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AMERICAN MAJORITY

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## ANNUAL REPORT 2017





# YEAR - IN - REVIEW

## ↳ LETTER FROM PRESIDENT NED RYUN

It's hard to believe it's been 10 years since American Majority launched. Our Team has traveled thousands of miles, trained thousands of people, and yet there are many miles and trainings left to go before we get this country back on track.

The Progressive Movement at the turn of the 20th century began as a state and local reform movement, rising from a very local level to the highest seats of power in Washington, DC. In the course of roughly 25 years, that state-based movement eventually changed our government, and in so doing, our society. We must undo the damage progressives have done for the last 100 years, but in order to do that we have to stay committed to change that rises at the local level to create a groundswell that brings national, generational change. That's why I get excited about thousands of activists getting trained every year, with hundreds being specifically trained to run for state and local office. Every person trained causes a ripple effect that spreads, that brings change.

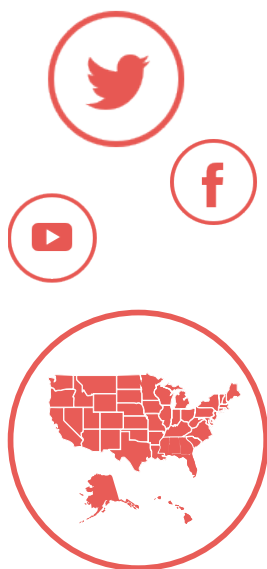
So with the end of another year, and the beginning of a new one, we once again put our hands to the plow and commit to doing the right work—the real work—that brings lasting change.



Keep America Free,

**NED RYUN**  
CEO & Founder

# WE ARE MAKING NEW LEADERS



## SOCIAL MEDIA IMPRINT

Using engaging video paired with original content from AmericanMajority.org, we spread our Facebook reach to more than 21.3 million impressions, more than doubling engagement compared to the same period last year. Add that to our 56.3 million Twitter impressions and you can see the impact of our social media on raising awareness of the progress we are making at American Majority. From our success stories of candidate victories to upcoming trainings, our social media engages activists from every region of our nation.

## TRAINED IN ALL 50 STATES

After our successful trainings in Maine, North Dakota, and South Dakota, American Majority reached grassroots conservatives in all 50 states.

REACH

### 40,000 TRAINED

This summer, **we trained our 40,000th conservative leader** during a small training in Minneapolis, Minnesota. That means there are 40,000 grassroots activists who now have the tools to implement the conservative, generational change our nation needs. While we are honored to have worked with 40,000 leaders, we know we must continue the fight and equip as many conservative activists as possible to counter the liberal machine. We will continue to arm activist with the tools they need. We will not be slowing down anytime soon.

GROWTH

### NEW MINNESOTA OFFICE

With three battleground congressional districts, two U.S. Senate seats, and a governorship up for grabs, 2018 will be a big year for the conservative movement in Minnesota. Under the leadership of Minnesota Executive Director Jennifer DeJournett, American Majority will be in the trenches with new leaders and activists every step of the way. Our new field office in Minnesota allows grassroots conservatives direct access to the tools they need to recruit volunteers, fundraise, and ultimately win elections.

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## *fun* STAFF FACTS

### **LONNY**

once got in trouble at Disney World's Hall of Presidents for booing Bill Clinton.

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### **JENNIFER**

ran cross country and track at Iowa State University.

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### **MIKE**

saved his little brother's life by giving him the Heimlich after choking on two Chuck E. Cheese coins.

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### **LAUREN**

has personally rescued and rehabilitated eight dogs and two cats and found homes for more than 40 dogs, as well as volunteering at two animal shelters.

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### **ANGELA**

has had three near-death experiences in water: overturned canoe in the rapids, sinking boat in a storm, and a rip current that pulled her out to sea.

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### **NATE**

owns six ice fishing shacks and used to drive a Zamboni for a living.

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### **SCOTT**

played one-on-one basketball against a Harlem Globe trotter and won money from it.

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### **MATT**

traveled to Kazakhstan during college and helped run a sports camp.



## ONLINE AMERICAN MAJORITY TRAINING

American Majority has offered online training for Activists and Candidates since 2015. Our courses are fully online, accessible anywhere, distance education for candidates and activists. With more than a dozen offerings ranging from Researching and Planning Your Campaign to Activate Your Campus to the free mini-course, Should You Run for Office?, American Majority Online is filling a need to have our quality courses accessible anywhere a student lives, works, or travels.

American Majority Online has increased its number of students from 35 last year to 264 students in 2017. As in American Majority's in-person trainings, AM Online currently offers 12 free courses to students contemplating a career or volunteerism in politics.

Like American Majority's in-person trainings, AM Online seeks to improve involvement in politics around the country by training conservative candidates and activists in the nuances of planning and running a successful campaign.



## HONORABLE MENTION OF AM 10-YEAR ANNIVERSARY

In 2018 American Majority will celebrate its 10th Anniversary. In early 2008 American Majority was simply a concept. All we had was a name and a logo. Americans elected a new president that wanted to radically transform the United States of America. Liberals won control of both houses. Thirty-two states had Liberal governors. Conservatives were blown out of the water. Conservatives were reeling.

Flash forward to today.

American Majority trained more than 40,000 leaders in every state of the Union. Our logo reaches millions through our growing social media platform. The White House has a new occupant, who is working to Make America Great Again. Conservatives control both the House and the Senate. Thirty-three states have Conservative Governors. The Right is winning again and our principles are improving the lives of Americans every day.

We are looking forward to celebrating 10 years of training candidates and citizen activists.



### OPINION | The real threat to our republic is the Orwellian Antifa

BY NED RYUN · 06/27/17 07:00 AM EDT

4,046 COMMENTS

21,994 SHARES



### The charitable health care racket -- Trump should slap new regulations on nonprofit hospitals

By Ned Ryun | Fox News



### Trump's Critics Don't Get Putin's Real Agenda

The president's critics seem to demonstrate that they don't know Cold War history, don't understand Russia, and don't understand how authoritarians like Putin operate.

By Ned Ryun



Tom Price, who resigned as secretary of health and human services, was another victim of "Swamp Disease," says Ned Ryun at Foxnews.com. It's "truly hard to fathom what Price . . . was thinking in charging taxpayers over \$1 million on flights since May alone," Ryun writes — and consider the hypocrisy: As a congressman, Price railed against Democrats' use of private flights on the taxpayer dime. If Trump wants to drain the swamp, Ryun suggests, he should start with an executive order to "lay down stronger guidelines, standards and practices as to how his Executive Branch and Cabinet members spend taxpayer dollars." It would rein in future administrations, too: "There will be hell to pay for any president who might revoke that order."

# STATE UPDATES



## WISCONSIN *field office*

TOTAL TRAINED: **1,509**

NEW LEADERS: **161**

COMMUNITY ACTIVISTS: **1,348**

TRAINING EVENTS HELD: **60**

American Majority New Leaders were highly successful in Wisconsin's 2017 spring elections. Twenty-one out of 26 (80 percent) won their races after training with American Majority. Thirty-three percent of the winners won seats on their local school board this cycle.

A highlight of the spring election cycle was first time candidate Lee Webster winning a seat on the Wausau School Board. This past year, he has been a common sense voice who has improved the school district with his service.

American Majority works to build a farm team of New Leaders at all levels of government. Our trained New Leaders include village presidents, village trustees, city aldermen, and school board members. The farm team builds from the local and state levels of government. These leaders are also the folks who will hopefully take the next step to run for higher office and further the conservative movement.

Since opening our Wisconsin office in October 2010, we have trained 159 new leaders who've gone on to victory across Wisconsin.

- 24 State Legislators
- 47 County Board Supervisors
- 39 Municipal Level Leaders
- 35 School Board Members
- Two District Attorneys
- Three County Wide Officials (Clerk, Treasurer, Clerk of Courts)
- Nine Judges

American Majority is helping to bring Conservative reform to the state of Wisconsin by providing New Leaders the tools to be successful in their campaigns. We're very proud of the results thus far.

## MINNESOTA *field office*

TOTAL TRAINED: **634**

NEW LEADERS: **66**

COMMUNITY ACTIVISTS: **568**

TRAINING EVENTS HELD: **24**

In August, the Minnesota field office reopened with a strong start. The team held 24 trainings throughout the State and increased awareness of American Majority trainings and online course offerings. The team also held the 1st annual Upper Midwest Leadership Summit, which was a daylong intensive training on campaign operations and policy updates.

Our 2018 plans include continuing to grow our statewide grassroots and candidate training program and outreach efforts. The start of these efforts begins with the launch of the 2018 statewide caucus-training program. Seventeen trainings have been scheduled in January to launch this effort, which will encourage conservatives to turn out early and get involved in the election process. During this caucus training effort, the team will also be working to identify candidates to train to run for local, legislative and federal offices across the state.

Minnesota Executive Director Jennifer DeJournett said, "Minnesotans remember the strong, positive presence that American Majority had in the State in the 2008/2010 cycle. Grassroots leaders and candidates across the state are thrilled that American Majority is back, building a stronger grassroots base and growing the next generation of leaders."

*"The American Majority relaunch in Minnesota is great. American Majority offers practical, effective training that is helpful to any candidate running for office."*

JIM SANBORN  
Mayor of Waconia, Minnesota



## COLORADO

TOTAL TRAINED: **1,200**

NEW LEADERS: **269**

COMMUNITY ACTIVISTS: **931**

TRAINING EVENTS HELD: **42**

American Majority Colorado has increased its number of trainings and reach in 2017 over last year. We have given intense focus to local candidates and local government from both the candidate and activist side. We held several local government trainings focused on identifying new leaders for boards and commissions in conjunction with Independence Institute, and many of these New Leaders now hold positions

within their communities. Our biggest increase this year has been in our number of candidates trained, especially those seeking city council, county commissioner, and state legislative office. Colorado needs a more solid conservative farm team to combat the Left. Our hope is that both our local government trainees and potential candidates will continue to utilize American Majority Colorado trainings to equip themselves for higher office.

This year, we have also expanded our geographical reach in Colorado, holding four trainings in Fort Collins, three in Colorado Springs, one in Pueblo, and a tour of trainings on the Western Slope of Colorado—an area often neglected by the conservative establishment in Colorado. We continue to seek out training opportunities not only in Denver, but in rural counties as well.

## CAMPAIGN-IN-A-DAY

This year, American Majority has seen the take-off of its interactive training Campaign-In-A-Day. In 2017, we had nine events, training 487 students so far. The Campaign-In-A-Day experience has given attendees the ability to put what they are trained on into action the very same day. Participants are tasked with creating a plan and then defending it later in the day in front of a panel of experienced political judges. This one-of-a-kind American Majority training is not only educational, but is also competitive as well as able to bring in a sense of camaraderie amongst trainees.



### HERE ARE SOME QUOTES FROM THIS YEAR'S ATTENDEES:

“ I’m currently helping run a campaign for my dad, who is running for school board. [Campaign-In-A-Day] really helped me learn about campaigns and the intricacies in a campaign. ”

“ I thought it was a great experience! I appreciated the fact that it was an interactive seminar, which encouraged hands-on learning and a unique approach. ”

“ I would definitely recommend Campaign-In-A-Day for future students. Even if students aren’t interested in being a part of a campaign in the future, the seminar would help in developing teamwork abilities and it would mold leadership skills and potential. Campaign-In-A-Day is a very good tool for people who are interested in sharpening their social skills. ”

TOTAL TRAINED 41,997

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CANDIDATES TRAINED 3,962

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ACTIVISTS TRAINED 38,035

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STUDENTS TRAINED 1,494

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EVENTS HELD 1,147



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