



THE  
GROUND SWELL

2011 Annual Report



In January of 2008, American Majority emerged and committed itself to creating a national groundswell—a groundswell to bring generational reform to every level of our government. We also committed to developing a new network of local and state-level activists and elected officials we're proud to stand behind—all devoted to the cause of real liberty. And for the last three years, we've focused on this bottom-up approach.

It's made us the leading developer of the nation's new 21<sup>st</sup> century grassroots political infrastructure.

One trainee at a time, American Majority builds this infrastructure with its cutting edge training curriculum. We give individuals and groups the most current, effective tools for political victory, empowering thousands of activists and candidates each year. In communities across the country, they are becoming catalysts for authentic change in government.

As a non-profit, non-partisan organization, we're dedicated to developing the next generation of leadership—one that will reject the self-destructive policies associated with government expansion. We know real, lasting change starts not just in Washington, but in our state and local communities.

In 2009, we began working with thousands of local Tea Parties and other members of a new wave of citizen-activists. We helped prepare them for the fight to restore America's founding principles. Then, in 2010, we trained candidates and ground forces in nearly every state, creating a new corps of effective grassroots conservative leadership.

They helped make history.

We are proud to report that in 2011 we have continued to build on that success with a watchful eye on the potential to have an even greater impact in 2012.

## OUR WORK IN 2011

American Majority had yet another exceptional year in 2011, hitting even more impressive benchmarks. We celebrated our 500<sup>th</sup> in-person training in September, most of our trainings having occurred between Spring 2009 and Fall 2011. In that same period, we trained almost 20,000 new conservative activists and over 1,800 new dynamic candidates for primarily state and local office. Even as 2012 begins, we continue training the grassroots in the art and methods of 21<sup>st</sup> century political "warfare."

## DRIVING THE NATIONAL DEBATE Spotlight on Wisconsin

Early in 2011, American Majority's Wisconsin staff took a leading role in organizing local Tea Parties and other grassroots groups to support union pension reform within Wisconsin. On February 20<sup>th</sup>, American Majority, with those local groups, spearheaded a rally that drew more than 10,000 people in support of smaller, more efficient government. The rally, which made national headlines and generated more than 50 media hits for American Majority, showed Wisconsin and the nation that there was real support for systemic reforms to reduce the burden on our taxpayers. Following this success, American Majority worked with Wisconsin's conservative grassroots and with those considering running in the recall elections, training them in effective policy messaging, Get-Out-the-Vote operations, precinct organization, and other campaign strategies.

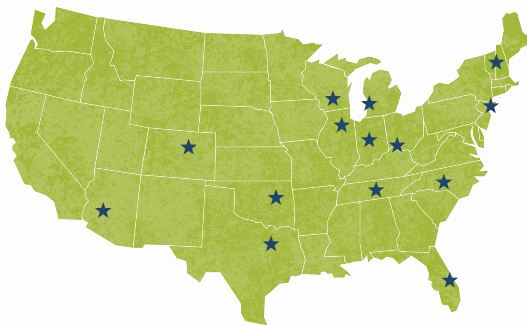




## TAKING CONSTITUTION DAY TO THE NEXT LEVEL

### The Nation's First "Training Bomb"

In September, American Majority conducted the nation's first ever "Training Bomb," based on the popular "money bomb" fundraising strategy. No organization had ever attempted to conduct simultaneous trainings on Constitution Day (September 17<sup>th</sup>), but with our team fanning out across America and with the help of local groups, we trained conservatives in 14 states from coast to coast. From New York to Florida, and from Arizona to Michigan, the program was a tremendous success.



Tulsa, OK; Dallas, TX; Appleton, WI; Murfreesboro, TN; Fayetteville, NC; Indianapolis, IN; Chicago, IL; Hartland, VT; Troy, MI; Daytona Beach, FL; Scottsdale, AZ; Loveland, CO; Cincinnati, OH; New York, NY.

## EFFECTIVISM FOR AMERICA

American Majority also launched its new *Effectivism* manual. Effectivism (effective + activism) is our unique approach to educating the grassroots on the best ways they can work to protect America from government's overreach. Effectivism trainees learn about the inner workings of our failing System, controlled by a Ruling Class of long-time incumbents. Then American Majority takes them through a step-by-step curriculum on how to break the Ruling Class with a new take on time-tested political strategy. We teach the nuts and bolts of how to make that change happen: running for office, hardwiring precincts, being effective online, and building robust grassroots organizations. Effectivism is intended to take the conservative movement beyond looking busy (but going nowhere) and transform it into an army of architects who, with a systematic approach, can build an infrastructure and a "farm team" of leaders to bring real change to this great nation.

## DEVELOPING NEW CURRICULUM

American Majority believes very much in the idea of creative destruction. Our curriculum is noted by many as among the best, if not the best, in the nation for political training. Yet we constantly continue to update and improve our materials. Our popular Candidate Manual is going into its 4<sup>th</sup> edition in 2012, and we're getting ready to launch the 3.0 versions of our highly regarded Facebook and Twittivism guides. We're even taking apart our *Effectivism* manual to make it even better in 2012, and we continue to update and create new presentations using Vimeo and Prezi, a state-of-the-art presentation platform that makes learning our techniques easy, fun, and exciting.



## THE NEW AMERICANMAJORITY.ORG

We launched our new American Majority website in October, featuring activist spotlights, newly updated online resources, a cutting-edge design, and a steady stream of fresh content for conservative grassroots.

Our new *Liberty Rising* blog is quickly becoming a popular destination for activists and opinion-leaders alike. We talk a lot about the importance of a good digital strategy and this new website is one of the most effective tools in our arsenal.



## American Majority's Social Media Presence

 **f**  
**371,552**  
Facebook Fans

 **t**  
**21,389**  
Twitter Followers

## IN THE NEWS

American Majority has continued to be an active and powerful voice in the American political discourse during 2011. Our media presence continues to grow, with hundreds of media impressions made during the course of the year. We continue to receive a range of local coverage for our work with the grassroots. In addition, Ned Ryun

and American Majority have been featured by national television, print, and online news outlets including: Fox News, *USA Today*, *The Washington Times*, *The New York Times*, CNN, Red State, Town Hall, *The American Spectator*, Big Government, and The Huffington Post.



“America will collapse if those who truly believe that nothing is sacred are allowed to set separate standards for themselves. ... Americans will lose confidence in our public institutions and cease to believe that they live in a truly free society...”

*What Penn State, Washington and Wall Street Have in Common, TownHall.com, November 2011*

“I think technology has advanced so much, we’ve almost come full circle. We have to go back to old-fashioned shoe-leather politics.”

*Philadelphia Inquirer, November 2011*

“...the conservative movement has settled for slipping yet another white paper message into a bottle . . . hoping that somehow they and their good ideas will find a way home [but] people with bad ideas and good organization will always beat people with good ideas and bad organization.”

*Of Plans and People, The American Spectator, September 2011*

