



THE GOLDEN HARD HAT: House Republican Jobs Monthly Messaging Challenge

The House Republican Plan for America's Job Creators is a long-term project and Conference is challenging you to accomplish monthly goals. The first focus is on the months of June and July, when Conference will track Member activity submitted by participants of our Golden Hard Hat Jobs Challenge. The activities are listed below in both a checklist and suggested June timeline, with repeated frequencies for each. All House Republicans are invited to participate in this friendly monthly competition to ensure our message gets out and that the American people know that our number one job is promoting more jobs.

Golden Hard Hat Monthly Action Items

Note: all the below action items must be related to messaging on job creation in order to be considered for the challenge

- ✓ One Tweet and Facebook post per weekday #4jobs
- ✓ One 'One-Minute' floor speech per legislative block
- ✓ One Constituent Communication (499, e-newsletter, franked mail, etc.) per week
- ✓ Participate in one Leadership Hour Special Order
- ✓ Two blog posts per voting week
- ✓ Publish one jobs-related op-ed in a local or regional newspaper
- ✓ Deliver two jobs-related speeches to local groups per Constituent Work Week
- ✓ Book two local radio/TV interviews per Constituent Work Week
- ✓ Host one jobs-related district press conference
- ✓ Host one jobs forum, jobs fair, or employee town hall



Sample June Timeline

May 31st – June 3rd (Voting Week)

- ✓ Post one Tweet and Facebook post per weekday
- ✓ Give a one minute speech on the floor
- ✓ Post two blog posts on your website
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)

June 6th – 10th (Constituent Work Week)

- ✓ Complete two local radio/TV interviews
- ✓ Deliver two jobs-related speech to a local group
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)

June 13th – 24th (Voting Weeks)

- ✓ Post one Tweet and Facebook post per weekday
- ✓ Give a one minute speech on the floor
- ✓ Post two blog posts on your website or an outside site
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)

June 27th – July 30th (Constituent Work Week)

- ✓ Complete two local radio/TV interviews
- ✓ Deliver two jobs-related speeches to a local group
- ✓ Send one constituent communication (499, e-newsletter, franked mail, etc.)

Items to complete before June 30th (Wrap-up)

- ✓ Participate in a leadership hour debate on jobs
- ✓ Publish a jobs-related op-ed piece in a local or regional newspaper
- ✓ Host a jobs-related district press conference
- ✓ Host a Jobs Forum, jobs fair, or employee town hall



Competition Rules:

How to enter the competition

- All members are invited to participate and no one needs to “opt-in.” Simply submit your activity each week and you will be entered to win!

How to submit your activity

- The Conference is developing a website (coming soon!) that will allow you to self-report your messaging activity as you complete your tasks each week. Additionally, the site will allow you to submit your clips, tweets, blog posts, and event photos so you can easily send info of all your job-related action items.

Length of competition

- The first monthly competition will begin on Tuesday, May 31 and end on Thursday, June 30th. Conference will keep a leader board and update Members regularly on who’s in the lead. The competition winners will be recognized at the Conference meeting on July 7th and the next round will start July 1.

Recognition on the leader board

- Complete as many of the action items as possible to accumulate the maximum amount of points possible.
- Winning Members will receive the coveted “Golden Hard Hat” award and recognition at Conference for all of their hard work to message on the House Republican plan to create jobs. Your goal – win the Golden Hard Hat each month!