

LIBERTY RISING

OUR IMPACT IN 2010



MISSION & VISION

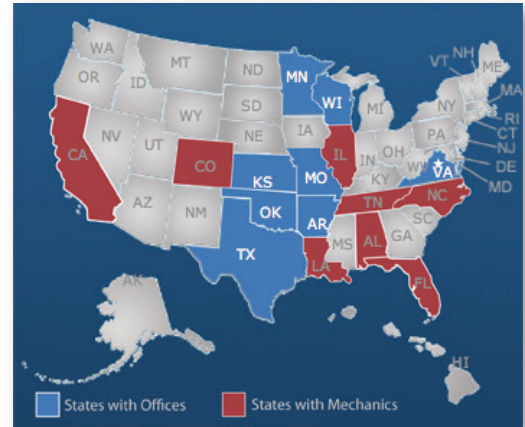
American Majority (AM) is the leading developer of the nation's new 21st century grassroots political infrastructure. The organization uses its cutting edge training curriculum to empower individuals and organizations with the most effective tools for promoting liberty through limited government. American Majority trains thousands of activists and candidates each year in communities across the country to be catalysts for authentic change in government. As a non-profit, non-partisan organization, it is dedicated to developing a new generation of American electoral and thought leadership that will reject the self-destructive policies associated with government expansion.

We believe that change begins not in Washington, but in our state and local communities, where the majority of government spending occurs. American Majority has offices in Arkansas, Kansas, Minnesota, Missouri, Oklahoma, Texas, Virginia, and Wisconsin. Besides our state offices, we also have certified trainers (Mechanics) across the country who train activists on behalf of American Majority in their local communities.

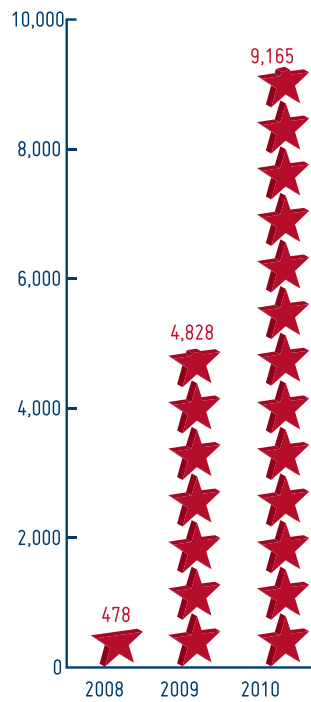
OUR PHILOSOPHY

We believe that politics is policy, and that those who win politically are the ones who implement policy. The free enterprise movement might have the best ideas, but people with bad ideas and good organization will always beat people with good ideas and bad organization. The Left has been better organized politically and has been systematically organizing at the local level for national impact for years, including identifying and training candidates to run for office. Not only does the free enterprise movement need to begin organizing as locally as possible, but it also must systematically identify and train the implementors of its ideas to run for and win office at all levels of government so that the right policies can be implemented. American Majority, using its accumulated knowledge from campaigns at the Presidential level down to the state and local, is empowering principled men and women to run for office in the 21st century.

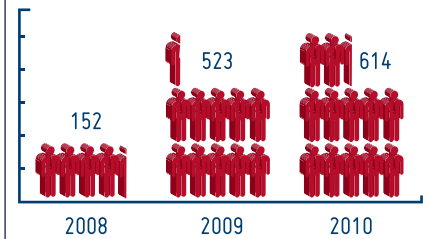
American Majority States



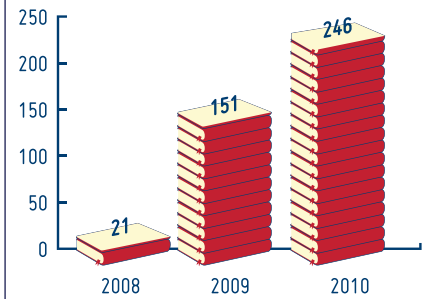
Total Activists & Candidates Trained



Candidates Trained



Training Sessions



“Simply put, American Majority is building a farm team for our movement and, so far, the results have been nothing short of remarkable.”

Erick Erickson



Breakdown of the levels of office American Majority-identified candidates ran for in 2010.

WHAT WE DO

American Majority is committed to building a national “farm team” of conservative leadership at the state and local levels. Studies show that nearly 50% of government spending takes place at the state and local levels, and that 87% of government employees are state and local. As an organization, we believe that committed fiscal conservatives and advocates for limited government should populate those levels of government. By widening the pipeline and identifying people to run for school board, city council, county commission, and the state legislature, American Majority is also creating a “bench” for higher office several election cycles from now. Today’s county commissioner is tomorrow’s U.S. Congressman.

That “farm team” is becoming a reality as local leaders identified and trained by American Majority are becoming winning candidates. In Minnesota, 94 of 100 AM alumni won their primaries. In Arkansas, 74 of the 78 AM alumni who ran won their primaries. In Oklahoma, 45 of 79 alumni who ran won in their primaries. In Kansas, 44 of 59 AM alumni won their primaries. Finally, 38 of the 65 AM Texas alumni running for office won their primaries. Nearly 200 of the American Majority-identified and trained candidates won their general elections, with over half of those being at the legislative level.

THE AMERICAN MAJORITY DIFFERENCE

At American Majority, we work to build grassroots infrastructure to effect changes in public policy that will refocus our nation on the power of the free market and individual liberty. We are not a consulting firm. We are not in the pocket of a political figure or party. We are not a for-profit entity and we don’t run campaigns. In everything we do, we stress the importance of building a truly authentic, grassroots political movement to better the lives of every American. Unlike other organizations, we do not seek to co-opt the Tea Party or the other activists and local leaders we train and assist. We believe in and seek to foster a bottom-up advancement of conservative ideals in all levels of government using cutting-edge techniques.

DRIVING THE POLITICAL DISCUSSION

This year, American Majority has raised its profile considerably in the news media to keep the focus on critical issues and trumpet the grassroots conservatives who are the foot soldiers of our values. American Majority has been featured in media markets across the country and in the nation’s largest news outlets. We’ve been featured in *The Washington Post*, *The Wall Street Journal*, *Politico*, *The Washington Times*, *The Huffington Post*, *The Los Angeles Times*, and *Thomson Reuters*, among others. In 2010 alone, American Majority was featured in the media over 300 times.

COMPARISON TO OTHER GROUPS



On the left, Camp Wellstone is considered one of the most successful progressive training institutes. Launched in 2002, Camp Wellstone recently advertised that 12 of its trained candidates won elections in Minnesota. Unlike many other states in 2010, Minnesota did not experience as much of the national electoral wave, yet 33 American Majority-identified

and trained candidates won in Minnesota this fall, nearly three times more than Camp Wellstone. On the right, the Leadership Institute and GOPAC both do political training. Between the two organizations, however, only roughly 120 field trainings were held in 2010. American Majority conducted twice as many field trainings as those two organizations combined, but at a fraction of the overhead cost.



Ned Ryun, President of American Majority, on Fox and Friends discussing The New Leaders Project.

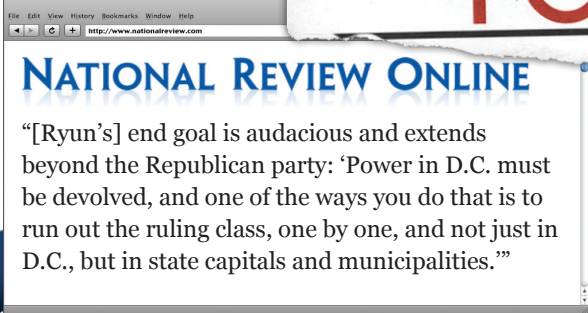
THE WALL STREET JOURNAL.



THOMSON REUTERS

Los Angeles Times

POLITICO



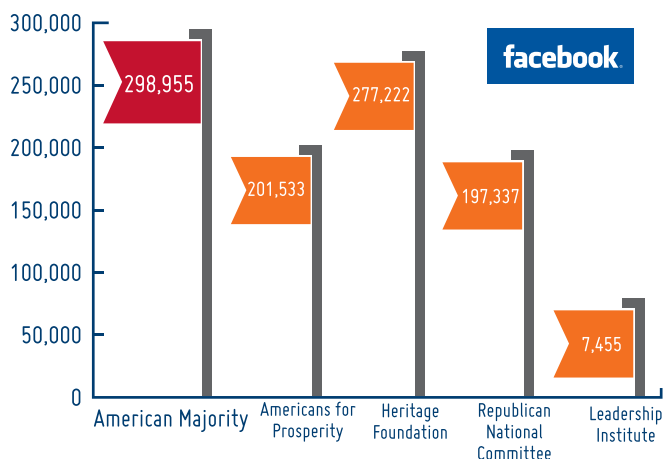


Ned Ryun discussing the Tax Bill on Fox and Friends.

Ned Ryun, President of American Majority, has become a go-to source on radio and television, including on some of the nation's most-watched programs. American Majority's message and training programs have been featured on *Hannity*, *Special Report with Bret Baier*, *Bill Bennett's Morning in America*, *The G. Gordon Liddy Show*, *Fox and Friends*, *American News HQ*, and *SIRIUS/XM Radio*. Ryun has also been asked by *The American Spectator* magazine to write a monthly column on the Tea Party, the conservative movement, and liberty-focused policy.

AMERICAN MAJORITY ONLINE

American Majority does not simply train people on how to become more effective online: it is also a practitioner, with nearly 300,000 fans on its Facebook page. This page has become an interactive community for American Majority and its alumni and fans to communicate multiple times a day on issues, materials, and trainings. This page has become a trusted first stop for many activists seeking up-to-date news and discussion. American Majority also has nearly 20,000 followers on Twitter, which has provided another valuable communication channel for the organization.



A comparison of fans on Facebook with other organizations.



"The conservative Ryun twins are savvy political operatives, and they have embraced the new version of the old wizardry. They are actively rebuilding the conservative political machine from the ground up."

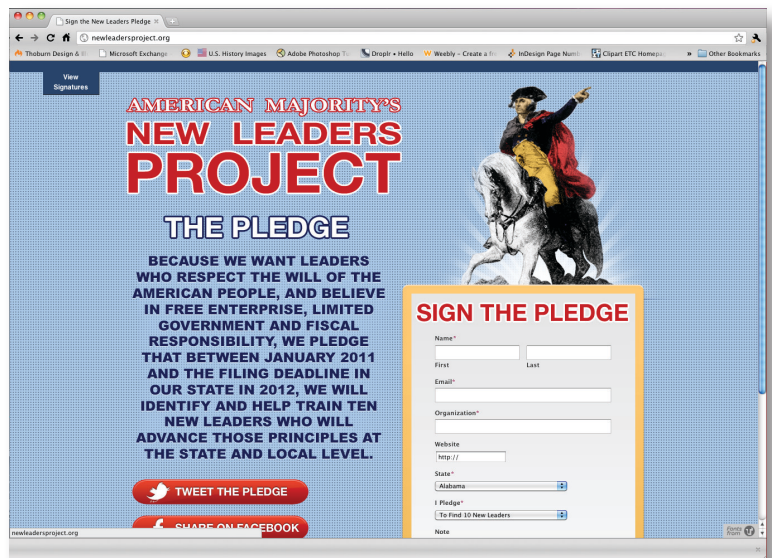
— The Texas Observer



Ned Ryun on Hannity's Great American Panel.

BUILDING THE FARM TEAM: THE NEW LEADERS PROJECT

In November, 2010 American Majority welcomed local Tea Party leaders from across the nation to Washington, DC to launch The New Leaders Project. This project will result in thousands of new candidates running for state and local office in 2011 and 2012, expanding and continuing to build the "farm team" of conservative leadership. In the first month of launching, 254 groups from 41 states signed the new leaders pledge.



TEA PARTY LEADER AND ACTIVIST TRAININGS

American Majority has helped elevate the Tea Party movement into an effective grassroots force. Many of those who came out in 2009 for Tea Party protests were first-time activists. The majority of them knew that protesting fundamentally changes nothing, but were at a loss as to what to do next. American Majority has now developed relationships with hundreds of local Tea Party organizers

across the nation. Many of those relationships developed because American Majority offered to come in, at no cost to the organizers, and train their organizations and members on how to be more effective.

Because of these relationships and trainings, American Majority has been able to make the local leaders into not simply protest organizers, but Community Organizers for Freedom. As Community Organizers for Freedom, local leaders are being trained to identify new leaders for school board, city council, county commission, and state legislative races. They are also being trained on how to “hardwire” precincts, conduct voter registration drives, and create a robust online presence with wikis, blogs, websites, Facebook, and Twitter so that from the ground up, there can be greater transparency and accountability with our elected officials and government at all levels.

In addition to leader trainings, American Majority also conducts activist trainings. In the summer of 2008, we realized that the new leaders we were identifying would need an effective and well-trained grassroots organization to help win elections and affect policy. That same grassroots infrastructure would also keep new leaders accountable. American Majority also understands that activists and currently non-elected local leaders are potential candidates. A number of those we’ve trained ran successfully in 2010.

We’ve been proud to work alongside and train these new activists in how to organize precincts for Get-Out-The-Vote (GOTV) operations, and, as with the leaders of local groups, train them how to be effective online and build coalitions to keep elected officials accountable.

In 2011, American Majority is adding another component to its training in conjunction with the Franklin Center by educating local leaders and activists on how to become effective citizen journalists. By training people to become investigative journalists in their communities, activists and leaders can promote even more accountability and transparency in their local communities.

AMERICAN MAJORITY RESOURCES FOR CANDIDATES AND ACTIVISTS

To supplement what is taught at our trainings across the country, American Majority produces a variety of materials to help our trainees once they get home. Most of these resources are available both digitally and in print.



“The 2010 shellacking of Democrats established a beachhead against intrusive government and trendy-left social policies - but much hard slogging remains, and the policy equivalent of a continent’s width of territory must be recaptured. Efforts like those of **American Majority**, local Tea Party campaigns and citizen-led ballot initiatives are what’s needed to limit government power, town by town and state by state.”



MANUALS FOR ACTIVISTS, CANDIDATES, AND COLLEGE STUDENTS

Our manuals are provided as a training supplement at the in-person trainings conducted by American Majority staff. We currently offer manuals for our Activist Training, Candidate Training, and Campus Majority Training. We also produce state-specific manuals on a more granular level, like county commission, city council, and school board. The manuals explain how these levels of government work and discuss potential free enterprise, limited government reforms in these arenas. The manuals also offer additional tips, advice, knowledge, and resources that build on what is taught by our trainers. American Majority will offer a state legislative manual in 2011.

THE VOTING PROJECT

Launched in August 2010, The Voting Project manual is a step-by-step guide to voter registration and voter fraud identification. Anita MonCrief, former ACORN whistleblower, leads this portion of American Majority's programming. From absentee voting to provisional ballots, this course teaches engaged citizens how to preserve our right to vote legally.

PAMPHLETS

In tribute to the pamphleteers of the American Revolution, American Majority is once again reviving this art form to educate and inspire a new generation. American Majority will be releasing a new pamphlet each month, with each new volume highlighting an era of American history. Topics in the first four pamphlets are America's rich heritage, the rule of law, an appeal to justice, and self-government.



PODCASTS

American Majority also has a series of podcasts at AmericanMajority.org and on iTunes.com. The podcasts include a 21-part series on running for office, a 5-part series on effective activism, a 31-part series on the history of the Constitutional Convention, and a new series, "Days of Revolution," which chronicles the days leading up to the American Revolution.

FACEBOOK AND TWITTER GUIDES

Winning the political battle online is almost as important as winning it on the ground. Creating channels and tools to win online is one of American Majority's goals. In 2009, American Majority created a Twittivism Guide to Online Activism, which explained the basics of Twitter and the tools and tactics one can use to make their "tweets" heard by thousands of their peers. **Since its launch, American Majority's Twittivism guide has been downloaded by nearly 20,000 people.** Although this does not measure those who have simply read online or printed it off for others to read, it is believed that over 30,000 have actually read the guide. American Majority also created a Beginners Guide to Facebook earlier this year. This guide covers everything from account creation to how to use Facebook to advance a cause, candidate, or opinion.

20/20 VIDEO TUTORIALS

Our video tutorials serve to complement our new media training courses. Online activism can be a daunting new world for many, so these 20 minute videos are an easy, quick way for American Majority alumni and supporters to access information about Facebook, Twitter, online video editing, YouTube, blogging, and much more from their own living room. **To date, more than 2,200 users have downloaded these videos.**



SUCCESS STORIES

American Majority evaluates its success not simply by the number of trainings or how many leaders run for office, but on how many win and then implement the right policy. American Majority-trained candidates have been running and winning in 2009 and 2010. As Tom Arpke, who primaryed and beat a liberal 16-year incumbent for the state house in Kansas (and then won his general election) said, "If candidates will follow American Majority's training and the model, they'll win."



Minnesota

Washington County Commissioner Lisa Weik was identified and trained by American Majority and is currently in her first term on the commission board. She opposed a recent 1/2 cent sales tax increase, and has been very vocal in her support of rescinding a tax on transit projects. Lisa recently came out strongly against the city administrator's proposal to raise property taxes in Washington County's 2011 budget.



Kansas

Terry Calloway was identified and trained by American Majority in hopes that he would challenge a very liberal state house incumbent who had voted for the second-largest tax increase in Kansas history. Calloway handily beat a primary challenger, then went on to win the general election with 52% of the vote. In addition, his campaign manager was trained through American Majority's Campus Majority program, as was his online director, who created Calloway's website and managed his new media.



Texas

On 9/11/01, Lt. Colonel Brian Birdwell was the nearest survivor to the terrorist attack on the Pentagon. Following recovery from his horrific injuries, Birdwell returned to his home in Texas and began to explore new avenues of service for his country. During the summer of 2009 he attended an American Majority candidate training and was encouraged to pursue public office at the state level. He won a tough election for state senator in 2010 against the establishment favorite, with many of his campaign volunteers trained through American Majority's activist workshops.



Wisconsin

In Wisconsin, American Majority trained Dr. Pam Galloway, a general practitioner. Despite not having held any prior political office, she definitively beat Wisconsin State Senate's Majority Leader Russ Decker, who was a five-term incumbent, by ten points. Pam's victory was called one of the most stunning results of election night in Wisconsin.



Arkansas

Mark Darr and his future campaign manager attended an American Majority training in December of 2009. Mark faced a formidable primary opponent, but won his primary to face a long-term incumbent that had a loyal following on both sides of the aisle. Mark's opponent was overwhelmingly popular in his district and the surrounding areas, but Mark applied what he learned through American Majority and won his campaign for Lt. Governor in November of 2010 by just over two points.



Oklahoma

Josh Brecheen attended an American Majority candidate training in Oklahoma City in the spring of 2010, declaring, "Guys, I have no idea what I'm doing but I'm gonna do the best I can." He ran against a two-term and very popular incumbent state senator, Jay Paul Gumm. Brecheen's campaign manager was also trained by American Majority. As they report, they ran their race based on what American Majority taught them and executed it flawlessly. Brecheen defeated Gumm by double-digits in Oklahoma's "Little Dixie," where Republicans have *never* won a state senate race.

Read more success stories online at:
<http://www.AmericanMajority.org>



AMERICAN MAJORITY

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“IT DOES NOT REQUIRE A MAJORITY TO
PREVAIL, BUT RATHER AN IRATE, TIRELESS
MINORITY KEEN TO SET BRUSH FIRES IN
PEOPLE’S MINDS.”

—Samuel Adams

