

**The Problem**:The Republican Party in New Jersey has lost it ability to appropriately represent the approximate 1.2 million registered Republican voters and attract the appoximate 2.4 million undeclared and independentantly registrered voters to the Republican Party. Many Conservative, Constitutional Republicans have become alienated from the management of the state party. 2017 Republican Gubenatorial Candidate, Jack Ciattarelli understands this predicament and the importance of correcting the situation.

**The Need**: The Republican Party in New Jersey needs reform and adopt the first principles of original American governance, being the principles of the Declaration of Independence. These include the equality of *all* mankind and their unalienable, natural rights to *life*, *liberty* and the *pursuit of their own happiness* and that citizens work in accord with elected representatives to protect these natural rights by applying and preserving our Federal and State Constitutions.

**The Company**: The New Jersey Constitutional Republicans will incorporate in 2018 and will establish offices within the group, made up of individuals dedicated to the definition and purpose of the organization.

**The Solution**: The New Jersey Constitutional Republicans look to lead this essential reform through education which will be presented through media presentations, lectures and speeches We will encourage participation in self-governance, and uniting concurring citizens into one entity.

**The Market**: Citizens who are registered voter or in need of registration. Primarily we will reach out to Republicans and then unto Third Party, Independent and unaffiliated voters. A strong emphasis on getting the attention of younger voters and introducing them to civics and the basis for a Constitutional Republic.

**The Competition:** Many of the current leaders of the state Republican Party and the county chairmen will be reluctant to initially, acknowledge the need for reform and second, to work with us to strengthen and expand the Republican Party, and incorporating the principles and policies that originated with the Republican Party. Eventually, the Democrats will be the primary opposition after the reformation takes place within the Republican Party in New Jersey.

**The Technology and Delivery.** The New Jersey Constitutional Republicans will incorporate all aspects of information technology. This will be done through social media, professional and concise video presentations, PowerPoint presentations, Podcasts and Skype conference calling will be conducted with radio and TV interviews. We will also utilize an informative and attractive website for people to access. Monthly meetings will be held at the Centerton Country Club in Pittsgrove Township that will feature educational presentations and guest speakers. Our guest speakers will range from a variety of arenas and occupations that will include candidates, economists, teachers, advocates, clergy, leaders of other grassroot organizations, lawyers, journalist and former elected representatives.

**The People and the Plan:** Myself and other members will contact the new, New Jersey GOP Chairman, Doug Steinhardt and inform him of the definition and purpose of the New Jersey Constitutional Republicans and determine whether we can work together to reform the Republican party back to the principles and purposes for which it was originally established and be a force for good, just, and true representative government in New Jersey. The New Jersey Constitutional Republicans will look to establish branches in each county and closely associate with Young Republican Organizations to grow Republican voters throughout the State. We will utilize all citizens interested in reestablishing the principles of a Constitutional Republic and subsequently join our organization in educating and encouraging others in self-governance.

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