



# 2013 ANNUAL REPORT

# Letter from the President

As American Majority pushes past its fifth anniversary year, a great many things come to mind. In January 2008, when I founded American Majority, things were very different indeed. I was a thirty-four year old husband and father of two little boys (there are now four Ryun children). I saw the huge need for modern, cutting-edge, 21st century political education and training, but of course couldn't know what was about to burst next onto the national scene.

Then-candidate Barack Obama had not yet clinched the Democratic nomination for President against a formidable Hillary Clinton. Needless to say, there was very little common knowledge on either Left or Right at that time of such things as "organizing," "mobilizing," or of even more exotic notions, like "big data."

Facebook and Twitter were still somewhat in their infancies as far as general public use. Tumblr blogs had been created, but our mass appetite for memes, "GIFs" and, yes, kittens, was not yet in evidence. Instagram and Pinterest were two years away.

CNBC reporter Rick Santelli's on-air rant against big bank bailouts had yet to happen. Tea Parties in several cities were next, followed by a nationwide, organic political movement that first manifested itself at Congressional town halls (topic: health care...hint, hint) back in member districts. Watching the birth and maturation of this quintessentially American grassroots effort has been fascinating.

As the grassroots has risen across the nation, we'd like to think we've helped lead: 27,339 individuals have been trained in these last five years at 800 separate events on the "nuts and bolts" of campaign mechanics. The bulk of these have been activists and volunteers, but almost one in ten (2,502) went on to become candidates in local primary or general elections. Roughly 70% of that group won victories, with hundreds of American Majority-trained candidates now sitting in elected offices across the country. And in one state, Wisconsin, the facts on the ground have been fundamentally transformed.

But the battle doesn't stop. 2010 was a wave election of wins, but 2012 saw crushing defeats for conservatives--and 2014 is already shaping up to be a powerful election year. Through it all, American Majority remains dedicated to one simple idea: giving ordinary citizens the know-how, tools and motivation to create political change where they live and breathe. Our incredible team of trainers, staff and supporters have labored mightily to create one of the finest collections of content and curriculum available anywhere--whether you wish to run for office, manage campaigns, be more effective as a foot soldier, or amplify your voice and firepower online.

Whether through our "Post-Party" Summits, our New Leaders Project (with over 1,222 signers pledged to run), a NASCAR Nation Voter Registration program, or emerging technology like the Voter Gravity system that American Majority helped spawn, we have always strived to meet the conservative grassroots where it is. Yet, like so many within its ranks, we still have a vision of an America that is fiscally sound, more prosperous, and above all, more free.

I thank you for your support in our first five years, and hope you'll continue with us as we tackle our next five.

Keep America Free,



Ned Ryun  
President, American Majority



# The Mission

Founded in 2008, American Majority has become America's premier political grassroots training institute, using cutting-edge training and technology to build a new national network of conservative leaders.

Today, our country is languishing under an entrenched Government Ruling Class devoted to preserving the status quo. This alliance of career politicians, government bureaucrats, and public sector unions has radically expanded the size and scope of government, allowing our national debt to spin out of control and drastically reduced opportunity for the innovators and entrepreneurs who drive the growth in our economy.

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

American Majority is answering the call by building a new national network of conservative leaders at the state and local level. The most

promising members of the conservative "farm team", after serving on the state and local level, will take their principled leadership skills to our nation's capital and restore liberty and fiscal sanity to our national government.

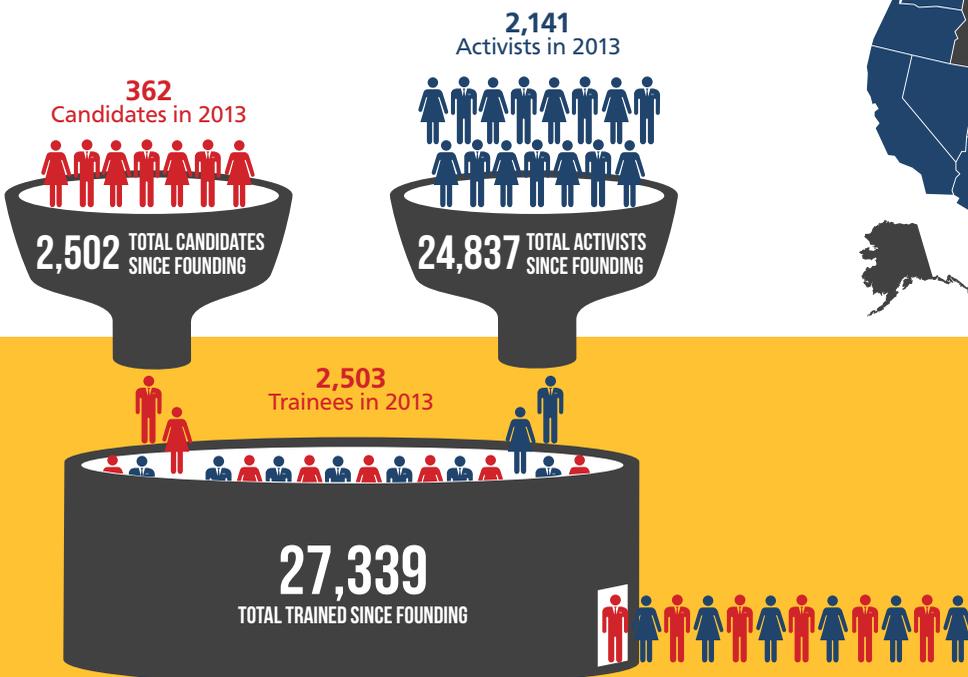
As a non-partisan, nonprofit organization, American Majority provides state-of-the-art training to conservative leaders who will run for office, win, and live the principles of limited government and fiscal responsibility to our country from the bottom up.

In 2013, our fifth anniversary year, we moved closer to realizing that vision, and we are proud to report that progress to you.

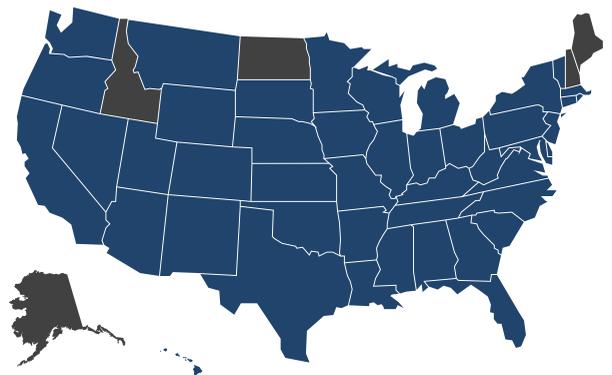
## Training: BUILDING THE FARM TEAM, ONE NEW RECRUIT AT A TIME

In only five years, American Majority has built a stellar reputation as the conservative movement's grassroots go-to resource for political training. To date, our expert training staff has delivered the tools for victory to 27,339 individuals in 45 states. And we recently held our 800<sup>th</sup> training session, an unparalleled benchmark for five years of existence. When considering American Majority's brief history, our record of successfully training candidates and activists is without equal.

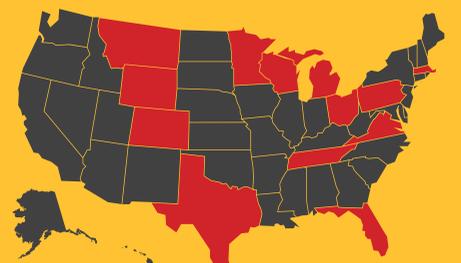
### By the Numbers:



### States AM has trained in total



### States AM has trained in 2013



# New Leader Spotlight:

## ARIZONA STATE REPRESENTATIVE TERRI PROUD

As a single mom of a special needs child, Arizona State Representative Terri Proud knew what it was like to struggle financially, often being forced to choose which bill to pay. While many would think Terri had enough on her mind, Proud's experience as a single mom only increased her concern that Arizona was not headed in the right direction. She believed that recent legislation was creating an environment that infringed upon constitutional and individual rights, making it difficult for families to survive.



**"I utilized everything that I was taught, and I believe wholeheartedly that one of the reasons I won top vote as an unknown in my district was because of the information I received through the classes that American Majority provided."**

In 2009, Proud declared her candidacy for the Arizona House of Representatives. New to politics, she attended an American Majority New Leaders Campaign Training in Phoenix and used the training to propel her to victory on Election Day.

# Resources

Politics is never static. Resources for making an impact in politics should never be static either. Each year we are proud to present a new array of tools to the conservatives we serve. Here's a taste of our favorite presentations and training guides from 2013:

- A Guide to Better Schools Through Better School Boards
- Social Media "Cheat Sheet" Series
- State Legislative Manual
- Guide to Blogging
- Activate Your Campus: Guide for College Activists
- Video Series: Running for Office



# American Majority Online

Our team believes in the importance of community engagement, which includes connecting with people wherever they are – whether in person or online. We push hard to do both with excellence. This year 394,000+ passionate fans frequented our Facebook page and 30,000+ followers engaged with us on Twitter. The American Majority YouTube account boasts 69,567 views and through Pinterest, our latest social media endeavor, our following has almost hit the 1000 mark.

We were excited to redesign AmericanMajority.org to kick off our 5<sup>th</sup> Anniversary year in January 2013. The new design has enabled us to better serve conservatives by allowing them to register for trainings in a clean, simple process, download free resources, and access tips, advice, and success stories on our blog.



**349,000+**  
Facebook page views



**69,567**  
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**30,000+**  
Twitter followers

# New Leaders Project: 1,222 SIGNERS

The New Leaders Project has continued to impact local elections across the nation by working with community organizations. Through 2013, 1,222 individuals and organizations have joined the project by pledging to identify run for office or identify new leaders. 161 people have run for office- 38 of these individuals have won, and at least 39 others are running for a seat in 2014. Across the country, there are 819 people who have committed to identify and support new leaders in their communities in coming election cycles.

The local organizations that have joined the project are already seeing the impact they can make in their local government. Recently, Sumner United in Tennessee identified five of its members to run for office, and all five were victorious. The result has been increased transparency and oversight of local budgeting processes. Going into 2014, the organization has already identified at least nine candidates who plan to seek other local positions.

In Wisconsin, Adam Graf was trained by American Majority before winning a seat on Union Grove Village Board in Wisconsin in April. As a leader committed to fiscal responsibility, he recently voted against increasing property taxes. As more leaders like Adam win elections in 2014, the impact on our local governments will continue to increase and change will be seen in our state capitals and federal government as well.



**1,222**

individuals and organization partners

**819**

committed to recruit new leaders

**39**

new leaders currently running for office

**38**

new leaders have already won elections

# Allen West Foundation: A PROUD NEW PARTNERSHIP

This year American Majority began a new partnership with the Allen West Foundation to educate and inspire the next generation of conservatives among the minority and veteran communities.

The Allen West Foundation has been doing fantastic work. They not only care about minority and veteran communities - they're doing something about it. With a shared vision for education and activism, we joined with the Allen West Foundation to train conservatives and distribute timely resources to those interested in becoming more engaged in their communities and considering a run for public office.

American Majority and the Allen West Foundation rallied and trained hundreds of conservatives at two successful New Leaders Summits this year in Fort Lauderdale, Florida and Philadelphia, Pennsylvania. We're proud to be by their side.



Allen West speaking at the Philadelphia New Leaders Summit in October.



# Training Success Across the States



As rewarding as our past five years have been, it's the future we're most excited about. We continue to open new state offices as we bring the latest tools to conservatives who wish to mobilize in their communities – no matter where they are. We conducted trainings across the country this year in 13 states with special highlights in Pennsylvania, Wisconsin, Vermont, and Michigan:

## FIGHTING BIG GOVERNMENT: PENNSYLVANIA



*Cecilia Houser, PA Executive Director and Jamie Cox, PA Field Director*

American Majority Pennsylvania launched in August 2013. Our effort to educate and activate grassroots groups to take pro-freedom steps is headed by Pennsylvania Executive Director Cecilia Houser and Field Director Jamie Cox. Over 400 activists and 35 candidates were trained in Pennsylvania this year. Pennsylvania is one of the top five states in the collection of forced union dues and we know that the conservatives we train there have their work cut out for them. With this in mind, Cecilia and Jamie work with other statewide and local conservative groups to educate conservatives on issues specific to Pennsylvania.

Grassroots groups in Pennsylvania are fighting issues such as Common Core and higher property taxes, and are working towards transforming Pennsylvania into a Right to Work State. By teaching our activists how to form their message, write letters to the editor, utilize social media in an effective way, and run for office themselves, conservatives in Pennsylvania are not only able to get their message out to the masses but are also able to bring state-wide attention to the issues that are important to the future success of the state.

## RECORD TRAININGS: WISCONSIN



*Matt Batzel, WI Executive Director*

2013 marked American Majority's third year with a Wisconsin office and a new record of training attendees there: 1255. Under Wisconsin Executive Director Matt Batzel's direction, we trained 228 new leaders and 1,027 activists. Wisconsin trained 313 college students at trainings on over a dozen campuses. Seeking to equip the next generation, the Wisconsin office launched a Youth Grassroots Training and helped 230 teenagers understand how they can impact their communities. In the Spring Elections, 15 trained or New Leaders Project identified candidates won their spring elections. The highlight of the Spring Election was American Majority-trained Joe Voiland knocking off 18-year incumbent and Recall Walker-signing Judge Tom Wolfgram for Ozaukee County Circuit Court.

Wisconsin Reporter took note of the success of these candidates at the local level and wrote an extensive article, "WI's ideological candidate schools graduating more elected officials." It noted "grassroots training organizations like American Majority... in Wisconsin are making a big impact."

Having trained 228 new leaders in 2013, we expect dozens more of them will run for local or state office in 2014 and will be prepared to run effective campaigns.

## American Majority Trainee First to Stop Common Core in Wisconsin

Opposition to the Common Core State Standards (CCSS) has grown significantly in 2013 and local school boards in Wisconsin are on the front lines of the battle. Founders' Intent is just one of the groups in the state that is focused on identifying, training and electing school board members dedicated to maintaining local control of the education system.

Brian Medved, a father of four in Wisconsin, received campaign training from American Majority and won a seat on the Germantown School Board in April of 2013 with 61% of the vote. He joined the rest of the board in voting to reject the implementation of the curriculum standards laid out by the Common Core. By training leaders like Brian, American Majority is helping school boards push back federal intrusion into the lives of our nation's families.



*New Leaders Training, West Chester, PA*

## Training Success Across the States (cont.)

### NEW STATE OFFICE: VERMONT

We are proud to announce that we have opened a new Vermont state office in November 2013. We believe national change begins not in Washington, but in often-overlooked states like Vermont and its local communities, through the private initiative of citizens, not career bureaucrats. The American Majority team is excited to welcome Vermont Executive Director Tayt Brooks and looks forward to launching a robust state chapter in Vermont to train and equip new leaders to advance liberty in 2014.

January will mark Vermont's first New Leaders and Activist Training, to be held in partnership with **Young Americans for Liberty** and the **Ethan Allen Institute**.



### POLITICAL LEADERSHIP ACADEMY CAMPAIGN

#### SCHOOL: MICHIGAN

This year we had the pleasure to once again work with Citizens for Traditional Values (CTV). President James Muffett and Executive Director Amy Hawkins are doing great things in Michigan and American Majority is pleased to come alongside to help train new leaders. CTV is a statewide, grassroots organization that relies on the participation of like-minded individuals to be actively involved in their community. In October 2013 American Majority National Executive Director Matt Robbins trained at CTV's extensive Political Leadership Academy Campaign School which uniquely combines campaign essentials and grassroots strategies with powerful coaching for effective communications and messaging.



*National Executive Director Matt Robbins training at CTV's Michigan Campaign School*

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# Campus Majority and Youth Grassroots Training

### CAMPUS MAJORITY TRAININGS

Campus Majority is designed specifically to equip and empower students on their campuses and in their communities. Today's students understand the importance of social media and how to connect with their generation better than anyone else, making them uniquely positioned to influence their peers. Campus Majority's goal is to ensure that conservative students are prepared with the knowledge of how to get involved on campus, make a difference on campaigns, and utilize social media effectively to lead their generation.

In 2013, American Majority held 17 trainings for college students and trained 258 students. We trained on the following campuses: Marquette University, Concordia University, Wisconsin Lutheran College, Carroll University, University of Wisconsin Madison, University of Wisconsin La Crosse, Florida International University, University of Miami (FL), Lawrence University, Winona State University, Milwaukee School of Engineering, and University of Wisconsin Whitewater. Trained students went on to manage campaigns, improve their campus organizations, and help conservatives get elected.

### YOUTH GRASSROOTS TRAININGS

Over the past six months, American Majority Wisconsin has launched a Youth Grassroots Training Initiative to equip homeschooled students to learn how to improve their communities through grassroots action. The students have been taught how to get involved in politics, knock doors for campaigns, use technology, and are inspired to make a difference. This fall we did 9 trainings with various homeschool groups and trained 258 homeschoolers. Homeschoolers are poised to be a significant difference in upcoming campaigns.





[AmericanMajority.org](http://AmericanMajority.org)