

A close-up, slightly blurred photograph of the American flag, showing the stars and stripes. The flag is draped and appears to be waving, with the blue field of stars in the upper left and the red and white stripes in the lower right.

Annual Report 2018



americanmajority.org

Thoughts on 2018

President Ned Ryun



Ten years ago if you had asked me what my hopes would be for American Majority, I'm not sure I would have described the success we've had over the last decade. We've trained tens of thousands of conservatives across the country, including many new leaders that have had substantial impacts on their communities. Our online acumen has not only amplified our training efforts, but created innumerable avenues to reach citizens and teach them about the foundational principles of our nation.

After ten years of this, I have to say I'm encouraged. The spirit of civic engagement is alive and well in the hearts of Americans from coast to coast. But there has always been a gap, namely, a lack of knowledge and support to actually engage in that civic action. We have equipped, empowered, and engaged new leaders and activists, giving them the "nuts and bolts" tools they need to actually cause political change, whether that's engaging with their representatives, starting their own initiatives, or even running for office themselves.

Our powerful work, fueled by the contributions from people like you, has had a tangible effect on school boards, city councils, and even the halls of Congress.

2018 has been another rewarding year for American Majority. Thanks to the support of engaged citizens across the country, we have been able to expand our programs, reach new audiences, and create new leaders ready to make an impact in their communities. Our Campaign-In-A-Day program has matured and expanded to a number of college campuses, with us receiving invitations for new opportunities in 2019. Our state offices are thriving, forming deeper connections with their networks and creating plans for expansion.

This is a time of opportunity for American Majority, but we will need your help to get there. Please reach out to me at any time. We need partners like you, not just for 2019, but for the next decade.

Keep America Free,

Ned Ryun Making News



By the Numbers

In 2018, American Majority staff have trained:

153 *Winners in this election cycle*

2,483 People

135 Candidates

2,348 Activists

44,480
People trained to date

87
Total events in 2018

Partnerships and Collaborations

- Bradley Impact Fund
- The Lynde and Harry Bradley Foundation
- National Christian Foundation
- Couch Charitable Foundation
- Walter Family Charitable Gift Fund
- Stephen and Lucia Bailey Family Foundation
- Donors Trust
- Colorado Christian University
- Western Conservative Summit
- Young Christian Conservative Leadership Conference
- Robertson School of Government, Regent University
- Liberty University
- University of Wisconsin-Milwaukee
- Forge Leadership Summit
- Patriot Academy
- Freedom Fest
- The Policy Circle
- University of Chicago, Harris School of Public Policy
- Pennsylvania Leadership Conference
- Economics for Opinion Leaders Conference
- MEPS Group
- Hillsdale College
- Tea Party Federation Summit

American Majority Online



I'm grateful for the organized, practical equipping for effectiveness in the Conservative movement. Keep up the good work!

Karen
Online student

91
took a class

Campaign Certifications **5**

Activism Certifications **5**

Should You Run for Office **53**

Research and Planning Your Campaign **4**

Effectivism 1 **2**

Effectivism 2 **3**

Online Image Management **3**

GOTV **1**

Communicating Effectively **2**

Activate Your Campus **9**

Jump Start Your Campaign **3**

Advanced Messaging **2**

Social Media Stats

Twitter

American Majority's Twitter presence continues to grow, thanks to daily tweeting, engagement with our audience, and our ManageFlitter strategy. American Majority's Twitter account and the accounts of AM staffers have proven to be valuable tools for promotion of AM events and content. In total, these accounts created over 92 million impressions, including a retweet from the President.

Our increased focus on Twitter has gained these accounts more than 168,000 new followers, totalling more than half a million followers. Thanks to increased promotion by staff, our website traffic from Twitter has nearly surpassed Facebook for the first time in our organization's history.

Facebook

In January of 2018, as a reaction to the supposed influence of Russian elements on social media, Facebook announced massive changes to their algorithm. Unfortunately, the effect of these changes has been to massively decrease the reach of Facebook pages, and American Majority was no exception. We have seen our organic reach decline along the same trend lines as the rest of the digital industry.

While we engaged more than 170,000 individuals and reached more than 2.8 million more users, this represents a decrease from 2017. We will continue to try and find innovative ways to distribute our content on the platforms that are most successful.

Website

Unfortunately, our website traffic decreased over the same period compared to the previous year. Direct traffic (typing in the website normally) and Referral traffic (from other websites) are up, but social media traffic is down 40% due in large part to changes made by social media company algorithms. While our engagement and impressions on those sites have increased, those results have not generated increased traffic, as many media companies and other nonprofits have seen.

However, total website traffic remains above both 2015 and 2016 levels. Our increased blogging activity, combined with email campaigns, have continued to generate traffic for our website content and online courses.



	Engaged Users	Total Reach	Total Impressions	Video Views
Q1	22,043	396,715	564,834	38,968
Q2	41,763	667,478	948,201	7,891
Q3	70,056	1,166,376	2,043,366	133,289
Q4 (YTD)	38,492	573,636	796,258	20,394
Total	172,354	2,804,205	4,352,659	200,542



Total Followers	575,614		New Followers	168,205
2018 Impressions	92,048,990		2017 Impressions	56,334,896
2018 Engagements	3,238,544		2017 Engagements	1,883,341



Campaign-In-A-Day

Once again in 2018, American Majority has seen its Campaign-In-A-Day training reach students across the nation. The event puts attendees into the roles of an actual campaign, where they are able to make the decisions of how to best run a campaign as a team. Quick turnaround time and questioning from political experts helps to make attendees think even more critically throughout the day. In 2018, American Majority has trained 434 attendees through the program, bringing the total number of trained by the program to 991 trained from 21 events. Here's what one of the standout attendees from 2018 had to say about the program:

"Campaign-In-A-Day helped me understand the importance of messaging in an effective campaign. Even when the campaign I was assigned did not align with my personal views, it taught me how to argue both sides effectively. Ultimately, it has helped me understand issues from other people's perspectives and to be more equipped when talking to people I don't agree with."

American Majority Quotes

American Majority has laid the groundwork in Colorado to help new candidates win. When I was considering a run for the state senate in 2016, my sister and I attended an American Majority campaign training and learned the valuable skills we needed to run a successful campaign. We are now both running for the legislature in 2018 and regularly reference our notes from that training. American Majority training is a must for any conservative candidate considering running for public office on the local level.

Gordon Alley
Candidate for Colorado State Senate District 34

The American Majority presentations I have participated in both in person and online have put me in a position to make an immediate drastic change in my community. Win or lose I have moved liberty forward, and I thank American Majority for providing me the tools to do this.

Grady Nouis
Candidate for Colorado State House District 29

Please continue working to save this nation.

Karen Smiga
Donor



Candidate Success Story

Tanya Simons

In the 5th largest school district in the State of Minnesota, change was on the horizon as a majority of the board was up for election. Despite the odds, American Majority trainee and 1st time candidate, Tanya Simons, not only won her race but was the second highest vote getter defeating well-funded, union-supported candidates.

American Majority offers practical, effective training that helped me have the tools to run for office, but also have the confidence to build the relationships and develop the plan I needed to win on Election Day.

Tanya Simons
Osseo ISD 279 School Board Director-Elect



Candidate Success Story

Jena Powell

Congratulations to 24 year-old Jena Powell on winning her primary election for the Ohio State Representative 80th District in 2018! The election was one of the most hotly contested, highest spending, pivotal races in Ohio. Jena won nearly 50% in a four-way primary and was 28% above the 2nd place finisher. Her win sent her to the general election on November 6th where she won with more than 75% of the vote.



American Majority had the opportunity to meet and train Jena through Campaign-In-A-Day at the Forge Leadership Summit in Ohio the last two years. She has gone from a participant at the Summit to one of the leaders and organizers leading students during the week-long program. She is a testament to Forge's mission to mentor, train, and connect young conservatives, equipping them to lead in politics, culture, and business. For students and young professionals who want to emulate Jena's political trajectory, there is no doubt that the Forge Leadership Summit will be a benefit to you and your future.

Forge helped to give Jena the additional tools to aid her political drive and work ethic to help spring her into this opportunity and it can do the same for you. If you're 18-25 don't miss out on this opportunity to apply for this summer's Summit, to take a step forward in your professional development. There are plenty of opportunities for you to make this a remarkable summer. Why not make one of those an opportunity that will help shape the rest of your life?

forgeleadership.org

