



## 4<sup>th</sup> Quarter 2015 Report

### Summary

TFRO believes that more resources should be allocated by the RPT into an ongoing campaign to identify and engage independent conservative black voters and persuade them to vote in our primary.

In order to more effectively engage our targeted voter group, conservative African Americans, TFRO will make some changes.

### Conclusion

Our party has made little progress in increasing the number of black voters voting in our primary. Around the state, the percentage of participation in our primary election and the activities leading up to the primary, such as our precinct conventions, district conventions, and state conventions remain small.

### TFRO's Mission

Our mission is to "identify and engage conservative black voters and persuade them to vote for Republican candidates."

Since our targeted group is race-based and not gender or age-based, using the voter registration file to identify voters is useless since race is not listed on the voter file. Because of this issue, TFRO built and turned over to the RPT and RNC a voter database with a 90% accuracy probability.

The overwhelming majority of voters in the database (something like 90%) are independents --voters who do not vote in either party's Primary. Clearly, TFRO and the RPT need to rethink our strategy of engaging only primary voters, leading up to the Primary Election then excluding campaigning among black voters during the General Election based on an assumption that they will only vote for Democrat candidates in a General Election. This strategy has not worked, so we must engage conservative black independent voters if we are to grow our party.

### Voters For Prosperity

Last year, TFRO organized Voters for Prosperity to engage voters on issues important to them, such as education, jobs, the economy, and restoring the traditional family.



In the Fall of 2014, we held our first Prosperity Summit with nearly 100 delegates. Our keynote speaker was former RPT Chairman, Steve Munisteri.

### Pastors as Partners

Since TFRO has a long-standing relationship with pastors across Texas, many of the delegates who attended the summit were pastors. Over the last few months, we created a workshop series we are calling "**Gospelnomics**". We will convene them in various regions across Texas with the help of SREC members and County Chairs. The objective is to align the economic issues important to black voters with our Republican candidates leading up to the November Election. If you would like to help sponsor a **Gospelnomics** workshop in your county, please send an email to [info@tfro.net](mailto:info@tfro.net).

### TFRO and HERO

TFRO worked with the Baptist Ministers Alliance to secure speakers and distribute voter guides for the November 2015 Houston City Election as part of the campaign to defeat the Houston Equal Rights Ordinance. Without question, were it not for the commitment of black pastors and their ability to mobilize and get-out-the-vote in their congregations, HERO would be law in Houston today.

Bill Calhoun  
Chairman