



REPUBLICAN PARTY OF WISCONSIN: REBUILT & READY FOR 2022

Chairman Andrew Hitt teamed with conservative leaders across the state to rebuild the Republican Party of Wisconsin after the devastating statewide losses of 2018 — providing a face for the Wisconsin GOP in a turbulent time and turning around party operations to prepare for the next generation of conservative reformers in 2022 and beyond.

"We had to lay the foundation for future success at a time when the party had lost a number of statewide leaders in 2018 and faced a challenging and complex 2020 cycle, and I am grateful for the opportunity and trust Republican leaders placed in me to rebuild the party from the ground up. With races for governor, U.S. Senate, and attorney general on the way, our party is rebuilt, strong, and ready to take on an increasingly liberal Democrat Party that is failing us in Washington and here at home." — Chairman Andrew Hitt

Rebuilding the Republican Party of Wisconsin for the future required a new grassroots strategy, winning crucial races on the local and state level, defeating the liberal agenda in the courts, creating the infrastructure to reach new voters, and steadily preparing party operations for the challenges ahead. Highlights of the Republican Party Rebuild:

- ✓ **Grassroots Resources:** Overhauled the Republican Party of Wisconsin's grassroots organizing strategy, increasing training, resources, and support that contributed to unprecedented election victories on the local level, strongly red near supermajorities in the state Legislature in 2020, and the most Republican votes ever won in a presidential year.

- ✓ **Local Candidate Initiative:** Helped elect conservatives to nearly 60 percent of the local offices targeted in 2020 – often in Democrat strongholds – and laid the groundwork for a future statewide resurgence from the ground up. Efforts included support for more than 100 candidates in more than 80 races, flipping control of the Wausau School Board and electing the lone conservative to the La Crosse School Board.
- ✓ **Defended Legislative Majorities:** Successfully defended Republican state legislative majorities in a difficult 2020 election cycle, with the Assembly maintaining its sizable majority and the Senate picking up seats in Democrat-held districts like Senate District 30 and Senate District 10.
- ✓ **Defeated Liberals in Court:** Defended against 7 lawsuits filed by Democrats meant to destroy the integrity of our elections in the 2020 election cycle, and filed two lawsuits to defend our laws. Wisconsin Republicans won two lawsuits at the Wisconsin Supreme Court and one in the United States Supreme Court, all within a 10-day period.
- ✓ **First Milwaukee Office:** Opened the Republican Party of Wisconsin's first-ever Milwaukee office in the central city, which included grassroots organizing, a mail program, a radio show, and other conservative outreach efforts in inner-city and minority communities that held down Democrat margins as election turnout increased. The Milwaukee office continues operating and Republicans are making plans to open a second office focused on Hispanic outreach.
- ✓ **Fundraising:** Retooled the Republican Party of Wisconsin's fundraising operations to adapt to not having a nationally renowned governor to drive fundraising. The party raised more money headed into the fall of 2020 than it had headed into fall of 2016, when Republicans turned Wisconsin red in an upset.
- ✓ **Messaging & Communications:** Picked up Wisconsin Republicans' national megaphone, serving as an outspoken advocate for conservative values after prominent leaders like Scott Walker, Reince Priebus, and Paul Ryan gave Wisconsin a national profile. Appeared in the media more than 10,800 times during tenure as chairman, including nearly 2,600 mentions in print and online media and 100 TV interviews or mentions in the final month of the 2020 election – making RPW one of the most engaged state parties in the country. Prominent media appearances included *Fox News*, *Frontline*, *The Wall Street Journal*, *The Washington Post*, *Associated Press*, *Politico*, and many more national, state, and local outlets.

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