



AMERICAN MAJORITY
2015 ANNUAL REPORT:

**TRAINING
CONSERVATIVES
TO WIN**



LETTER FROM THE PRESIDENT

Eight years.

Lots has happened in eight years. Almost two entire terms of a disastrous liberal Presidency. Plus thousands of elections (primary and general) across America at the local, state, and federal levels.

Eight years is also how long American Majority (AM) has been at it. We've traveled the country, training tens of thousands of everyday people. They are now real, new leaders, truly effective activists and digital practitioners.

And they matter.

AM creates content and curriculum, spreads the message of local control and accountability, in-person and online, teaching individuals the nuts and bolts of how to win in politics and campaigns. But the men and women who step up to serve, often at great personal sacrifice, in elected office or volunteer roles are our true success story. We are prouder of these alumni and friends than of anything we've done.

Just glance at some results from across the U.S. in 2015 to see victories for conservatives who put training into practice:

In Virginia, our national headquarters, out-of-state monies and a liberal governor's so-called "leadership" failed to change conservative majorities in the legislature or put restrictions on the 2nd Amendment. Voters in Kentucky opted for a liberty-focused candidate statewide in an enormous unexpected turnout. Even left-leaning Washington state set restrictions on government's ability to raise taxes, now requiring a 2/3 majority to do so.

Similarly, folks in San Francisco (!) refused restrictions on free enterprise in the form of renting privately-owned property via such sites as Airbnb.com. Civic leaders in Houston organized and mobilized against a radical mayor intent on forcing new transgender "rights" upon the city's children—and ultimately the state of Texas. Meanwhile, massive federal overreach in the form of health care takeover hangs by a thread in dozens of states, as exchange after exchange goes belly-up, fought by fiscally responsible lawmakers and governors.

And these are just a few highlights. Leftists have lost almost a thousand elected seats nationwide in the last eight years. It will take them a generation or more to recover from these losses at local and state levels.

But we don't plan to let up. American Majority, in a vitally important presidential election year, will train another several thousand potential candidates, campaign managers, activists and social media experts. We're grateful for your support as fellow travelers with us on this journey, and look forward to many more victories together!

Matt Robbins
President, American Majority

P.S. In 2016 we will train our 35,000th individual, hit our 1,000th training, and again execute the most comprehensive training on the Right at CPAC!

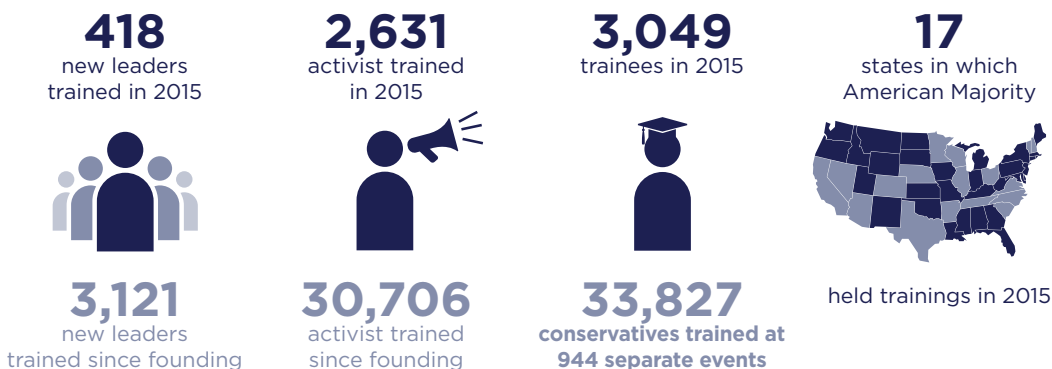
SEVEN YEARS OF QUALITY TRAINING FOR THE WIN



"We attended training in Fort Lauderdale and then had American Majority come to our hometown. We don't know where we would be without those two events. We learned so much about how to come up with a message, get organized, and get people involved. It's invaluable to get support."

— Nick and Kelly Lichter,
Collier County School Board,
Florida

We bring you the top conservative political training in the nation. American Majority is today's premier grassroots training resource for the American conservative movement. We work hard to train new leaders to run better campaigns and teach activists to help them do so. We have prepared 418 new leaders this year for highly contested and rigorous campaigns, and a total of 3,121 new leaders since our founding in 2008. We've equipped 2,631 activists in 2015 alone and a total of 30,206 activists since our founding. This year, we trained in Alaska, hitting our 46th state. American Majority will rock the political landscape in 2016 with fresh, cutting-edge training in the upcoming election year.



**American Majority has held trainings
at 943 separate events across 46 states.**



CPAC ACTIVISM BOOTCAMP: Nearly 1,000 Trained Students, Activists and Campaign Staffers

The first-ever Conservative Political Action Conference (CPAC) Activism Boot Camp powered by American Majority was a sweeping success! In February 2015, almost 1,000 college students and adults from across the nation attended the most comprehensive campaign and activism training in the history of CPAC. The quick-moving presentations trained standing-room only crowds to run winning campaigns and effectively communicate a message online and face-to-face. The three-day event drew national media attention with CNN, NPR, Boston Globe, and other media outlets highlighting how conservatives learned to gain an edge on the Left.



How Conservatives Are Readyng Their 'Grassroots Army' For 2016

"This week's Conservative Political Action Conference, CPAC, brought all the expected on and off the main stage in Washington D.C. But there was one big addition: hundreds attended the conference's first-ever Activism Boot Camp, which trained attendees in the best practices of do-it-yourself campaigning."

At CPAC 'boot camp,' learning from the Left

"In a tightly packed room at the Conservative Political Action Conference, more than a hundred conservatives sat down in rows or leaned against the walls to hear a half-dozen political operatives teach the basics of their trade and share one hard truth: the Left is a whole lot better at modern campaigning... The pupils-for-a-day picked up terms like 'win number,' learned about the need for candidates to spend half their time fundraising and the number of votes you can win per 100 phone calls."



Conservatives Aim to take Campaign Tips from Obama Playbook

"This is the first year CPAC is hosting its own 'activism boot camp,' modeled in large part on boot camps held by progressive groups such as the New Organizing Institute... 'You can't run a social media campaign in 2016 just based on what Obama did in 2012 or you'll get crushed,' American Majority national executive director Matt Batzel said. 'It's innovate or die.'"

CPAC Campaign Boot Camp Trains GOP to Catch up

"My hope is ... to start emphasizing more the training, the equipping,' said Ned Ryun, the CEO of both American Majority and database technology company Voter Gravity. 'It's one thing to have good ideas, but unless you're putting in place a systematic approach to action and equipping people to be successful ... all we're doing is having nice conversations about good ideas.'"



TRANSFORMING WISCONSIN: American Majority Wisconsin Turns Five



Five years ago liberals dominated politics in Wisconsin. Yet today Wisconsinites enjoy more freedom and carry a lower tax burden as a result of a host of conservative reforms. Since opening an office in 2010, American Majority Wisconsin has trained 5,726 in total (4,973 activists and 753 new leaders) at nearly 200 trainings. 265 of our new leader-trainees have run for office, with 225 of them advancing out of their primaries and 58 percent winning their general elections.

Crafting Free Market Reforms

As a result of having a conservative state legislature, Wisconsin has seen significant free market reforms. After conservatives had flipped the state legislature and governor's office in 2011, Wisconsin gained collective bargaining reforms, Voter ID, property and income tax cuts, tort reform, and concealed carry, all of which were championed and voted for by the two American Majority-trained legislators serving in the legislature at the time.

As taxes have gone down in Wisconsin, American Majority trainees have voted 28 times to reduce the tax burden.

Nine American Majority trainees co-sponsored critical mining legislation, which will help to create jobs in northern Wisconsin.

Pioneering Conservative Reforms

Conservatives have done big things in Wisconsin with the training they received. Leaders like Deanna Alexander and Jennifer Grant were early trainees who ran successfully for County Board and have stood up for the taxpayers. Students like Josh Dreves and Jason Schneider learned how to become effective conservative activists. Other students played critical roles in campaigns, for instance, serving as campaign managers for winning races. Trained State legislators like Michael Schraa have taken on incumbents and won, helping move the state legislature further to the right. Conservatives like Josh Schoemann are pioneering conservative reforms, such as priority-based budgeting, at the local level, while community leaders like Jake Curtis are identifying and helping elect conservative judges and legislators.

American Majority Wisconsin has trained a total of 131 new leaders who have won state or local races. The winners now include:

20

State Legislators

45

County Board Supervisors

34

Municipal Level Leaders

24

School Board Members

1

Clerk of Courts

7

Judges

1,218 INDIVIDUALS TRAINED IN WISCONSIN THIS YEAR

American Majority Wisconsin trained 1,218 individuals in 2015. Those numbers include 203 candidates and 1,015 activists, including 295 students at 31 events. In the Spring 2015 election, 20 American Majority trained candidates won. With 28 trained new leaders on the ballot, the 20 winners made an impressive 71 percent win rate. The Wisconsin Daily Independent wrote about the success of American Majority trained candidates in an article titled "American Majority enjoys successful spring 2015 election results."

203 + **1,015** = **1,218**
candidates activists individuals trained
in Wisconsin in 2015

Passing Right to Work and Repealing Prevailing Wage

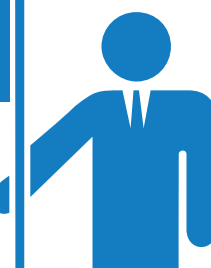
The winners this year include State Senator Duey Stroebel, 13 municipal level leaders, four school board members, and two judges. Sen. Stroebel ran a campaign on passing Right to Work in Wisconsin and repealing Prevailing Wage, a government mandated wage system for state transportation projects. His election provided momentum for Right to Work to pass in Wisconsin and Stroebel championed a Prevailing Wage reform.

AMERICAN MAJORITY VERMONT TRAINS STATE LEGISLATIVE LEADERS

American Majority Vermont is headed by Vermont Executive Director Tayt Brooks who spent 2015 specifically focused on training conservatives throughout the state. After last year's strong showing for conservatives winning legislative seats in the Vermont legislature, Tayt trained 92 people in Vermont. Of that number 38 are new leaders looking to run for office in 2016.

37 have committed to running for the State House and one for the Senate.

In this non-election year in Vermont, the only races were some limited ones in the spring where American Majority trained one new leader who ran for the Selectboard and won his race, giving American Majority Vermont a 100 percent in record in 2015!



CAMPUS MAJORITY TRAINS 373 STUDENTS ACROSS SEVEN STATES



American Majority's Campus Majority program is designed to equip and empower students to make a difference on their campus and in their communities. Through the trainings students have learned how to use social media in politics, how to work on campaigns, and the important role they can play in our government. This year American Majority held 14 Campus Majority trainings, in which we trained 373 students. The training spanned the states of Illinois, New Hampshire, North Carolina, South Carolina, Vermont, Virginia, and Wisconsin.

Some of the highlights this year include Matthew Walker, a Wisconsin college student leader, who trained with American Majority in New Hampshire and Vermont to discuss how to energize students and have an impact with students during election. Some Campus Majority events had over 50 students in attendance, with two of those held at the University of Wisconsin Madison and Liberty University in Virginia.



"History is shaped by individuals, and what we do today is shaping tomorrow. So, if you believe in something you ought to be able to fight for it."

— Ben Franke,
student in Waterloo, Iowa

AMERICAN MAJORITY 2015 TRAINEE HIGHLIGHTS



Chris Johnson Wins Mississippi House with 83%

Chris Johnson ran for District 87 of the Mississippi House of Representatives as a Republican and won with 80.3% on November 3. He had never before held elected office. Chris focused his campaign message on the preservation and rights of small businesses and operated largely from a training course he took from American Majority President Matt Robbins in Jackson, Mississippi this year. Chris tells us that he still has many handwritten notes from the course that he refers to, along with American Majority's online resources. "Before the training my perceptions of what campaigning was and what it actually is were much different from each other," he said.



Fairfax, Virginia Conservative Wins Seat on Liberal School Board

Jeanette Hough of Fairfax, Virginia captured a school board election victory in an at-large district against two incumbents. The election was in no small way shaped by a heated debate over a liberal agenda including transgender policy. Jeanette learned to use new forms of outreach when she attended the American Majority summer webinar series. "[The] social media webinar gave me an understanding of how to use social media," she said. "I was overwhelmed at first with no idea where to start. The challenge was where to begin. After the social media webinar, I started my Facebook page for the campaign and got the ball rolling."



Four MS Conservatives Defeat Anti-School Choice Incumbent Legislators

Dan Eubanks was one of four conservatives in Desoto County, Mississippi to defeat anti-school choice incumbent legislators in August. Running for office seemed like a natural choice for Dan, who attended seminars and training programs as he prepared a strategy, including training by American Majority Matt Robbins at the Empower Campaign School in Olive Branch, MS. Dan went on to defeat his opponent on November 3 in the District 25 state House race. Like most who run successful campaigns in grassroots politics, Dan's primary strategy and means of success was getting out the vote through personal interactions. To this end, he spent much time in his campaign knocking on doors and going out of his way to meet relevant groups and individuals.

New Leaders Project : 1,567 TOTAL SIGNERS

AMERICAN MAJORITY



"The biggest thing I learned at the New Leaders Summit is that you need to go out there as a pillar of your community. I started doing little things in the area — at least one thing a week — and that was something that reaped absolutely amazing benefits."

— Brian Mast, double amputee special operations veteran running for Congress in Fort Lauderdale, Florida

Concerned men and women across the country have pledged to run for office or recruit new leaders to run for office. American Majority has connected with these individuals through our website and our broad range of trainings. Since the launch of the New Leaders Project in 2010, 986 signers have committed to recruit new leaders and 581 individuals have pledged to run for contests nation-wide, making positive local and national impacts.

1,567

New Leaders Project
signers

986

New Leaders Project
signers committed to
recruit new leaders

581

New Leaders Project
signers committed
to running

WEBINARS: 400+ Conservatives Trained to Win through American Majority Webinar Program

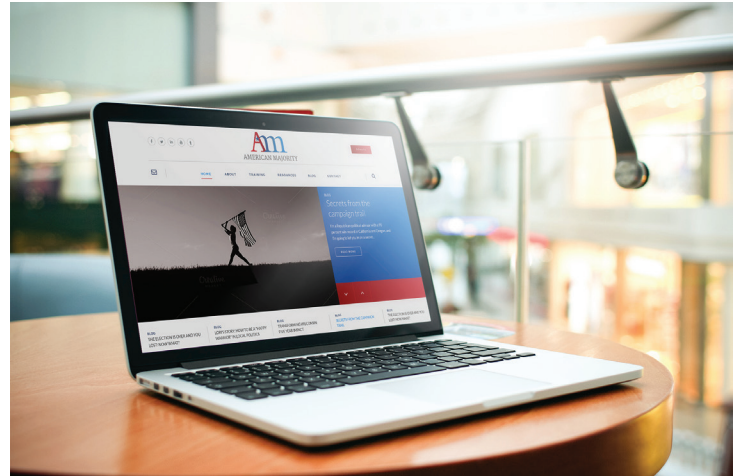
American Majority partnered with the Manning School to produce a summer series of four free webinars to give conservatives the tools to succeed online and on the campaign trail. The Manning School is Canada's premier conservative-oriented training organization, focusing primarily on those who wish to hold elected office and the volunteers, staff, and organizers who support them.



American Majority also launched a winter Local Campaigns Webinar Series to equip new leaders. The series focused on campaigns at the local level (municipal, county, and school board).

The American Majority webinar program launched in 2014 and has now trained a total of 914 conservatives.

AMERICAN MAJORITY ONLINE



American Majority's impact does not stop at our in-person trainings. The voice of conservatives is amplified online as we daily engage and mobilize our online universe as individual staff members and through American Majority accounts.



390,554
Facebook likes

[Facebook.com/
AmericanMajority](https://Facebook.com/AmericanMajority)



84,972
YouTube views

[Youtube.com/user/
AmericanMajority](https://Youtube.com/user/AmericanMajority)



30K
Twitter followers

[@AM_National](https://Twitter.com/@AM_National)

AMERICAN MAJORITY TRAINING TOOLBOX

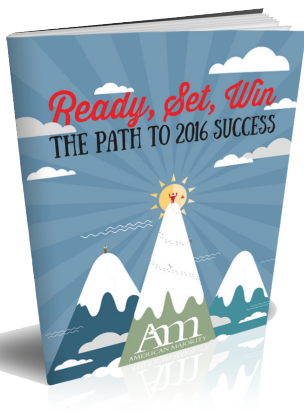
American Majority boasts more than 80 online resources, with 3,790 resource downloads in one year. We focus on giving new leaders, campaigns, and activists the tools and technology to see the best policies adopted in the modern climate.

This year conservatives received new material to prepare them to master campaign strategy, social media marketing, grassroots activism and campus activism. They walked away with no-fluff tools that equipped them to get involved in politics and better impact their communities.

New training guides included "Ready, Set, Win: The Path to 2016 Success" that trains conservatives to fundraise successfully, communicate strongly, network efficiently, and campaign victoriously in 2015 and beyond.

22 brand new training presentations highlight the latest trends in politics while staying true to the boots-on-the-ground approach to winning campaigns and standing for liberty. Some of these new presentations include:

- **Running for Office with Victory Guaranteed***
- **Back to the Future: Catching Up on Political Technology**
- **Winning in the Bluest of States: A Vermont and Wisconsin Case Study**
- **Social Media: Secrets for Winning Online**
- **Growing Your Political Capital**



"The excellent presentations helped us establish better organization in the state."

— State Senator Joe Silk
of Broken Bow, Oklahoma,
youngest member of the
Oklahoma Senate



We are the nation's premier conservative training organization, helping put in place a truly unique, separate political infrastructure—for use before, during and after election dates. As a 501(c)3 non-partisan, nonprofit, American Majority continually trains, organizes, mobilizes, and equips new grassroots conservative leaders. We believe meaningful, lasting political change starts not in Washington, but at state and local levels, where most actual government decisions and spending occurs.

www.americanmajority.org