

DAVID
HADLEY  *for CRP Chair*



To my fellow CRP delegates – please bear with me for a brief story.

My family and I live in a densely populated coastal community in the South Bay of Los Angeles. As you might guess, the South Bay has a secular culture. Research indicates that 80% of the population is unchurched.

Our evangelical Christian church, however, is thriving and growing. Membership and attendance are at records and we just opened a second campus only six miles from the first one. The second campus is also thriving

and has gone from one service to two in less than a year. We are planning more campuses.

Why is our church thriving? We are seeker-friendly. First-time visitors and new members are the guests of honor, we go out of our way to make sure they have a good experience. We even ask our most committed members to be servant leaders and to make sacrifices to make our church friendly to newcomers.

Examples:

- Our most popular service is at 9:30am. Our pastors ask the regulars to attend other services when possible so newcomers will find seats at the best time.
- Regulars are asked to park further away so newcomers can park in the closest lot.
- Sermons are not targeted to the theologically educated. They are targeted at newcomers, and assume little knowledge of the bible or Christian doctrine.

It is not always easy to put seekers first. After all, the faithful need nourishment too, right? But if we want to spread our faith, subordinating our needs to the needs of newcomers is part of the deal.

So it is with growing the GOP in California – we need to be servant leaders who are intentionally seeker-friendly.

This does not mean that we abandon our principles. But it does mean we speak and act with the persuadable in mind. If we were the majority party in California,

perhaps we could focus on nourishing the faithful. But since we are not, much of what we do needs to be directed to people who don't know they share Republican values and priorities.

If you trust me to chair the CRP, I will work every day to build a seeker-friendly party.

I respect Travis Allen's ability to feed the faithful – he is a favorite of many of our most committed activists. But Travis campaigned for governor for a year and got 9.5% of the vote. The faithful alone are not numerous enough to fill the pews in California, or to elect Republicans.

I respect Steve Frank's decades of activism and service – he has been tireless in his efforts and I gain from his writings. But read his *California Political News and Views* as a newcomer: a daily outpouring of outrage and ridicule is not a foundation for a seeker-friendly GOP.

Just as my church needs our committed members, the CA GOP needs Travis' supporters, and Steve's, and mine, and many more besides. Let's unite and build a seeker-friendly party!

It was this approach – unite our supporters and reach out to new people every day – that helped me win a State Assembly seat no other Republican has won since the 1990's – and help advance conservative values. Help me do it again and let's grow our community, statewide!

David Hadley

Vice Chair, California Republican Party (appointed July 2018)

Former State Assemblyman (2014 - 2016)

Former Chairman, 66th AD Central Committee (2012 - 2013)



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