

PRO TIP: SAY NO TO ACRONYMS

THE YOUNG REPUBLICAN MISSION: RECRUIT, TRAIN & ELECT

TIP: SPELL IT OUT

While the Young Republican National Federation is known to insiders as the “YRNF”, most Young Republicans have no idea what “YRNF” stands for and the same goes for state and local Young Republican organizations. Since our mission requires us to recruit new Young Republicans into our organization, our job is made easier when potential members see the names of the organization spelled out, such as Pennsylvania Young Republicans rather than “PAYR”. A new recruit can immediately understand what Pennsylvania Young Republicans stands for.

TIP: GEOGRAPHICAL NAMES

Similarly, when a potential member googles to find their local Young Republican club, they typically use geographical terms such as the name of their city or county. When naming a local club, be sure to use geographical terms, rather than creative names. For instance, a major city club should use the name of the city such as “Atlanta Young Republicans” rather than “Capital City Young Republicans” because there are tons of capital cities in the country, but only one major city in Georgia named Atlanta! The same goes for county or regional clubs, such as “Lehigh Valley Young Republicans” or “Chester County Young Republicans” – spell it out and use geographical or location-specific terms in the names of your club.

TIP: REPITION

Repeat yourself often. You will always have a new member in the crowd who hasn’t heard what the mission of the Young Republicans is or why we do what we do. And even if you think everyone’s heard it, sometimes people don’t listen the first time so repeat it again!