



Cruz for President Delegate Operations

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A “Normal” Presidential Year

- ◎ Battle in early states: January-February;
- ◎ By March, coalescing behind moderate;
- ◎ Leader benefits from “Winner Take All” states;
 - > Comes later (March-April);
- ◎ Wins majority before end of primaries.

National Convention Rarely Matters

- ◎ Last GOP convention to “matter”: 1976
 - > Ronald Reagan challenging President Ford;
 - > Ford led, but no majority before convention;
- ◎ Last GOP convention past 1st ballot: 1952
 - > Gen. Eisenhower, Sen. Taft, plus 3 more;

50 States + 6

- ◎ Gather & Analyze rules for all 50 states, etc.
 - > D.C. and 6 territories;
 - They were given votes for political reasons;
- ◎ Every state is different
 - > Direct election of delegates (e.g., WV. & Ca.);
 - > Party picks delegates;
 - > Convention selection of delegates;

Every State is Different (continued)

- ◎ Direct election

- > Campaign needs to recruit early;
- > Screen candidates for problems;

- ◎ Party selection

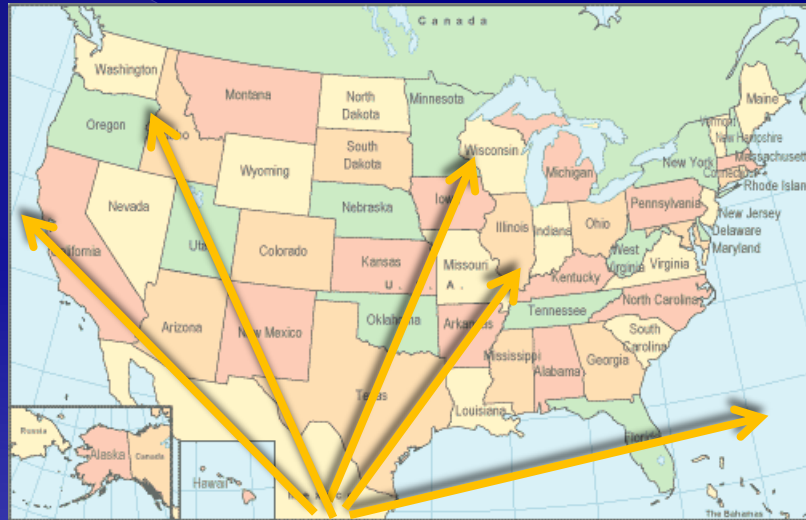
- ◎ State Conventions

- > Miniature versions of national convention;

Conventions

- ◎ 90+% of time spent on conventions;
- ◎ All different;
- ◎ Multiple conventions happen on same days;
 - > Staff travel to all conventions;

Busy Weekends



Convention Preparation Work

- ◎ State-by-state leadership teams recruited;
 - > Work with already-existing Political Directors;
 - > Continuous recruitment of delegates;
- ◎ Very personal within each state;
 - > Leaders know each other;
 - > Often at odds in party contests – raises tension;

Who Does the Work?

- ◎ HQ team:
 - > Rules analysis & tactics planning;
 - > Paid delegate contact: mail, digital, phones;
- ◎ Political Directors:
 - > Identify and recruit in-state leadership teams;
 - > Lead volunteer contacts (e.g., emails & telecons);
- ◎ Field Staff (and in-state volunteers):
 - > Phone trees for recruitment;
 - > Staff convention (flyers, stickers, signs, vote signals).

Other Battles at the Same Time

- ◎ Other offices elected at same conventions;
- ◎ Pres. delegates may support different candidates for other offices;
 - > Complicates working together & recruitment;
 - Raises tensions even further;

The National Convention

- ◎ Presidential Nomination;
- ◎ Platform;
 - > Conservatives vs. Moderates;
- ◎ National Rules;
 - > Rules through the next convention in four years;
 - > Establishment control.

NOT Gentlemen's Rules...

- ◎ Party establishment cheats (both parties);
 - > GOP: violating their own rules;
 - > Dems: pro-Clinton gaming of debates.
- ◎ Very rough in state conventions;
- ◎ Bitterness can have long-lasting effects.
 - > My Virginia example;
 - > Sen. Cruz at national convention;
 - Would it affect a future run for President?