THE TEXAS PRIORITY

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Texas Conservative Grassroots Leaders Launch The Texas Priority, Turning Election Setbacks into a Call to Action for a Safer, More Affordable Texas

HOUSTON, TEXAS – Texas conservative grassroots leaders today announced the launch of The Texas Priority, a new 501(c)(4) grassroots organization dedicated to making Texas the safest and most affordable place in America to raise a family. As Texas enters a frightening new era of Democratic leadership, The Texas Priority will serve as the leading voice for families and help reenergize the conservative movement around the issues that matter most: safe communities, an affordable cost of living, and a future where families can thrive.

The organization will be led by experienced Texas grassroots leaders:

- Bergundi Cain, the 1st Vice President of the Texas Federation of Republican Women and President of the Legislative Ladies Club, will serve as President;
- Rachal Hisler, a longtime Chambers County Republican leader who served as Chair of the Legislative Priorities Committee during the Texas GOP State Convention, will serve as Executive Director.

"I look at every issue as a mother, and right now Texas families are worried about what their kids are seeing online, what's in the food on their kitchen table, and whether they can get ahead instead of living paycheck to paycheck just to survive," said Bergundi Cain, President of The Texas Priority. "The 2026 election results were a wake-up call for Republicans, but the answer isn't to abandon our principles or lose sight of what matters. Our children can't wait two years for conservatives to find their footing. The work starts now. We're getting up, we're organizing, and we're going to fight every single day to make Texas the safest and most affordable place in America to raise a family."

For the first time in more than three decades, Democrats are poised to hold the Governor's Mansion and control the Texas House. This means the same individuals who championed radical gender ideologies and policies that allowed criminal illegal aliens into our communities are now in charge of protecting our children and keeping Texas affordable. Meanwhile, Texas families are grappling with rising costs, growing concerns about healthy food that working families can afford, and a housing market that is putting the dream of homeownership out of reach for the next generation. These are issues every family can get behind, and conservatives should lead on them. The Texas Priority will work to put them back at the forefront of the conservative agenda and fight for policies that make a real difference in Texans' everyday lives. The Texas Priority will become the powerhouse organization that legislators listen to.

Beginning today, The Texas Priority will mobilize families and community leaders in all 254 Texas counties, building a statewide coalition committed to advocating for Texas families in the public arena and at the Capitol. Together, they will work to advance policies that make Texas the safest and most affordable state in the nation.

The Texas Priority will focus on the issues families talk about around the kitchen table: child safety, protecting kids online, healthy food that working families can afford, lowering the cost of living so families are not living paycheck to paycheck, and keeping our communities safe for every family.

"Legislators listen to the people who show up, and we are going to show up in every county, every precinct, and every committee hearing," said Rachal Hisler, Executive Director of The Texas Priority. "When The Texas Priority speaks, Austin will know thousands of Texas families are standing behind us."

Texans who share this goal can immediately add their name to The Texas Priority's pledge at thetexaspriority.com. Texans are also invited to RSVP for The Texas Priority's Christmas & Launch Party on Thursday, Dec. 10, 2026, in the Dallas-Fort Worth area.

The Texas Priority's mission is simple: make Texas the safest and most affordable place in America to raise a family.

Follow The Texas Priority President Bergundi Cain on social media @BergundiDCain and watch The Texas Priority's launch video here.

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