



County Party | *New Mover Outreach Best Practices*

Getting local makes new mover outreach more personal—and more effective. It’s also a powerful tool for engaging county parties in ongoing voter contact and registration efforts. Outreach can be coordinated countywide through mailings, phone calls, event invitations, or door-to-door visits. It can also be broken down at the precinct level for an even more grassroots touch.

Build a Localized Strategy

Work with each county party to create a tailored plan that fits their strengths and structure. Counties with active precinct programs can rely on their precinct leaders or block captains to contact new movers in their neighborhoods personally.

Host Community Events

Counties and precincts can host meet-and-greets with candidates or elected officials, neighborhood block parties, or welcome receptions for new residents. Use mail, texts, or phone calls to invite new movers and encourage them to register to vote, volunteer, and connect with their local GOP. Partnering with elected officials also reinforces a sense of community and shared values.

Incorporate Mail and Handwritten Postcards

Personalized mail adds a thoughtful touch. County parties can organize postcard-writing parties where volunteers pen short notes to their neighbors. For added convenience, provide take-home postcard kits with addresses, instructions, and a clear return process to ensure cards are mailed on time and no one is missed.

Door-to-Door and Welcome Packets

Precinct and block captains can welcome new movers with a front porch drop or brief doorstep conversation. Equip them with a short packet that includes:

- Voter registration info
- A flyer about the local county party
- Details on upcoming events
- Contact info for local elected officials

Establishing a clear follow-up process makes these efforts even more impactful and helps build long-term relationships with new Republican voters.