



**2026 Michigan Republican Party Strategic Plan**  
**MAKE THE MICHIGAN REPUBLICAN PARTY GREAT AGAIN!**  
**Elect Republicans. Beat Democrats. Restore Michigan.**

**1. Mission Statement**

The mission of the Michigan Republican Party (MIGOP) is to elect Republicans and defeat Democrats at every level of government.

By adopting a professional, strategic, and data-driven approach, the MIGOP will:

- Build a strong, unified state party organization
- Expand Republican voter outreach and turnout
- Raise \$10 million to fund operations and campaigns
- Ensure election integrity and fight Democrat voter fraud
- Support candidates, grassroots organizations, and local party leaders

This is the roadmap to winning in 2026.

**2. MIGOP Organizational Structure & Leadership Development**

**A. Strengthening the State Committee & Party Infrastructure**

The MIGOP State Committee is the governing body responsible for party operations. Under new leadership, it will be restructured for maximum efficiency.

State Committee & Standing Committees:

- Issues Committee – Party issue engagement and platform resolutions strategy
- Policy Committee – Rules, conventions, and the Committee bylaws
- Budget Committee & Finance Chair – \$10M fundraising goal and donor outreach
- Communications & Messaging Committee – Media, rapid response, and party messaging
- Election Integrity & Legal Affairs Committee – Poll watching and legal protection
- Outreach & Coalition Building Committee – Faith-based, minority, and business outreach
- County & Local Development Committee – Resources for county parties and grassroots support
- Candidate Recruitment & Training Committee – Developing a strong Republican bench

**SMART Goal:** Ensure all committees are staffed with experienced leaders by Q2 2025 and meet with Chair quarterly to assess progress.



## B. Congressional District Leadership & County Party Strengthening

The 13 Congressional District Chairs and 83 County Party Chairs will receive:

- Monthly strategy calls with the State Chair
- A special committee to address Bylaw deficiencies
- Quarterly voter engagement targets tailored to each district
- Direct financial support for field programs and events

**SMART Goal:** Establish formal partnerships between county parties and grassroots organizations by Q3 2025 to coordinate GOTV efforts.

## C. Reinstating the County, District, and State Committee Binder Program

To ensure institutional memory and leadership continuity, every committee member will receive a MIGOP Field Guide Binder covering:

- Party by laws and rules
- Election procedures and convention guidelines
- Fundraising and event planning
- Voter contact and GOTV best practices
- Legal compliance and election integrity training

**SMART Goal:** Distribute all binders by Q3 2025 and provide monthly updates with new information.

## 3. Fundraising & Finance

Goal: Raise \$10 million for MIGOP operations and campaigns.

Key Fundraising Initiatives:

- Relaunch "Team Michigan"(major donor) and "Governor's Club" (small donor) programs to engage legacy donors
- Expand digital fundraising – Peer-to-peer apps and recurring small-dollar donations
- National donor outreach – Leverage Joe Cella's national network
- Target HENRYs (High Earners, Not Rich Yet)

**SMART Goal:** Secure \$10 million in donations by Q3 2026 through major donor outreach, digital platforms, and grassroots contributions.



#### 4. Political Strategy & Field Operations

Goal: Maximize Republican voter turnout and expand GOP outreach.

- Super Saturday Walk Days – Every Saturday from March 2026 to November 2026 focused on absentee ballot chasing and door-knocking across the state
- NEW Walk App Tech – Train 1,000+ volunteers to track voter engagement
- MIGOP Academy – Training programs for precinct captains, campaign managers, and volunteers
- Faith and Minority Outreach – Expand Republican footprint in blue-collar, faith-based, urban and ethnic minorities, and rural communities

**SMART Goal:** Engage 400,000 low-propensity Republican voters by October 2026 through direct voter contact programs.

#### 5. Communications & Media

Goal: Control the party narrative and expand Republican influence.

- Weekly press briefings and digital town halls with Republican leadership
- Rapid Response Team – Counter Democrat attacks within 2 hours
- Grassroots Media Coalition – Mobilize conservative influencers to amplify MIGOP messaging
- Launch MIGOP-TV

**SMART Goal:** Increase social media engagement by 200% and secure earned media coverage weekly.

#### 6. Election Integrity & Voter Protection

Goal: Ensure secure and fair elections in Michigan.

- Clean Up the Qualified Voter File (QVF) – Work with the legislature to remove ineligible voters from the voter rolls
- Recruit and train 5,000 election workers and poll watchers
- Legal Task Force – Challenge unconstitutional voting practices and hold Secretary of State Jocelyn Benson accountable
- 24/7 Election Day Voter Fraud Hotline

**SMART Goal:** Ensure every precinct in Michigan has GOP poll watchers and eliminate dead voters and duplicate registrations from the QVF by Q3 2026.



## 7. Candidate Recruitment & Training

Goal: Build a strong Republican candidate bench.

- Recruit 250+ candidates for state and local offices
- MIGOP Academy Candidate Training – Equip conservatives with campaign skills and resources
- Youth and College Outreach – Expand College Republican chapters

**SMART Goal:** Have a full slate of Republican candidates in all competitive districts by Q4 2025.

## 8. Outreach & Coalition Building

Goal: Expand the Republican base with strategic partnerships.

- Michigan Republican Prayer Breakfast – Unite religious conservatives
- Michigan Republican Economic Club – Engage business leaders
- Initiate Union and Amish Outreach – Recruit new voting blocs into the GOP coalition
- Build on President Trump's outreach to voters 30 and under including college students
- Scale outreach to African American, Middle Eastern, Hispanics and other ethnic and minority coalitions
- Quarterly Candidate Showcases – Connect candidates with voters

**SMART Goal:** Increase Republican registration by 10% in Democrat strongholds by Q4 2026.

## 9. Roadmap for Statewide Event Support & Coordination

Goal: Help every county host effective Republican events.

- Annual Statewide GOP Calendar – Organizing major events and fundraisers
- Speaker and Guest list support – High-profile conservatives available for events assist with surrogates
- Digital Event Kits – Pre-made invitations, flyers, and social media templates online to print

**SMART Goal:** Provide event planning resources to every county by Q3 2025.



## 10. Conclusion: A Blueprint for Victory in 2026

Our plan ensures the MIGOP is professionalized, well-funded, and fully engaged in winning elections.

MIGOP will:

- Strengthen state, district, and county leadership
- Raise \$10M for Republican campaigns
- Expand GOP voter outreach and turnout
- Protect election integrity and ballot security
- Build a new generation of conservative leaders

MIGOP will not just fight, but win.