



INDIANA GOP STAKEHOLDER REPORT



2017- 2020

Kyle Hupfer, Chairman

A NOTE FROM CHAIRMAN HUPFER

Dear Hoosier Republicans,

Together when we closed out the 2018 election, some said that Indiana Republicans had reached our apex. Of course, some said the same thing in 2016.

Mike Braun had just defeated Democrat Joe Donnelly in a nationally-targeted race, and our statewide team was just reelected. Democrats held no statewide office, and our winning was relegating them to a permanent minority status in the Indiana General Assembly.

They said Indiana Republicans couldn't go any further. They said we could only go down from there.

Well, with your support, and the support of thousands of Hoosier Republicans across the state, we proved that there's no limit to what we can achieve when we're the hardest working team, when we've got the best data, when we've got the financial support we need, when we've got the best message...and, of course, when we've got the best candidates.

In 2019, we won a record number of mayoral seats, flipping 19 seats and picking up mayor's offices in former Democrat strongholds like Muncie, Kokomo, Logansport and Michigan City. Today there are 71 Republican mayors serving cities across Indiana, 23 more than the Democrats.

And then through the challenges of 2020, we again rewrote the record book. Indiana was first on the board for President Trump and Vice President Pence. Governor Eric Holcomb won with the most votes ever cast for a governor in Indiana history. We elected Todd Rokita as Attorney General, Victoria Spartz in the 5th District in another nationally-targeted race, and our entire Republican congressional delegation. Indiana Republicans held our supermajority in the Indiana Senate and expanded it in the Indiana House. We won 1,330 of 1,509 county elected offices throughout the state – a staggering 88%!

Together as Hoosier Republicans, we are Indiana's Party of Purpose. That's because while together we've had this extraordinary success at the ballot box, we're grounded in strong policy and the mission of serving ALL Hoosiers and delivering great government service. As Governor Holcomb says, we're Building One Indiana for ALL.



And here at the Party, we continue that mission of building One Indiana for All. We are excited to officially launch the Indiana Republican Diversity Leadership Series, a training program focused on bringing more historically underrepresented communities into civic leadership within our Indiana Republican Party. We've recruited a world-class advisory council, an impressive inaugural class, and next year we'll see them in action.

Together as Indiana Republicans, we've come so far. We remember the days of Democrat-led debt and dysfunction just 16 short years ago, and we're working constantly to make sure Indiana never takes a trip back in time.

We've built a statewide political infrastructure – 92 counties wide – in every community of our state. We've elected leaders at all levels of government. And we're delivering results.

Through this stakeholder report, I wanted to share with you a few of our successes over the last few years, and more importantly, how we got there. It's our roadmap to success in 2018, 2019 and 2020 – and while some may say we've reached our apex, I know together using these strategies, even more winning lies ahead.

Kyle Hupfer
Chairman, Indiana Republican Party



POLITICAL DEPARTMENT: The Force Multiplier

When it comes to building the path to victory, the Indiana Republican political team has the strategy and the boots on the ground to reach the winning coalition of Hoosier voters where they are – earning every vote and victory on Election Night.

2017: Laying the Groundwork

There might not have been any Indiana elections in 2017, but your Indiana Republican Party didn't take the year off. Coming off of historic wins in 2016, we dived deep into strategic planning for the years ahead. To do that, we brought together Hoosier Republicans from varying backgrounds – elected officials, campaigns pros, party leaders, etc. – to review the party's work from top to bottom. Their comprehensive recommendations formed our strategic plan.

From there, we launched the 2018 field program in the summer of 2017 in conjunction with the Republican National Committee – earlier and with greater coordination than ever before in modern Indiana history.

2018: Flooding the Zone



U.S. SENATE

Mike Braun – 50.7%
Joe Donnelly – 44.8%



SEC. OF STATE

Connie Lawson – 56.2%
Jim Harper – 40.6%



AUDITOR

Tera Klutz – 55.5%
Joselyn Whitticker – 41%



TREASURER

Kelly Mitchell – 58.6%
John Aguilera – 41.4%

In 2018, Indiana Republicans didn't waste a moment. In conjunction with the Republican National Committee, we increased our on-the-ground staff to more than 30 field team members and 850 trained volunteers with 13 offices across the state. We also had more than 30 interns knocking doors and making phone calls during the summer – plus another 20 interns working in the final weeks of the fall campaign.

Together, with volunteers across the state, this team made over 2.5 million voter contacts!

And this work was strengthened with a stronger-than-ever data team. With the work of two full-time data employees and enhanced information compiled by the

Republican National Committee, our candidates and volunteers better reached voters through personalized lists.



The Right Track Results Tour

Our 2018 statewide team of Secretary of State Connie Lawson, Auditor Tera Klutz and Treasurer Kelly Mitchell has worked tirelessly to help keep Indiana on the right track, and the results show it. That's while Mike Braun was the candidate Hoosiers needed to send to Washington to help President Donald Trump get America back on the right track.

Naturally, this led us to brand the last month of the campaign the Right Track Results Tour, bringing all of our candidates under one, consistent message. The tour included a logo and signage at 30 stops in 29 counties across Indiana, while the brand maintained an online presence with the popular social media hashtag #RightTrackResults. The tour was heavily featured in media coverage, and was even mentioned by Vice President Mike Pence during the tour's kickoff rally!





Welcome to Indiana, President Trump!

In 2018, Indiana was the firewall for control of the U.S. Senate – making our state the epicenter of American politics. It drew President Trump and Vice President Pence to Indiana multiple times, including for four presidential rallies throughout the entire state.

- May 2018 – Elkhart
- August 2018 – Evansville
- November 2018 – Southport
- November 2018 – Fort Wayne

2019: Winning Locally

70 Mayors Elected Statewide



Just when we were told Indiana Republicans had reached our apex in 2018, we made history again, electing a record number of Republicans to mayor's offices across the state. We achieved these historic wins by investing over \$250,000 in local campaigns and recruiting and training grassroots volunteers. In conjunction with the mayoral campaigns, the state party mailed nearly half a million mail pieces to Hoosiers across the state.

And while local races are run locally, the Indiana Republican Party partnered with local campaigns on:

- Training
- Advising
- Data and targeting
- Phone and Door application
- Absentee Mail
- Absentee Push Calls
- Absentee Chase Calls
- Governor Endorsement Mailer
- Governor Endorsement Video
- Staff and Intern work
- Super Saturdays
- Door to Door Support
- Statewide Tour with Governor
- GOTV
- Phone Bank



2020: Making History Again



PRESIDENT

Trump/Pence - 57%
Biden/Harris - 41%



GOVERNOR

Holcomb/Crouch - 56.5%
Myers/Lawson - 32.1%



5th DISTRICT

Victoria Spartz - 50%
Christiana Hale - 45.9%



ATTORNEY GENERAL

Todd Rokita - 58.3%
Johnathan Weinzapfel - 41.7%

+ 88% of county elected offices!

This year, even as we tackled a global pandemic, Indiana Republicans had another record year – and that’s a credit to continued record-setting work from our political team. A field staff of 15 members statewide, alongside more than 700 volunteers, together made more than 5.5 million contacts to Hoosier voters.

2020 Voter Contact By the Numbers

Calls: 2.65 million

Doors: 829,000

Texts: 2 million



As a constant preacher and practitioner of teamwork, the Indiana Republican Party also invested more than \$750,000 across multiple platforms to drive turnout for races down the ballot, complementing tradition mail, television and radio advertising efforts.

And – in part because of the challenges of reaching voters during a pandemic – we upped our game this year when it came to reaching voters via direct mail, digital ads and other avenues. This includes absentee push, absentee chase, and GOTV messages delivered to targeted Hoosier voter audiences.

 **Indiana Republican Party**
Sponsored - Paid for by Indiana Republican State Committee

Indiana's students deserve the best opportunities. That's why Todd Huston and Gov. Holcomb worked hard to support our students, teachers and parents by passing a historic \$763 million increase in education funding!



TODD HUSTON
and
GOV. HOLCOMB

FIGHTING FOR SCHOOL FUNDING

Paid for by the Indiana Republican Party. Not authorized by any candidate or candidate's committee.

 **Indiana Republican Party**
Sponsored - Paid for by Indiana Republican State Committee

The Squad, led by self-proclaimed socialist AOC, is swaying elections by pouring millions of dollars into advertising across the country. The **ONLY** way to beat them is at the ballot box. Don't let them turn Indiana blue. Vote today, and ensure that Indiana stays **RED!** Find your polling place now >>



DON'T LET THE SQUAD TAKE INDIANA

FINANCE DEPARTMENT: Growing Relationships & Dollars

When it comes to powering Indiana Republicans' statewide success, our finance team continues to break record after record. That's a credit to our donors at every level, and to a single fundraising stream built for success.

2017: Streamlining for Success

2017 was the first in a series of record-breaking years for fundraising. Even with no elections, the Indiana Republican Party and Eric Holcomb for Indiana together raised nearly \$2 million. This careful work laid the groundwork for continuing to build a network of success.

\$1,991,908

Indiana Republican Party

\$1,797,889

Eric Holcomb for Indiana

Introducing Team Holcomb

Coming off of Indiana's unpredictable 2016 election cycle, in 2017 we knew that Indiana Republicans needed robust financial resources to continue to compete at all levels. We also knew that donors, too, faced more demands than ever. We needed a streamlined, optimized model for fundraising. And that's why we created Team Holcomb.

Team Holcomb is a first-of-its kind joint fundraising committee combining the force of Eric Holcomb for Indiana and the Indiana Republican Party. Donations to Team Holcomb are split between both entities – bringing Governor Holcomb's fundraising power to Republican efforts up and down the ballot.

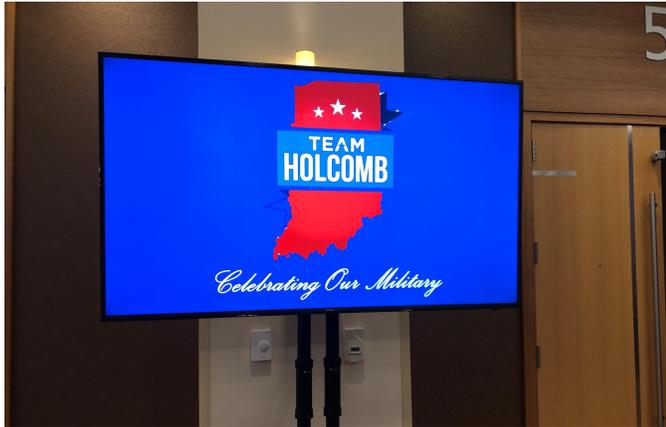
This model allows for one fundraising ask, one fundraising team, and one check to benefit both entities simultaneously. With one fundraising stream, time and resources of both our donors and our finance team were used more efficiently – and to repeated record results.



Big Fundraising Events

Throughout 2017, we hosted multiple large fundraising events, including:

- Indiana GOP Spring Dinner featuring Donald Trump, Jr.
- GOParty - first ever!
- Team Holcomb Fall Dinner Celebrating our Military featuring Josh Bleill and Sammy Davis



2018: Position of Strength

\$3,522,775

Indiana Republican Party

\$2,789,011

Eric Holcomb for Indiana

Just as we did in 2017, we ended 2018 in a record-breaking end-of-year fundraising position. Between the Indiana Republican Party and Eric Holcomb for Indiana, we had raised more than \$6.3 million.

Together, Eric Holcomb for Indiana, Friends of Suzanne Crouch and the Indiana Republican Party ended 2018 with a combined \$5.745 million cash on hand, a full \$1.719 million more than any previous combined total following a governor's second year in office.

- Eric Holcomb for Indiana had a bigger end-of-year number than either Mike Pence or Mitch Daniels had at the end of their second year in office.
- Suzanne Crouch had \$750,000 in the bank – four times the amount of her nearest predecessor.
- The Indiana Republican Party closed out the year with \$930,000, breaking last year's impressive \$818,000, which itself was a record amount.

Big Fundraising Events

Throughout 2018, we hosted multiple large fundraising events, including:

- Indiana GOP Spring Dinner with Hoosiers in DC, featuring Marty Obst and Marc Lotter
- GOParty
- Indiana GOP Fall Dinner featuring Vice President Mike Pence with Special Guest RNC Chairwoman Ronna McDaniel



2019: Breaking Records

\$3,030,679

Indiana Republican Party

\$4,258,077

Eric Holcomb for Indiana

As we closed out 2019, Indiana Republicans geared up to enter the busy 2020 gubernatorial election cycle in another record-setting position. Through the year, we raised more than \$7.2 million – barreling past last year’s dollars.

Combined, Eric Holcomb for Indiana, Friends of Suzanne Crouch and the Indiana Republican Party ended 2019 with \$8.61 million cash on hand, topping previous historical combined totals at this point in the cycle.

- Once again, Eric Holcomb for Indiana had a bigger end-of-year number than either Mike Pence or Mitch Daniels heading into the final years of their first terms.
- Lt. Governor Suzanne Crouch raised \$1 million in 2019, which she then transferred directly to Eric Holcomb for Indiana to support their joint reelection efforts.
- The Indiana Republican Party closed out the year with more than \$1 million in the bank, breaking last year’s impressive \$930,000 which itself was a record amount.

Big Fundraising Events

Throughout 2019, we hosted multiple large fundraising events, including:

- Indiana GOP Spring Dinner featuring Trump Insiders Corey Lewandowski and Davis Bossie
- GOParty
- Team Holcomb Fall Dinner, Celebrating Our Military featuring Congressmen Jim Baird, Brian Mast and Dan Crenshaw





2020: Going Virtual

\$3,987,667
Indiana Republican Party

\$3,658,906
Eric Holcomb for Indiana

2020 was another stand-out year – both for its records, and for the new virtual world in which fundraising shifted for much of the year. Combined, the Indiana Republican Party and Eric Holcomb for Indiana raised more than \$7.6 million in 2020.

Due to COVID-19, active fundraising was placed on hold for a few months starting in March, with continued communication to donors on Governor Holcomb’s leadership through the pandemic. With the help of new technology, most fundraisers shifted virtual, with the introduction of some limited, socially-distanced fundraisers starting in June.

But even through these unique challenges, fundraising continued to break records in 2020.

- The Indiana Republican Party raised \$12,533,029 million from 2017 to 2020, and Eric Holcomb for Indiana raised \$12,503,883.
- Combined, this is a staggering sum of \$25,036,912, speaking to not just campaign and party leadership, but also to the governor’s wide breadth of support throughout Indiana.

Small Dollar Donors

Since 2017, we've actively worked to build our regular communication and fundraising with grassroots, small-dollar supporters through direct mail. And we've seen fantastic results.

Since December 2017, the Indiana Republican Party has mailed these supporters 8 letters, along with 12 letters from Governor Holcomb's campaign. And that's led to:

INDIANA REPUBLICAN PARTY
GROWTH IN ACTIVE DONOR FILE: 57%
TOTAL RAISED: \$412,000
AVERAGE GIFT: \$60.72

ERIC HOLCOMB FOR INDIANA
GROWTH IN ACTIVE DONOR FILE: 112%
TOTAL RAISED: \$185,000
AVERAGE GIFT: \$92.84



COMMUNICATIONS DEPARTMENT: Telling Our Story

In recent years, the Indiana Republican Party has built a brand of results – whether that’s in government, or at the ballot box. We’re the Party of Purpose. It’s a brand we’ve built because of the success of our leaders – and our team has worked strategically to build awareness and acceptance of that brand, our candidates, and our policies.

2017: Setting the Stage

Who We Are: The Party of Purpose

Your Indiana Republican Party is Indiana’s one and only Party of Purpose – dedicated at all levels to providing great government service to ALL Hoosiers. We’ve made it our brand, our moto, our calling card and our mission as we’ve told our story since 2017, integrating it consistently into our communications.

Staying in Touch: The Party Line

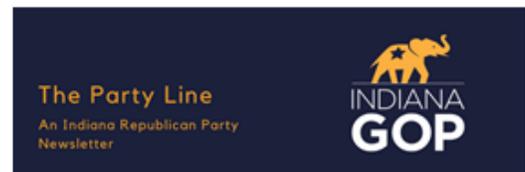
In 2017, your Indiana Republican Party brought back The Party Line, a weekly email newsletter keeping Hoosier Republicans updated on the week’s news and events from the party. The newsletter features a note from Chairman Kyle Hupfer, and, depending on the week, updates from Governor Holcomb, our candidates that year, our congressional delegation, and more.

It’s a one-stop-shop for Indiana Republican Party news. And since it’s relaunch, we’ve sent this newsletter to our entire mailing list every week (no breaks!).

Earning It: Earned Media

Top stories for the year included:

- [Hupfer named new Republican Party chairman](#)
- [Indiana GOP Elects State Officers Indiana](#)
- [Republican Chairman Makes Senior Staff Appointments](#)



A Unique Caucus

Over the years of your state party chairman, I've had the honor of chairing legislative caucuses across Indiana. It's always a fun process, and it's fascinating to help facilitate the process as neighbors come together to fill a legislative vacancy and make sure their voice is heard at the Statehouse.

And on Tuesday night this week, we had a first during my time as chairman. After three rounds of voting, we had a tie between two candidates, at 17-17, with one precinct committeeman not completing their ballot. In this situation, party rules say that the state chairman can break the tie. However, for me, it's important that the caucus chooses their representative – it's what makes caucuses so special.

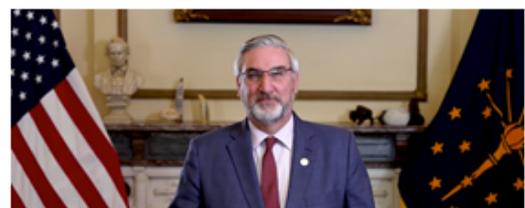
So after one more round of balloting, we had a winner, **Joanna King** of Middlebury. I'm looking forward to witnessing the work that **Rep.-elect King** will lead on behalf of her Elkhart County community as part of our strong Republican team in the Indiana House.

If you'd like to watch the caucus and witness the excitement for yourself, you can catch the video [here!](#)

-Kyle Hupfer

PHOTO: This week, I had the honor of participating in our state's Electoral College vote on Monday, and casting my vote for **President Trump** and **Vice President Pence!**

Governor Holcomb's Week That Was



2018: Defining Democrat Donnelly

Who is Joe Donnelly?

Going into 2018, we were faced with a challenge. Many Hoosiers, including some Republicans, thought of Joe Donnelly as a moderate. We had our mission – making it clear to Hoosier voters that Donnelly was a dyed-in-the-wool liberal Democrat who voted with his Democrat boss, Chuck Schumer, when it mattered most.

We made it simple – we called him Democrat Joe Donnelly, consistently carrying this nickname and burning this message through press releases, emails, social media, speeches, and more.

To help build this narrative, in June 2018 we distributed a series of four press releases and multiple emails on Democrat Joe Donnelly’s Obamacare Lies that talked about how Donnelly’s deciding vote against repealing the law led to fewer options, higher premiums and higher taxes for Hoosiers.



In July 2018, we ran a nine-part series called “Did You Know Joe Donnelly Is a Democrat?” to highlight Donnelly’s long history of voting in line with his fellow Democrats, including supporting Nancy Pelosi, Hillary Clinton, and Barack Obama, and Obama’s policies ranging from Cash for Clunkers to the Iran Nuclear Deal.

Then in September 2018, we focused on comparing and contrasting Mike Braun and Joe Donnelly on Obamacare again, as Braun had a record of real-world success in supplying affordable healthcare coverage while Donnelly doubled-down on his support for the failed law.

Engaging Online: Social Media

In 2018, we were successful in growing our networks online – primarily on social media. On Twitter, we gained more than 1,200 new followers and more than 2.7 million impressions. On Facebook, we grew our page by 12% with 2,700 new likes over the year and posts that reached users 4.152 million times.

Our most popular posts:



#1 Facebook Post of 2018

168,400 Impressions (viral)
 1,638 Shares
 725 Comments
 939 Reactions



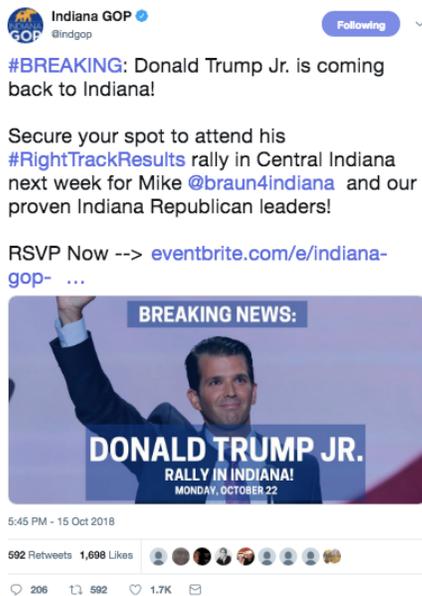
#2 Facebook Post of 2018

31,100 Impressions
 237 Shares
 68 Reactions
 11,000 Video Views



#3 Facebook Post of 2018

30,300 Impressions
 254 Shares
 58 Comments
 1,100 Reactions



#1 Twitter Post of 2018

129,000 Impressions

529 Retweets

1,700 Likes



#2 Twitter Post of 2018

63,500 Impressions

288 Retweets

729 Likes

Earning In: Earned Media

Top stories for the year included:

- Howey: Indiana Republicans reach their historic apex
- Howey: Indiana GOP is a historic juggernaut
- Republicans: Schumer belittled Indiana during Oval Office meeting
- Kyle Hupfer: Hoosiers should stay the course, vote Republican
- Letter: Elect a senator who will help president
- Letter: Republican women lead in Indiana
- Pence stumps for Mike Braun for second time in two days, ahead of midterm elections
- Pence fires up GOP faithful
- State GOP Chairman rallies supporters at Lincoln Day Dinner
- Holcomb and Right Track Results tour stop in Washington
- Evansville hosts 2018 Indiana Republican Convention

2019: Messaging Locally & Nationally

Local: Supporting Municipal Races

While local races are run locally, one way the Indiana Republican Party was excited to support our local candidates was with the aid of our communications team. In 2019, we assisted local candidates by providing guidance and training on everything from media relations to social media. We also helped write supportive op-eds and reviewed candidate mailers.

And then in the days leading up to Election Day, we brought campaign rallies with Governor Holcomb to 11 Indiana cities -- Lawrence, Muncie, Fort Wayne, Elkhart, Valparaiso, Kokomo, Terre Haute, Washington, Jeffersonville, New Albany, Evansville – all designed to bring an extra burst of energy for our mayoral candidates in the home stretch.



National: Keeping Buttigieg Accountable

In the week leading up to South Bend Mayor Pete Buttigieg's official presidential campaign announcement, the Indiana Republican Party deployed an aggressive and sustained earned media campaign to frame his failures and pure political ambition, as well as defend President Donald Trump and Vice President Mike Pence against inappropriate personal attacks by the mayor.

This featured six press releases and statements, with topics including:

- Contrasting Buttigieg's positive relationship with then-Governor Pence to his outrageous statements against Pence as vice president
- Highlighting recent shootings in South Bend while Buttigieg was away on the campaign trail
- Highlighting the irony of Buttigieg announcing his presidential bid in a building whose renovations were made possible by grants from then-Governor Pence
- Highlighting that Buttigieg could only win in a blue city in a red state

This earned media campaign resulted in coverage by:

- Fox News Channel
- Bloomberg
- USA Today
- Other local, regional and national outlets

Our work also earned high engagement on social media, including:

- 460,569 total impressions
- 61,977 total engagements (including Retweets on Twitter, Likes/Reactions on Facebook, comments on Facebook, etc.)

As a result of this work, in only a week's time we were able to take some of the sheen off Buttigieg's candidacy and open the door to additional scrutiny in the days, weeks and months ahead. We then continued to keep Buttigieg accountable and amplified this message as his campaign continued.

Gubernatorial Race Heats Up

The calendar may have still read 2019, but Governor Holcomb's 2020 gubernatorial campaign was on in full force in 2019. In the six weeks prior to the Governor's large-scale reelection announcement event at the Hoosier Gym in Knightstown on July 13, our team implemented a sustained communications plan, highlighting a different issue-area of Governor Holcomb's record and agenda pillars each week.



Following the announcement, we organized a statewide tour for Governor Holcomb, with media interviews coordinated throughout the state, continuing to amplify and localize the news that Governor Holcomb was running again – and that he was running on a strong record of accomplishment. We then went back and again spent a full week on each of the Governor's agenda pillars, this time framing them in the context of the current campaign slogan, “Putting People First.”

In addition to this messaging, we also highlighted news of statewide petition signature collection to make the gubernatorial ballot – with record-setting news coming in October 2019 that we had collected more than 9,000 petition signatures from Hoosiers in each of Indiana's 92 counties. That pace was faster than any other Indiana presidential, gubernatorial or senatorial campaign in recent history.

Engaging Online: Social Media

In 2019, the Indiana Republican Party once again widened our reach online through social media. In 2019, we were successful in growing our social media presence. On Twitter, we had more than 3.8 million impressions. On Facebook, we grew our page with 1,125 new likes over the year and posts that reached users 1.499 million times.

Our most popular posts:



Indiana Republican Party: Pot Hole Joe...
This song is destined to top the charts. 🎵

#1 Facebook Post of 2019

282,339 Impressions
2,065 Shares
434 Reactions
67 Comments



#2 Facebook Post of 2019

123,637 Impressions
863 Shares
142 Comments
529 Reactions



#3 Facebook Post of 2019

33,219 Impressions
462 Shares
36 Comments
783 Reactions

Indiana GOP @indgop

Pete Buttigieg: If you eat hamburgers or use straws, you are "part of the problem." 🍔🥤

Also Pete Buttigieg:



1:37 PM · Sep 6, 2019 · Hootsuite Inc.

View Tweet activity

823 Retweets 94 Quote Tweets 2.3K Likes

#1 Twitter Post of 2019

241,476 Impressions
823 Retweets
94 Quote Tweets
2,332 Likes

Indiana GOP @indgop

Welcome back home to Indiana today, Vice President @mike_pence!

Thank you for your support of our veterans & law enforcement at events today with the @AmericanLegion & @IndStatePolice. These are the Hoosiers & Americans who keep us free & secure!



12:15 PM · Aug 28, 2019 · Hootsuite Inc.

View Tweet activity

113 Retweets 8 Quote Tweets 777 Likes

#2 Twitter Post of 2019

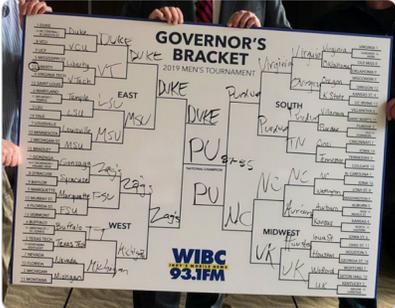
115,523 impressions
113 Retweets
8 Quote Tweets
777 Likes

Indiana GOP @indgop

Today Gov. @HolcombForIN unveiled his bracket, & picked Purdue @BoilerBall to bring the championship home to Indiana!

Think your bracket can beat Gov. Holcomb's? Then sign up now through our Beat the Governor Bracket Challenge!

Join the challenge -> bit.ly/2uhk3E



6:40 PM · Mar 19, 2019 · Hootsuite Inc.

#3 Twitter Post of 2019

20,370 Impressions
16 Retweets
5 Quote Tweets
221 Likes

Earning In: Earned Media

Top stories for the year included:

- [Howey: Take-aways from the 2019 mayoral elections](#)
- [Howey: Indiana Gov. Eric Holcomb's re-election continues on historic arc](#)
- [Yates Joins Indiana GOP as Director of Diversity and Engagement](#)
- [Hupfer Elected to RNC Committee](#)
- [Governor Eric Holcomb Names Kyle Hupfer Campaign Manager](#)
- [The Unlikely Rise of Pete Buttigieg: A closer look at the mayor who could be president](#)

2020: A Different Year, a Different Message

Building One Indiana for All

As the calendar turned to 2020, the Indiana Republican Party was fully coordinated with Governor Holcomb's campaign as together we worked to deliver the Governor's message of building One Indiana for All. This communication was strategic, sustained, and – as Hoosiers clearly demonstrated at the ballot box – effective.

This communication from Governor Holcomb's campaign ran the gamut –

- **Email:** Emails with supporters are a fixture of any campaign, but became a critical element for this campaign in 2020 as in-person communication was limited. This allowed us to grow our email list substantially, while maintaining an average open rate of 27.32% throughout 2020.
- **Social Media:** Throughout 2020, we actively engaged with Hoosiers through Facebook, Twitter and Instagram, posting content daily. We were successful in growing our social media presence. On Twitter, we had more than 3.5 million impressions. On Facebook, we grew our page with 9,442 new likes over the year and posts that reached users 18.042 million times.
- **SMS Text:** To directly reach our top supporters, we began this year to build an opt-in list of supporters who would like to receive text messages. Throughout the year, we sent 13 direct text messages from the campaign.
- **Digital Ads:** We led a comprehensive strategy with digital ads, earning more than 33 million impressions and 5.7 million video completions throughout 2020.
- **Media Relations:** We worked with reporters to share Governor Holcomb's message in outlets across the state, including 19 media events or interviews in the final weeks proceeding Election Day.

Hoosier Health & COVID-19 Updates

In March when COVID-19 hit Indiana, coordination was key, as together we delivered a uniform message of Indiana Republicans working to address this challenge and save Hoosiers lives.

As Chairman Hupfer said, “COVID-19 was the campaign, and the campaign was COVID-19.” While Hoosiers hunkered down, we geared up to keep everyone informed. We worked to deliver this message with:

- **Talking Points:** Following Governor Holcomb’s major COVID-19 updates, our team wrote and distributed information directly to Republican stakeholders and local party leaders.
- **Social Media:** From March going months into the pandemic, we posted exclusively about COVID-19 (#BackonTrack), and related uplifting stories about Hoosiers banding together (#INThisTogether and #HoosiersHelpingHoosiers). After information was announced, we quickly worked to share useful information, including video clips from press conferences and graphics, which were then shared widely online.
- **Emails:** While frequent emails (and early in the pandemic, daily) came from Governor Holcomb’s campaign, these emails were complemented with updates from the party, including updates in the Party Line on managing our way through the pandemic.

Building a Full Court Press

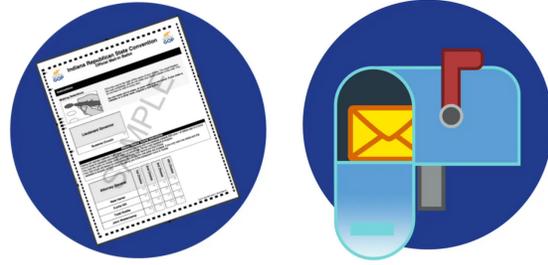
Beyond just Governor Holcomb’s campaign, the Indiana Republican Party also worked throughout the year to support and amplify campaign messages among our entire Republican team and candidates. And in the final weeks, this amounted to a full court press – ranging from holding media events with Governor Holcomb and members of the Indiana congressional delegation to sending out press releases supporting attorney general candidate Todd Rokita.



Primary & Convention

Due to COVID-19, Indiana’s primary was rescheduled from May 5 to June 2. This was a major change, and we worked to keep our Republican team informed every step of the way as Governor Holcomb and Secretary of State Connie Lawson announced the news.

This included sending out talking points to Republican leaders – including county chairs – within hours of the news breaking. We also shared video of the announcement, and sent out multiple emails with election deadline dates.



The printing and mailing of ballots will be exclusively managed by ES&S

In addition to the primary election, the Indiana Republican State

Convention also took a different form this year, moving to a virtual format with mail-in voting. We communicated these changes thoroughly – including multiple email updates while the Indiana Republican State Committee met virtually to consider options and to pass new temporary rules.

Once the decision was reached to move the convention virtual, we filmed and shared a direct-to-camera video from Chairman Hupfer explaining the changes, and shared that video broadly through email and social media. We then worked to develop an animated video explaining how voting would work. This video gained nearly 3,000 views online, and was also aired during the virtual convention in June.

Engaging Online: Social Media

In 2020, as more people used social media than ever to stay connected, the Indiana Republican Party was there, also widening our reach. In 2020, we were successful in growing our social media presence. On Twitter, we had more than 2.9 million impressions. On Facebook, we grew our page with 2,706 new likes over the year and posts that reached users 6.103 million times.

Our most popular posts:



#1 Facebook Post of 2020

- 74,340 Impressions
- 583 Shares
- 1.4k Reactions
- 76 Comments

Indiana Republican Party ✓
Published by Rick Davenport [?] · October 26 · 🌐

Congratulations, Amy Coney Barrett! Thank you, [Senator Todd Young](#) & [Senator Mike Braun](#) for voting to confirm! We're proud that another common sense Hoosier has been chosen to fill such a critical role.



#2 Facebook Post of 2020

40,912 Impressions
271 Shares
1.4k Reactions
93 Comments

Indiana Republican Party ✓
Published by Holly Gillham Lawson [?] · September 12 · 🌐

It's been a [#SuperSaturday](#) for our grassroots team across the state! With just over 50 days to go until Election Day, nothing can slow us down as we're out safely talking to Hoosiers in support of Governor [Eric Holcomb](#), Attorney General candidate [Todd Rokita](#) and our entire Republican team! 🇺🇸



#3 Facebook Post of 2020

32,261 Impressions
41 Shares
332 Reactions
577 Comments

Indiana GOP ✓
@indgop

These Hoosiers came out to show their support for [@VP @Mike_Pence](#) & President [@realDonaldTrump](#)!



3:20 PM · Jul 24, 2020 · Twitter Web App

#1 Twitter Post of 2020

176,822 Impressions
670 Retweets
39 Quote Tweets
3,375 Likes



It's official! [@Mike_Pence](#) is unanimously renominated to be our [@GOP](#) candidate for Vice President of the United States! [#RNC2020](#).

Kyle Hupfer @ChairmanHupfer · Aug 24

I was honored to motion that [@Mike_Pence](#) be unanimously renominated as the [@GOP](#) candidate for Vice President of the United States! [#RNC2020](#)



10:32 AM · Aug 24, 2020 · Twitter for iPhone

#2 Twitter Post of 2020

142,000 Impressions
228 Retweets
7 Quote Tweets
1,323 Likes



Welcome home, Vice President [@Mike_Pence](#) & [@SecondLady](#) Karen Pence! It's always an honor to have you both back home in Indiana.



3:45 PM · Oct 22, 2020 · Hootsuite Inc.

#3 Twitter Post of 2020

114,112 Impressions
148 Retweets
6 Quote Tweets
1,137 Likes

Earning In: Earned Media

Top stories for the year included:

- [Howey: Holcomb, Hupfer exploited Myers MIA campaign](#)
- [Howey: Hupfer takes INGOP to historic new highs](#)
- [Indiana GOP Chairman Praises Fellow Hoosier Selected for Supreme Court](#)
- [Indiana GOP moves state convention to prime time, but will hold it virtually](#)
- [Why South Bend residents are warning America about Pete Buttigieg](#)
- [Hoosier Republicans seek to make party more diverse](#)
- [Kyle Hupfer on the Indiana Republican Convention - WOWO 1190 AM | 107.5 FM](#)
- [Indiana GOP selects first class for its inaugural diversity program](#)
- [Indiana Republicans launch diversity leadership program](#)

TRAINING EVENTS: Knowledge is Winning

We've got great candidates across Indiana. And it's critical that they have the skills they need to run effective campaigns -- whether that's how to fundraise, how to use campaign data, how to share a message, and so much more. As the state party, our staff frequently travel for local candidates trainings -- and in 2018, 2019 and 2020, we complemented that with three large trainings all designing to help make sure our Republicans crossed the finish line first on election night.



Congress of Counties: 2018

In January 2018, we brought together more than 500 Hoosier Republicans in downtown Indianapolis for the party's largest biennial training event, Congress of Counties. The two-day training conference for party leaders, candidates and grassroots activists featured breakout sessions, in addition to a U.S. Senate straw vote, which attracted all of the Republican Senate primary candidates and acted as an unofficial kickoff of the campaign season.

Breakout sessions included:

- Making the Decision: Recruiting Candidates & Launching a Campaign
- Understanding Social Media: Facebook, Twitter & Snapchat
- Republican Leadership Initiative
- Campaign Finance & Fundraising
- Communications Strategies for Parties & Campaigns
- Election Administration
- Data Center: The Basics
- Data Analytics & GOP Data Center: In-Depth
- State Party Rules
- County Chairs Only: Trials, Tribulations & Best Practices
- County Officer Training: The Roles & Responsibilities
- Defeating Joe Donnelly: The Plan
- Inside the General Assembly: What's On The Horizon
- Getting to 50 Percent +1: Building Lists & Targeting Voters

Municipal Training: 2019

In June 2019, we were excited to bring together Indiana Republican municipal candidates and their campaign support teams for a day-long training event, Battleground Indiana: Winning Indiana's Cities & Towns.

Hosted at the University of Indianapolis, the event included six breakout sessions, media training sessions, a panel discussing featuring Indiana mayors, and an evening reception with Governor Holcomb.

Breakout sessions included:

- Communications & Messaging
- Infrastructure & Asset Management
- Identifying Your Target Voters
- Strategic Municipal Capital Investment to Fuel Economic Development
- Write your Campaign Plan
- Grassroots & the Ground Game
- Municipal Environmental Responsibilities
- Direct Mail Advertising
- Data Analytics & Political Campaigns
- Campaign Finance & Fundraising
- Investing in Indiana Infrastructure
- Using Data to Develop a Winning Campaign
- Digital Advertising



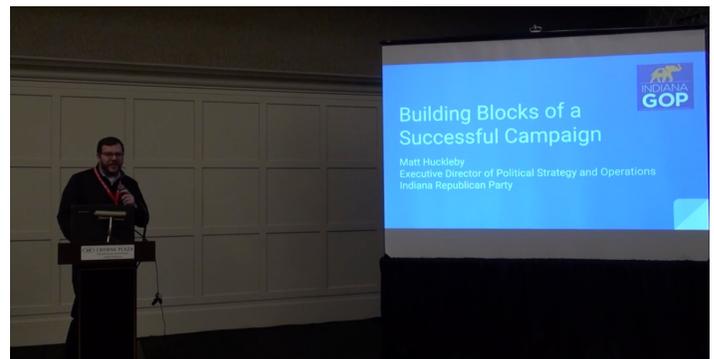
Congress of Counties: 2020

In February 2020, we again held our largest biennial two-day training event, Congress of Counties, with more than 400 registered Republican attendees from across the state coming to downtown Indianapolis for breakout training sessions, and a keynote address from Governor Eric Holcomb.



Breakout sessions included:

- County Chairs Only: Trials, Tribulations, & Best Practices
- Campaign Fundraising
- Holcomb Leadership Initiative
- Diversity: The Art of Thinking Independently Together
- Understanding Social Media: Facebook, Twitter, Instagram & More
- Making the Decision: Recruiting Candidates & Launching a Campaign
- County Officer Training: The Roles & Responsibilities
- Data Center: The Basics & How to Create Walkbooks & 50%+
- Campaign Finance
- Communications Strategies
- Campaign Fundraising
- Building Blocks of a Successful Campaign
- Digital Advertising
- Inside the General Assembly: What's on the Horizon
- Data Analytics
- Building Blocks of a Successful Campaign
- 2020 Statewide Election Outlook



DIVERSITY & ENGAGEMENT

Building Relationships

Since taking the role of party chairman, Chairman Hupfer has made building the Indiana Republican Party's relationships with historically underrepresented communities a top priority. And not just building relationships – the commitment is to foster authentic, long-term connections that aren't just transactional around elections.



He said it perfectly during his speech at the 2018 Indiana Republican State Convention:

“With respect to growth of our party, as political leaders, we must constantly be looking for ways to grow the Party. That focus starts with those who we have not yet brought fully into the fold behind our efforts. To do that, we must recognize that Indiana is becoming more diverse, more urban and as is always the case, every year another set of young voters cast their first ballot. It is imperative that our Party grow and evolve at this same pace.” – Chairman Kyle Hupfer

Knowing we have a message and history of results that benefit all Hoosiers, but also acknowledging we have work to do to broaden our base, Chairman Hupfer hired the Indiana GOP's first ever Director of Diversity & Engagement in 2019.

From there, they began outreach – meeting with multiple groups and in areas that may not have historically identified with the Republican Party. This included forming a coalition of conservatives in Gary that led to the formation of the United Federated Republican Women of Gary.

And in 2020, we announced the Indiana Republican Diversity Leadership Series, a seminar and leadership training program with the aim of increasing the engagement of minority Republican leaders in Indiana. After receiving a wide range of applications, with the help of an accomplished advisory council, we selected our inaugural class for the program, which will begin holding monthly class sessions in January 2021.

INDIANA REPUBLICAN STATE CONVENTION

In both 2018 and 2020, our Indiana Republican State Convention took historic form. However, through two very different events, we successfully selected our party's nominees and told the story of our Indiana Republican Party.

2018: On the Road



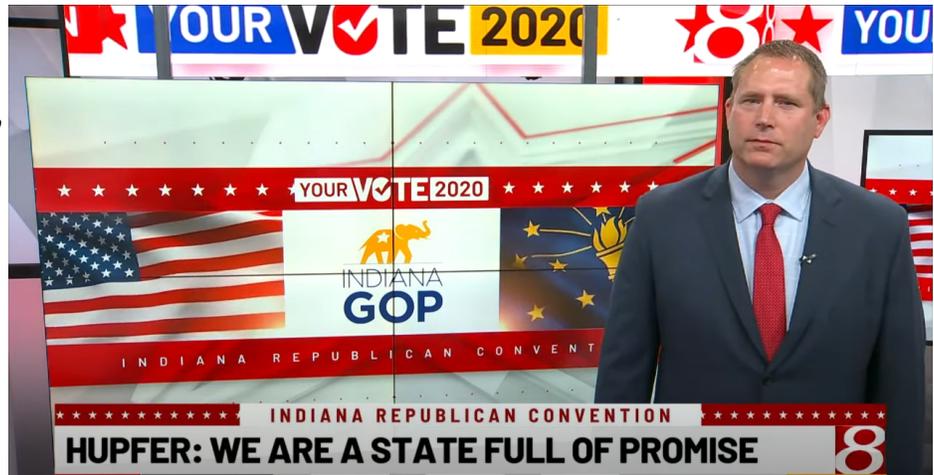
In 2018, and for the second time in state history, we took state convention on the road, holding the Indiana Republican State Convention in a city outside of the state's capital. On June 8-9, Republicans took over downtown Evansville and the Ford Center for a successful biennial convention – with the city receiving rave reviews from Republicans statewide.

Convention delegates heard from RNC Chairwoman Ronna McDaniel, Chairman Hupfer, Governor Holcomb, then-U.S. Senate nominee Mike Braun, among others, before getting down to business. The convention officially nominated our all-female statewide ticket of Secretary of State Connie Lawson, Auditor Tera Klutz and Treasurer Kelly Mitchell and approved the state party platform before adjourning for another two years.



2020: In Your Living Room

And two years later as COVID-19 continued to afflict Indiana and the world, it became apparent that 2020's Indiana Republican State Convention would again need to look different. In the initial months of the pandemic, state committee worked to find an option that would allow for an in-



person convention. The focus from day 1 was to ensure that delegates selected our party's nominees for lieutenant governor and attorney general – and this year, that required convention to go virtual.

To make sure our delegates' voices were heard, the state committee developed a plan to have delegates vote by mail. We complemented that with lively convention programming—this year for the first time televised for a wider audience than ever on WISH-TV, but replicating an in-person convention as closely as possible.



The television convention included programming from Chairman Hupfer, our Republican congressional delegation, Second Lady Karen Pence, Lt. Governor Suzanne Crouch, and a keynote address from Governor Eric Holcomb. All four candidates for attorney general presented to viewers, including speeches, introductions, and videos. And to

further share our Republican message, we were excited to also hold three panel discussions with Republican elected and grassroots leaders from across the state.

Delegates then returned their ballots, and after three rounds, Todd Rokita was nominated as the party's candidate for attorney general.

CONCLUSION & LOOKING AHEAD:



As Chairman Hupfer said in his note at the beginning, this is a report of our party's successes -- and it's certainly a long report. But more importantly, it's a report of how we got here, and how we'll continue to grow and positively impact Hoosier lives for generations to come.

Planning, leadership, and hard work from 2017 until now have made the Indiana Republican Party the dominant force in Indiana politics. Never has a political team achieved the successes Governor Holcomb, Chairman Hupfer, and the Indiana Republican Party have achieved at every level.

And we aren't done.

Another big U.S. Senate race approaches in 2022, we as we've learned over these last four years -- teamwork is the winner, and we look forward to teaming up and winning again with Senator Todd Young. And as we did in 2017, we won't rest in 2021. We're looking forward to another strategic planning effort and preparing for the next four years.



INDIANA REPUBLICAN PARTY STAKEHOLDER REPORT

2020 STATE COMMITTEE

Kyle Hupfer
Chairman

Holli Sullivan
Vice Chair

Mindy Westrick Brown
Secretary

Chuck Williams
Treasurer

Dana Dumezich
District 1 Chair

Michael Simpson
District 1 Vice-Chair

Deb Fleming
District 2 Chair

Ethan Manning
District 2 Vice-Chair

Mitch Harper
District 3 Chair

Mary Martin
District 3 Vice-Chair

Randy Head
District 4 Chair

Sharon Negele
District 4 Vice-Chair

Judy Buck
District 5 Chair

Kyle Walker
District 5 Vice-Chair

Misty Dees Hollis
District 6 Chair

Nate Harter
District 6 Vice Chair

Lesa Dietrick
District 7 Chair

Jefferson Shreve
District 7 Vice-Chair

Don Hayes
District 8 Chair

Brenda Goff
District 8 Vice Chair

Jamey Noel
District 9 Chair

Beth Boyce
District 9 Vice-Chair

John Hammond
National Committeeman

Anne Hathaway
National Committeewoman