

KEEP AMERICA FREE



OUR WORK IN 2012

Letter from the President



“ Bad ideas and good organization will always beat good ideas and bad organization. ”

Dear Friends,

I’m a runner. I’ve been one for as long as I can remember. And quite frankly, I hate to lose. But if there’s one thing I learned in a decade of competitive running, it was this simple truth: when you fall behind, you either quit or you dig harder. I believe that same principle applies to the fight to defend our freedom. The time has come to refocus, reset, and re-engage.

Most importantly, it’s time to get back to executing the fundamentals.

Since American Majority’s founding in 2008, we have consistently urged conservatives to accept one simple fact: bad ideas and good organization will always beat good ideas and bad organization. There is no problem with the ideas of individual liberty, fiscal responsibility, and the free market. There is, however, a colossal problem right now with our movement’s ability to organize and mobilize on behalf of the leaders or would-be leaders who will implement those ideas.

In 2012, the majority of voters chose increased government involvement in their lives, continued economic hardship, and more tax-and-spend policies, but this does not mean that a majority of Americans wanted those results. Rather, we are saddled with at least four more years of “Big Government” because the forces promoting those heavy-handed and fiscally reckless policies were more effective at organizing and mobilizing their supporters.

The conservative movement must adopt a systematic approach to winning. Without a good system in place, our principles don’t stand a chance. For that reason, we at American Majority have renewed our commitment to the long-term struggle for freedom. Now is not the time to throw up our hands. Now is the time to redouble our efforts.

You hold in your hands the 2012 Annual Report of American Majority. We are resolutely focused on creating a long-term movement for national, generational change that will last for many election cycles to come. With the partnership of grassroots conservatives nationwide and the support of generous investors like you, we are making unprecedented strides in the fight to Keep America Free.

A handwritten signature in black ink that reads "Ned Ryun". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

NED RYUN
President, American Majority

The Mission

American Majority is the nation's premier grassroots political training institute, dedicated to building a new national network of conservative leaders who will restore our country to its founding principles of limited government, free markets, and personal liberty for all.

Since the early 20th century, our country has languished under the rule of an entrenched Big-Government Ruling Class devoted to preserving the status quo. This alliance of career politicians, government bureaucrats, public sector unions, and large financial institutions has radically expanded the size and scope of government, drastically reduced opportunity for innovators, imposed burdensome regulations on the job-creating industries that fuel our economy, and allowed our national debt to spin out of control.

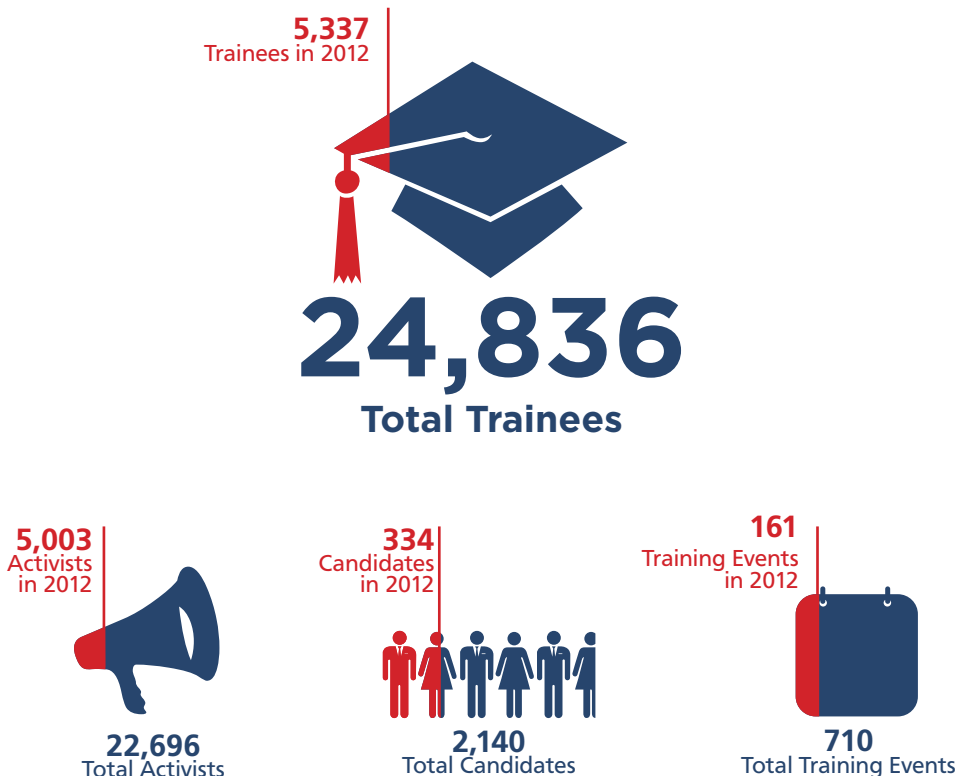
In short, our country has never been more desperate for principled, conservative leadership than it is today.

American Majority is answering the call for fresh, principled leadership by building a new national network of conservative leaders at the state and local levels who will unseat the Ruling Class once and for all. The most promising members of this conservative "farm team," after serving at the state or local level, will one day be promoted to the "major leagues," where they will restore liberty and fiscal sanity to our national government. (Remember, roughly 70 percent of the members of the current Congress began their time in public service at the state or local level.)

As a non-partisan, non-profit organization, American Majority provides state-of-the-art training to principled, conservative leaders who will run for office, win, and restore the principles of limited government and fiscal responsibility to our country from the bottom up.

American Majority's training is the crucial component in a long-term movement for national, generational change. To permanently reclaim our country from the clutches of the Ruling Class, we need more than just good policy ideas. We desperately need a sustained flow of elected leaders who will reliably defend our freedom for decades to come.

In 2012, we moved closer to realizing that vision on a wide variety of fronts, and we are proud to report our progress to you.



Training: Building the Farm Team, One New Recruit at a Time

In only five years, American Majority has built a stellar reputation as the conservative grassroots movement's most trusted, go-to resource for political training. To date, our expert training staff has delivered the tools for victory to conservative leaders in 45 states. This past November, we marked a major milestone, booking our 700th in-person training event, and at the end of 2012, we are on the cusp of recording our 25,000th trainee, an unparalleled benchmark for only five years in existence. We continue to receive record-setting demands for training across the nation as word spreads of American Majority's innovative resources.

Candidates: Our Success on the Front Lines

At American Majority, we firmly believe the full measure of credit goes to the brave men and women who put their time, talent, and reputations on the line for a chance to serve their fellow citizens. It is a distinct privilege to provide these outstanding individuals with the training that gives them a head start on their campaigns, and we are overjoyed to join them in celebration of their victories. This year, 163 American Majority candidate trainees ran for office, 74 of whom were elected. This translates into a “win rate” of 45 percent, a figure that would rank us in the top echelons of campaign consultants, not to mention non-profits.



Curriculum

Our goal is to close the long-existing gap between the Left and Right in terms of campaign efficiency. With our cutting-edge training curriculum, we have enabled conservative candidates and activists not just to achieve parity with the Left’s strategies and tactics, but to blow right past them. This year alone, American Majority’s curriculum department developed two completely new training manuals: Public Speaking Success for Candidates and Blogging for Freedom. In addition, we revamped our wildly popular “Effectivism” Manual, Campaign Manual, Facebook and Twitter guides, and School Board Manual (one of several state-specific manuals we offer). Looking forward to 2013, American Majority is well positioned to remain the premier provider of the best resources, strategies, and tactics for conservative candidates and activists.



Spotlight: Jim Bridenstine

Back in mid-2011, after careful consideration, businessman and Navy Reserve pilot Jim Bridenstine threw his hat in the ring to become the next Congressional Representative from Oklahoma’s First District. Having no prior campaign experience, Jim turned to American Majority for guidance, attending two campaign trainings in late 2011 with his entire campaign staff. He entered a tough primary race against a well-funded, 6-term incumbent who had a reputation as a conservative, but not the record to back it up. Despite being outspent 4 to 1, Jim deployed the grassroots campaign tactics he had learned from American Majority and sailed to an 8-point primary victory on June 26th, 2012, over his falsely “conservative” predecessor. Now, after utilizing his American Majority training and handily winning his general election in November, Congressman Jim Bridenstine will be tenaciously defending his constituents’ liberty and prosperity on Capitol Hill every day.

New Leaders Project AMERICAN MAJORITY

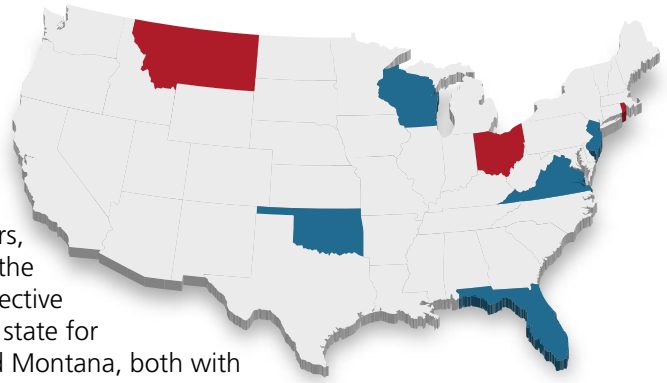
The New Leaders Project

Launched in the fall of 2010, the New Leaders Project is an unprecedented effort to accelerate the growth of the farm team by fast-tracking identification of principled new candidates for state and local office. American Majority challenged 1,000 grassroots conservatives and conservative organizations nationwide to sign the New Leaders Pledge, a commitment to run for state or local office and find one other person to do the same. When fully executed, the end result will be thousands of new conservative candidates identified and trained for state or local office.

At the end of 2012, American Majority had accumulated 907 signers of the New Leaders Pledge, all of whom will be given exclusive access to American Majority’s campaign curriculum and training. We are well on the way to training a tidal wave of conservative candidates who will bring with them the desperately needed integrity and sound policy to reform their communities, their states, and, eventually, our nation.

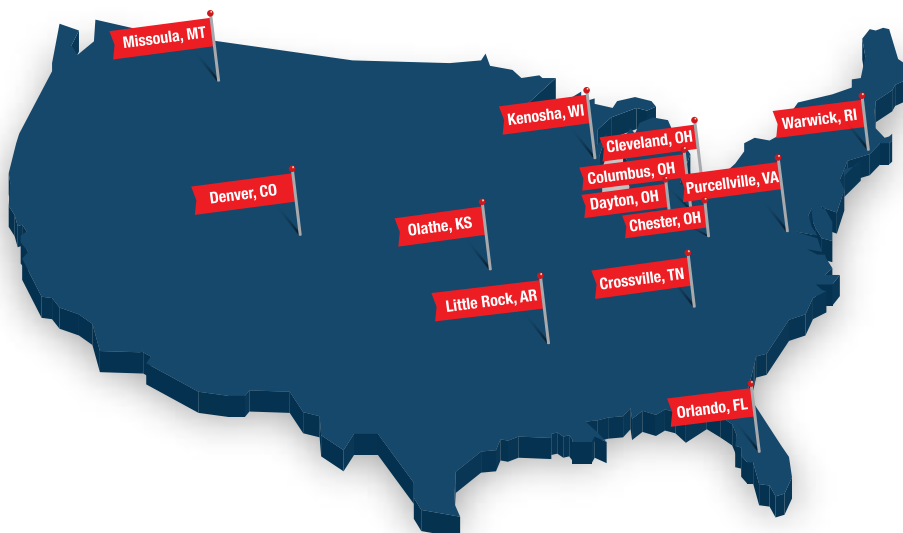
Opening New Fronts in the Fight to Keep America Free

Because we realize the importance of having full-time staff on the ground in the most crucial areas, American Majority operates on a decentralized, shifting, state-based organizational model. This year, we opened new “fronts” in the fight to keep America free by establishing offices in Ohio, Montana, Florida, and Rhode Island. These states offer an interesting mixture of opportunities, and each one has proven to be a strategic bulwark for American Majority’s mission. Ohio is a perennial swing state in national affairs, meaning that just a few Ohioans have the potential to determine the fate of our entire nation in a given year. By training an army of effective activists to mobilize conservatives in Ohio, we can “hardwire” the state for reliable conservative victory year in and year out. Rhode Island and Montana, both with particularly small populations, are ripe for conservative organization. With the proper strategy and infrastructure, these states can supply much-needed muscle in the fight to keep America free.



Racing for the Vote in 2012

In an unprecedented foray into the world of sports, American Majority launched a NASCAR sponsorship in the spring of 2012 with the goal of reaching reliably conservative race fans and having them pledge to vote to Keep America Free this November. Using a full sponsorship of a NASCAR Nationwide Series racecar, American Majority’s name and mission were seen and recognized by literally hundreds of thousands of race fans every weekend. In our trackside booth, our marketing team met with and messaged to fans, gathered contact data, and collected over 100,000 signatures from race fans on the Pledge to Vote. Throughout the season, American Majority received exclusive press coverage from *Reuters*, *NBC Sports*, the *Chicago Tribune*, *TIME Magazine*, *Politico*, the *FoxNews Channel*, and dozens of local news affiliates.



Training Bomb 2012

In 2011, American Majority made history by organizing and executing the nation’s first-ever Constitution Day “Training Bomb”—a nationwide blitz of 14 grassroots training seminars in a single day. Based on the popular “money bomb” fundraising strategy, the Training Bomb allowed American Majority to reach, train, and mobilize conservatives for victory with maximum efficiency. This year, we celebrated Constitution Day with Training Bomb 2012. In a single weekend, we held 14 trainings, reaching hundreds of conservative activists and candidates from coast to coast.

Taking to the Air: American Majority and the Salem Radio Network

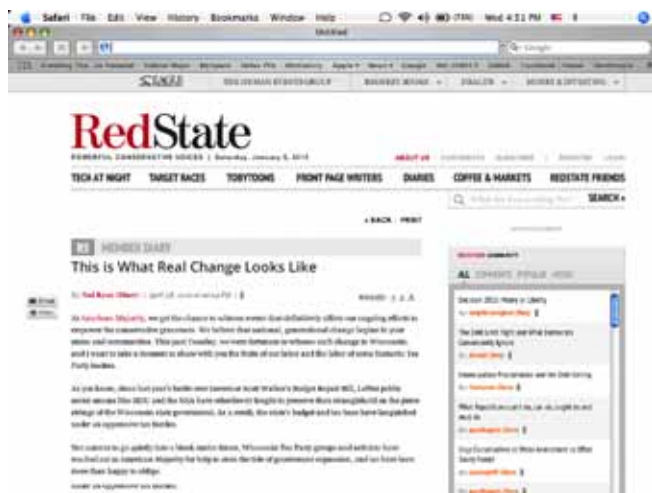
Every now and then, an opportunity comes along to bring the vision for the farm team to a massive audience, and we can't turn it down. This summer, we took advantage of such an opportunity by partnering with the Salem Radio Network, one of the premier conservative talk radio syndicators in the nation. For the duration of the Republican National Convention, American Majority sponsored SRN's entire lineup of shows, including talk radio giants Dennis Prager, Michael Medved, Mike Gallagher, and Hugh Hewitt. From the beginning to the end of the convention, American Majority President Ned Ryun and National Executive Director Matt Robbins appeared on prime time radio shows every hour, showcasing American Majority's mission, successes, and resources to millions of conservatives nationwide. Ned even had the chance to sit down for an interview with a very generous funder of conservative causes, Foster Friess. As a result of our sponsorship of SRN's programming, training requests

skyrocketed in the weeks following the convention, especially in western markets such as California and Nevada. In just a few days we saw our profile grow exponentially, which will enable us to reach even more conservative leaders in the years to come.



Photo: Ned Ryun and Foster Friess with Mike Gallagher, left

American Majority in the News



Conservative Group Announces NASCAR Sponsorship



February 9, 2012

The American Spectator

ADVERTISEMENT

A Tale of Two Movements

March 2012

The question of the Tea Party's long-term impact on American government remains open.

In Search of Americanism

May 2012

Republicanism has proved insufficient as a guidepost for American values.

A Blueprint for Real Reform

June 13, 2012

Two grassroots players describe the work they did to help win in Wisconsin.

The Crime Scene Is Local

August 2012

Because that's where big-government spending begins.



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