



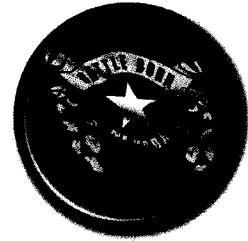
INNIS

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FOR CONGRESS

NRCC PROPOSAL
July 19, 2013

Our state's motto is 'Battle Born'. For Republicans in Nevada, it's more than a motto; for our party it's a battle cry.



OVERVIEW

If 2012 was the year of awakening for the Republican Party, then 2014 is the year of opportunity and transition. Nowhere will this be more evident than in the great battleground state of Nevada.

Our state's motto is 'Battle Born'. For Republicans in Nevada, it's more than a motto; for our party it's a battle cry.

Without a U.S. Senate race, the focus will fall upon the congressional races. And no race holds greater promise, a larger upside, for the Republican Party than CD04. There are so many factors that make this a winnable race.

That leads to the most important factor of all: the candidate in CD04. Niger Innis is not only the candidate but the right candidate, at the right time, to bring together a blended coalition of registered voters who run the gamut of ethnic diversity.

In a congressional district whose population is comprised of roughly 40 per cent minorities (2010 census), the opportunity to extend the Republican Party's reach into this critical demographic in terms of registering new voters, converting existing voters, identifying and re-engaging inactive voters, and garnering a substantial crossover vote is genuine and attainable.

The groundwork for this effort in Nevada was laid in 2012. Both Hispanic and Black voters showed small increases in the percentage that voted for the Republican presidential candidate. In CD04, a significant, targeted minority voter registration effort will seek to improve upon that trend.

Race & Ethnicity change since 2008

The white vote went to Mr. Romney, mostly by wide margins. But Hispanics and Asians moved toward Mr. Obama, continuing their consolidation as Democrats.

	All states	N.Y.	Mass.	Calif.	N.J.	Conn.	N.H.	Wis.	Iowa	Nev.	Pa.	Va.	Ohio	Fla.	Colo.	N.C.	Ariz.	Mo.	Ind.
White	Romney: +4%	+3	+3	+7	+6	+2	+3	+6	0	+3	+6	+1	+5	+5	+6	+4	+3	+5	+6
Black	Romney: +2%	+5	N.A.	+2	+4	0	N.A.	+3	N.A.	+1	+1	+1	+1	0	N.A.	+1	N.A.	+1	0
Hispanic	Obama: +4%	N.A.	N.A.	+4	N.A.	N.A.	N.A.	N.A.	N.A.	+2	+5	+1	N.A.	+3	+14	N.A.	+21	N.A.	N.A.
Asian	Obama: +11%	N.A.	N.A.	+15	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.

Innis will boldly lead a candidacy that will immediately set the Democrats on the defensive with early strategic planning that will include minority voter ID and registration, development of a strong down-the-ballot slate, engagement of key minority community supporters and a fundraising strategy that will focus on CD04 as not just a single race, but as ground zero for a Republican resurgence in Southern Nevada.

The campaign will combine this aggressive minority outreach with a targeted message and GOTV effort to hold and possibly increase the solid 2012 performance in the rural precincts. More importantly, Innis will drive turnout in the primarily Caucasian precincts which are spread throughout the urban area of CD04.

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NIGER INNIS

If a candidate is going to have any chance of winning a race, he has to be able to talk to the people he will represent. But not 'political-speak'. Plain talk. Show he understands their challenges, their goals, their needs and wants; and shares their concern for the well being of them, their family and neighbors.

No candidate is better prepared to talk to the people of CD04 than Niger Innis.

Since the early 90's, Innis has dedicated his efforts to fighting for the rights and interests of minorities and the impoverished as the National Spokesman for the Congress of Racial Equality (CORE), one of America's original 'Big Four' civil rights groups.

Innis has served to help those who have fallen into a life of welfare, joblessness and dependency. Unfortunately, more often than not, those struggling against a life of depression and helplessness are minorities. He has taken this message of hope and optimism across the country, around the world and, most importantly, in Southern Nevada.

Innis is also the Co-Chairman of the Affordable Power Alliance (APA), a coalition of Latino and African American ministerial organizations, Senior Citizen Advocates and various Chambers of Commerce. The principal mission of APA is to fight against public policies that raise energy (and associated) costs. In addition to his role with CORE and APA, Innis is on the Advisory Committee of the National Center for Public Policy Research's Project 21.

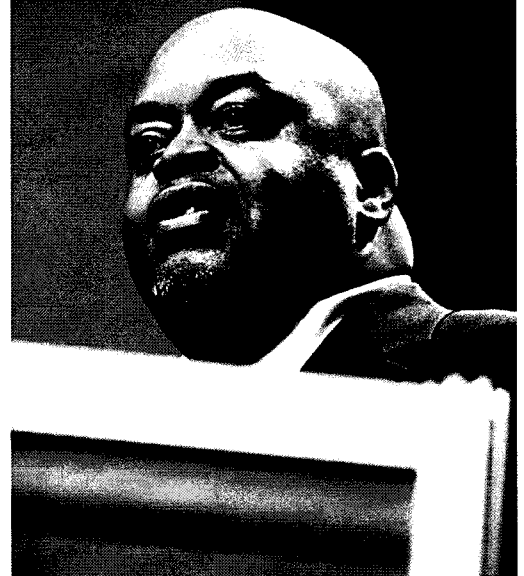
Through Join America, Innis has had a significant impact on the lives of minority families in Southern Nevada, reaching out and helping those seeking a better life by attaining citizenship. From young families to working men and women, it is estimated that Innis and Join America have touched the lives of almost 20,000 minorities in the valley.

It is this personal, hands-on, caring approach that will lead Innis into the communities and neighborhoods of CD04 to earn the vote and support of the people.

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Building a "New" Republican Voter Base to Win CD04.

The numbers are pretty clear and facts are facts.

On election day last November, the registration numbers in CD04 heavily favored the Democrat candidate.

■ In the entire district, not including non-partisan/other voters, the Democrats held a 17 per cent registration advantage, with over 41,000 more voters.

■ In Clark County, which encompassed over 86 per cent of the registered voters in the district, the Democrats held a 22.5 per cent registration advantage, a gap of almost 48,000 voters.

CD04 VOTER REGISTRATION

District	County	Democrat	Green	Indep. American	Libertarian	Non Partisan	Other	Republican	Total
04	Clark	128,022	0	11,302	1,491	44,902	1,247	80,870	267,834
04	Esmeralda	131	1	48	8	67	3	328	586
04	Lincoln	821	6	124	11	310	5	1,526	2,803
04	Lyon	1,373	4	303	34	718	20	3,154	5,606
04	Mineral	1,134	2	141	16	316	8	1,033	2,650
04	Nye	8,255	27	1,679	174	4,089	80	11,251	25,555
04	White Pine	1,557	7	236	28	722	9	2,037	4,596
Balance of State		141,293	47	13,833	1,762	51,124	1,372	100,199	309,630

But after election day, despite the Republican loss, there were bright spots.

■ The final margin of victory, district-wide, was only eight per cent, far below the 17 point gap between Democrat and Republican registration.



Fitzgibbons, Floyd



Horsford, Steven



Silvestri Joseph



Danny Tarkanian

CD04 OVERALL ELECTION RESULTS U.S. Representative in Congress, District 4

	Percent	Total Votes	Carson City	Churchill	Clark	Douglas	Elko	Esmeralda	Eureka	Humboldt	Lander	Lincoln	Lyon	Mineral	Nye	Pershing	Storey	Washoe	White Pine
FITZGIBBONS, FLOYD	3.90%	9,389	N/A	N/A	7,162	N/A	N/A	41	N/A	N/A	N/A	141	230	130	1,516	N/A	N/A	N/A	196
HORSFORD, STEVEN A.	50.11%	120,501	N/A	N/A	112,361	N/A	N/A	67	N/A	N/A	N/A	351	1,002	637	5,202	N/A	N/A	N/A	881
SILVESTRI JOSEPH P.	3.88%	9,341	N/A	N/A	8,336	N/A	N/A	9	N/A	N/A	N/A	53	77	51	717	N/A	N/A	N/A	98
TARKANIAN, DANNY	42.11%	101,261	N/A	N/A	83,220	N/A	N/A	298	N/A	N/A	N/A	1,562	3,012	1,137	9,567	N/A	N/A	N/A	2,465

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■ In Clark County, the margin of victory was only 12.5 per cent, meaning Danny Tarkanian cut the gap by almost half.

CD04 CLARK COUNTY ELECTION RESULTS

U.S. Representative in Congress, District 4 (356 out of 358 Precincts Reporting) [2 Year Term] [Vote For 1]

CANDIDATE		% OF VOTE	TOTAL VOTES
HORSFORD, STEVEN A.	DEM	53.23%	112,361
TARKANIAN, DANNY	REP	39.43%	83,220
SILVESTRI, JOSEPH P.	LIB	3.95%	8,336
FITZGIBBONS, FLOYD	IAP	3.39%	7,162

Through solid Republican turnout in the rurals, most likely a decent crossover vote and support among 'Other' voters, Tarkanian was able to overcome the D vs. R gap and cut Horsford's margin of victory to single digits. Unfortunately, just not enough to win.

Now, imagine a Republican candidate that can not only hold the vote in the rurals, but also make significant progress in closing the registered voter gap and take a significant chunk of voters away from the Democrats in the urban precincts.

All while increasing the minority registered voter base within the Republican Party.

Niger Innis is the candidate with the potential to do that. His strategic campaign plan is designed to do just that.

It will start with an aggressive voter registration strategy based on engaging the minority communities. It will unfold in three stages, all separate of any organized voter registration effort by the state or county Republican parties, all spearheaded by experienced minority voter ID strategists.

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STAGE ONE

NEW AMERICA

Kickoff Date: September 1, 2013

New America will close the voter registration gap in two ways:

1

A grassroots strategy identifying and contacting non-registered voters in CD04 via phone, mail and at the door. Personal contact to ID potential Republican voters and then following up to get them registered.

2

Specifically directed to minorities, engage them in the community through events, churches, schools and more. Also, the Hispanic community will be addressed via a conservative radio talk show in Spanish. The goal will be to expose the minority communities to our conservative view, familiarize them with our philosophy, make the connection that our values and goals match theirs and then register them to vote.

STAGE TWO

NEW AMERICA & JOIN AMERICA

This dual effort will essentially continue the voter ID and registration program initiated in CD04 by New America, just with the added assets of Join America. It will particularly strengthen the minority outreach efforts for voter registration.

The additional contacts and resources of Join America, when combined with New America, will greatly enhance the opportunity to close the D vs. R registration gap in CD04, driven by new Republican minority voters.

STAGE THREE

INNIS FOR CONGRESS CAMPAIGN

Under the direction of campaign consulting firm First Tuesday and voter outreach specialists Grassroots Strategists, the voter registration will continue as part of the campaign's voter ID and grassroots effort.

The ground game will be an integral part of the Innis for Congress campaign and will begin immediately.

With a current (June 2013) voter registration gap of 43,000 district-wide and almost 50,000 in Clark County, the goal will be to significantly reduce it by the end of the year. The vast majority of those will be new registers that are minorities.



Up and down The Ballot Support

Campaign integration in this race will begin with CD04 not at the top, but in the middle, as a hub, serving as a central source of strategy and activity, feeding and sharing with any race that has an impact

Many campaigns at the top of the ballot treat their brethren down the ballot as 'lesser' races that they believe should be there primarily to support their candidacy.

Many times these state and local candidates are used for their resources, especially volunteers, to prop up their efforts, sometimes to the point of coercion.

It's this 'top of the ballot rules' mentality that has derailed many candidates and races.

Innis for Congress has the exact opposite philosophy. Building a foundation of strength actually begins at the bottom, with emphasis on all state and local races, that feed into the national campaigns.

Campaign integration in this race will begin with CD04 not at the top, but in the middle, as a hub, serving as a central source of strategy and activity, feeding and sharing with any race that has an impact. This mutually beneficial approach to campaign cooperation will strengthen all races in the circle, which will naturally then extend to the national race they are connected to.

The second part of the Up and Down the Ballot

strategy will involve our recruitment of minority candidates to fill as many of the Republican slots as possible. These won't just be placeholders or sacrificial lambs. These will be carefully

considered candidates who will fit the voter profile of the district they are running in. Good, strong minority candidates who are

appropriate for their constituency and will bring a solid Republican message in an effort to bring these voters to the party.

Most importantly, they will campaign hard and present a challenge to their Democrat counterparts, incumbent or not. Every contested race we can

run at the state

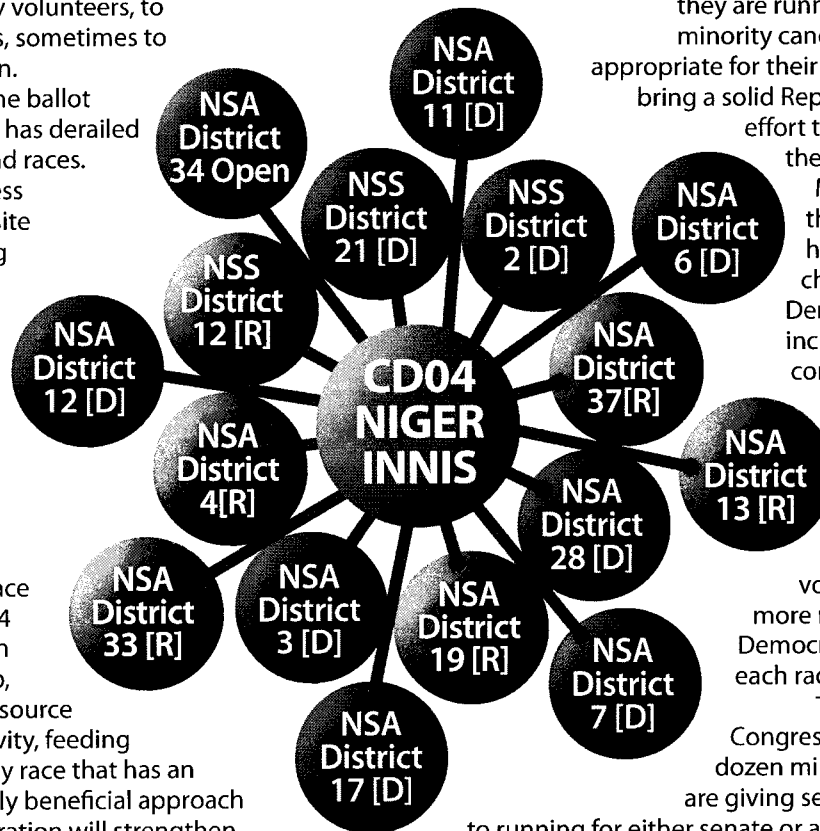
assembly and senate level will mean more registered Republicans, more voters considering voting Republican and more resources that the Democrats have to dedicate to each race.

To date, Innis for Congress has identified a dozen minority candidates who are giving serious consideration

to running for either senate or assembly seats within CD04.

Build from the ground up. A solid base is the foundation for strength all the way to the top.

2014 ELECTION OUTLOOK (w/incumbant party)



NSS = NEVADA STATE SENATE • NSA = NEVADA STATE ASSEMBLY



Building a Coalition

Imagine a stage and a podium. On that platform is the candidate for the 4th Congressional District of Nevada.

He is surrounded by his supporters, a cross section of key individuals and organizations in Southern Nevada, Clark County, Las Vegas and North Las Vegas.

The faces are brown and black, white and yellow, and they speak with many voices. They talk about a new day and a new beginning, not just for the state, but for the people, these newly empowered people, many of them new citizens.

The candidate smiles and waves and the crowd claps and chants his name as one voice.

Now imagine that candidate is Niger Innis, Republican.

The people with him are diverse and come from Latino-led Immigration Rights groups, the NAACP, Asian American Republicans, the Latin Chamber of Commerce, the Black-led Conservative Alliance for Community Growth (which includes three NAACP board members), New America, Nevada Hispanics and more. They're from churches and community organizations; business, senior and education groups; the state's largest city to the small communities that are the backbone of rural Nevada.

These are the people of congressional district four. These are the new Republicans, some in registration, some in spirit. Revitalized with a realization that they have found the party that accepts them for what and who they are, and for what they can contribute to our society.

The groundwork for building this coalition has already begun. Innis for Congress is far down the road to picking up the building blocks and seeing if they will fit into the whole.

To successfully engage the minority community in an effective voter registration drive, and ultimately to convince them to elect Niger Innis to Congress, will take a multi-tiered effort which will expose them to our message in a variety of ways.

It may be their church. It may be their community center. It may be their ethnic support organization. It may be as simple as their neighbors sitting around a kitchen table.

It is this promise of inclusion which will allow Innis for Congress to bridge any perceived gap between the Republican Party and the minority communities.



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Fundraising

**GOAL
FOR INNIS
FOR CONGRESS:
\$2,000,000.00**

FUNDRAISING TARGET GROUPS:

SOUTHERN NEVADA LARGE DONORS

Start with the traditional Republican contributors who are recognized as leaders in support of candidates, especially on a national level. Not only would their large donation be critical as seed money, but the message sent to potential contributor would be a tremendous boost for Innis' credibility as a congressional candidate.

NATIONAL SUPPORTING NETWORKS

NATIONAL REPUBLICAN DONORS

NIGER INNIS PERSONAL CIRCLES

KEY LOCAL GROUP CONTRIBUTORS

Organizations, businesses, special interests, political

INDIVIDUALS AND BUSINESS IN SOUTHERN NEVADA

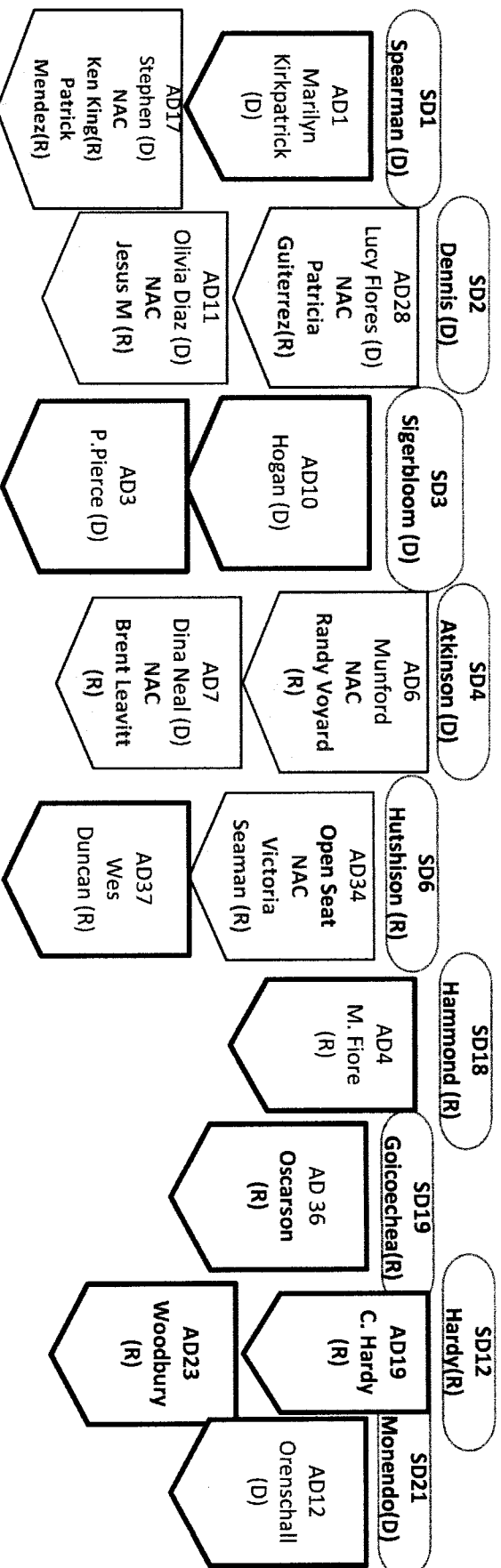
Traditional contributors, the usual

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CD-4 Waterfall Strategy 2014

CD-4
NAC
Niger Innis (R)



By recruiting and managing races that are nested under CD-4, we gain awareness and momentum deep within the various voter districts. If we can deliver a common message and gain voter ID by Assembly districts, this will result in more support for the top of the waterfall, CD4.

NAC = New America Candidate