



June 29, 2016


Mr. Reince Priebus
Chairman
Republican National Committee
310 First Street, SE
Washington, DC 20003

Confidential Communication:

We the undersigned write in an earnest effort to effectively work through what we and the broader base of minority cohort Republican voters/supporters, etc have come to define as clear deficits in our outreach to minority cohort voters. This deficit allows the perception of a willful or often intentional low-prioritization of multicultural inclusion within the Republican Party structure. In the immediate aftermath of the 2012 presidential election, you were applauded for taking action by way of what was described as an "RNC Autopsy Report". Within this finalized report, attention was called to the need for a new approach to galvanize and gain the support of U.S minority cohort voters. Again you are to be commended for that effort and the overtures you have personally made to make yourself available. However, availability does not always translate into access to opportunities within the GOP system. Moreover, it does not appear that the report findings have made its way into the structural mechanics of the Republican Party apparatus. We have watched in dismay as the presumptive nominee of our Party, the Party of Abraham Lincoln, has caused massive defection, disgust, and disinterest with comments and behaviors that are offensive to the very demographics groups we need to win this election.

The unfortunate reality of the points expressed above is more readily and recently evidenced by the unexplained exodus of Black and Hispanic staffers at the RNC headquarters. It is also made manifest through a scheduled upcoming meeting between RNC officials and the so-called Trump Diversity Council. On its face, this scheduled meeting is a step in the right direction but as is so often the case with coalition based activity within the Republican Party- strategically, operationally, and tactically it is wanting. The insult here is the notion that this toothless-tiger masquerading as a sincere effort is not directly attached to the Republican National Committee or the Trump presidential campaign. What does this mean? Looking at it from the outside in, glaring problems come to the fore.

Most of us, the undersigned have toiled in the Republican vineyards for decades and have held various positions at the RNC, on presidential campaigns and in congressional offices. This is an important point to highlight because it provides us with an unique insight and experiences to rightfully critique and advise on what has and will work when it comes to recruiting, organizing and mobilizing Republican minority cohort voters. To this end, with our own means and at our own expense, we conducted a series of focus groups and public opinion polling to determine what issues, policies, etc are serving a "push/pull" factors for the 2016 election cycle. A snapshot of our findings reveals an unrealized potential for the GOP to do better among minorities in this election cycle. Yet, the operative word is *unrealized*. The results of our findings will be publicly released shortly.



This letter and the minority cohorts' endeavors are larger than politics. We engage as loyal Republicans, yes. But more importantly as patriotic Americans that are concerned about reversing the trend of political self-segregation among communities of color. We believe in the Latin phrase embedded on our nation's seal, "E Pluribus Unum – out of many one".

The fight to end an ideological/voting monopoly in minority communities has been engaged and will continue through this election cycle and beyond. We would hope that the RNC and the Republican Party presumptive presidential nominee would have an interest in cooperation, if not coordination to ensure that we have success down ballot with our municipal, state and congressional elections. Such will provide us an invaluable opportunity to grow our party, develop a political pipeline for more diversity so that we look more like America and incorporate the best of what the Republican Party stands for.

We look forward to your reply prior to the GOP Presidential Convention so that we may better help win this 2016 race.

Respectfully,

Aaron T. Manaigo
George W. Bush Presidential Campaign 00' (Minority Delegate Outreach); John McCain Presidential Campaign 08' (National Director of Coalitions); Herman Cain Presidential Campaign 12' (Sr. Advisor)

Danny Vargas
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