruiting and engaging young women across the Federation to ensure women of all ages are a part of the NFRW. Partnering with State Federation Presidents and Leadership, the NFRW Youth Outreach Committee works to usher in a new generation of conservative women to the NFRW.*



# Who We Are

- The NFRW Youth Outreach Committee consists of 5 members and over 30 Youth Outreach Liaisons Nationwide.
- The NFRW Youth Outreach Committee's Youth Outreach Liaison program is designed to:
  - Be the bridge between the committee and their State President;
  - Have liaisons provide feedback and to implement some of the strategies and tools the committee creates;
  - Help strengthen relationships between younger and older members.



# Understanding Young Women

- Meet young women where they are.
- Recognize women will come and go in the Federation.
- Young women are in different phases of life.
  - Some are moms.
  - Some have chosen to focus on careers.
- Stay connected even if they take a hiatus.
- Don't overwhelm.
  - Understand their capacity and how much time they can put in.
- Be willing to mentor.
  - Teach but don't preach.




# Digital Outreach

- Social media is the most cheap, reliable, and efficient means of communication.
- Follow-up from social media - i.e quick coffee date, invite to a casual lunch gathering with club membership or to a club event.
- Be sure to follow any local community mom groups, school discussions, or any community group which have women who want to be a part of a larger network.




# Engaging Content



## NFRW Youth Outreach

Young Women of the 118th Congress



Senator Britt - Rep. Letlow - Rep. Boebert - Rep. Luna  
Rep. Spartz - Rep. Cammack - Rep. Malliotakis  
Rep. Stefanik - Rep. Mace - Rep. Hinson



# Join the sisterhood

## NFRW Youth Outreach



# Engaging Young Women Through State Federation Leadership

- Consider adding a “Communications Director” position to your Executive Board in place of the common title of “Corresponding Secretary.”
  - “Communications Director” is a much more updated term for this day and age and provides more credibility to the organization for media, candidates and communications of any kind.
- Add appointed chair positions like “Social Media Director” or “Youth Outreach Liaison/Director” to your State Advisory Board.



## Engaging Young Women Through State Federation Leadership

- Jobs like “Newsletter Chair” or “Public Relations Chair” is a manageable way for them to get involved.
- Encourage young women to get involved in Club leadership.
  - Club leadership is a great stepping stone.
  - Allows them to be hands-on with events and engagement on a smaller scale.





# Grassroots

- Voter Targeting
  - Pulling a list of Republican Women under 45 who have voted in the last 2 election cycles and in both primaries.
    - A simple postcard or a text message can go a long way in informing these ladies that your local club exists.
  - “New Movers” - State Parties can request a list from the RNC of Republicans who recently moved to their state. Request that list from your state party, and reach out to the women on the list.



# Grassroots

- Elected Officials
  - Elected Officials - Reach out to staffers or interns.
  - Republican Caucuses
  - Legislative receptions during session are an opportunity to meet staffers, lobbyists, activists, etc. Be sure to get these on your calendar.



# Partnerships

- State Parties and Auxiliary Organizations
- Network of Enlightened Women (NEW) - [www.enlightenedwomen.org](http://www.enlightenedwomen.org)
- Young Republican National Federation - [www.yrnf.com](http://www.yrnf.com)
- College Republican National Committee - [www.crnc.org](http://www.crnc.org)
- Young America's Foundation - [www.yaf.org](http://www.yaf.org)
- Turning Point USA - [www.tpusa.com](http://www.tpusa.com)
- Run GenZ - [www.rungenz.com](http://www.rungenz.com)
- National Teen Age Republicans - [www.teenagerepublicans.org](http://www.teenagerepublicans.org)



# Faith-Based Partnerships

- Members should reach out to their Bible studies, churches, or temples to encourage membership to create a strong coalition.
- Youth groups and finding young moms who care deeply about quality education for their children.
- Moms and families of children in Catholic or religious schools can serve as a great opportunity in connecting the community for scholarship opportunities, meet and greets, or Bible studies.
- Finding the moms who left the public school system for a faith-based education can be a very effective approach to gaining members.



# Policies Important to Young Women

- **Economy:**
  - Inflation
  - High Taxes
- **Education:**
  - Curriculum Accountability
  - Leadership
  - Student Loan Forgiveness
- **Liberalism on Campus**
  - Censorship
  - Protecting Women's Sports



# Events with Young Women

- Evening Events
  - i.e. “Let’s Talk Politics” – 20-minute circuit of 3 speakers
  - Career/Job Talks
- Events geared to moms and their littles can provide a unique experience.
  - Saturday Mommy Lunches
  - Socials where littles can socialize while moms can talk politics. These can be at someone’s home, or in the spring, they can be outdoors (ie., someone’s patio/backyard).
- Happy Hours with Legislative Aides
  - Recruit the talent that works for your Republicans.



# Additional Resources

- Youth Outreach Guide
- One Pager: Beginner's Guide to Recruiting Young Women
- One Pager: Talking Points for Recruiting Young Women



Visit [www.nfrw.org/drl-youth](http://www.nfrw.org/drl-youth) for more information.

