



Chairman and Founder
RICHARD A. VIGUERIE

President & CEO
KATHLEEN PATTEN

President of Corporate
Affairs
MARK FITZGIBBONS

Chief Financial Officer
STEPHEN D. PECK

Vice Presidents
KEVIN ALLEN
RICK ANDERSON
LUANN PETERSON
VI SHIELDS
DAVID TARGONSKI

Senior Copywriters
TOM CARCHIA
SUSAN DONER (Sr. Vice President)
GEORGE GETZ
BEN HART (Sr. Vice President)
JIM PICONE (Sr. Vice President)

Account Executives
MARY ANN PAUGH

Account Executive &
Manager of Monthly
Giving Programs
CRYSTAL TRUPIA

Director of Sweepstakes
Division
FRANK DORNER

Art Director
SHERRY COOPER

American Mailing Lists
Corporation
President
DOROTHY MILLER

Viguerie Political Lists
Managing Director
DAVID M. KEENE

SPECIALIZING IN
4 Horsemen (Position, Differentiation,
USP/Benefit, Brand)
Building Large Housefiles Quickly
Digital Fundraising
Direct Mail Fundraising
Grassroots Lobbying
High Dollar Fundraising
Internet Marketing
Lifetime Value of a Donor
Sweepstakes
Video (DVD) Marketing

MEMORANDUM

TO: Select Conservative Leaders
FROM: Richard A. Viguerie
RE: My 9th marketing memo
DATE: August 9, 2018
SUBJECT: If conservatives fail to nationalize the 2018 election we will suffer major losses

If you're a conservative and you're not worried about the November elections, frankly you aren't thinking clearly.

And even if you are worried, you still may not be thinking correctly.

For example, some GOP consultants are telling Republican candidates to campaign entirely on local issues.

Many Republicans are yelling via e-mails, postal letters, phone calls, fundraising receptions, breakfasts, lunches, and dinners that all it will take to beat the Democrats in November is more money, i.e. "send me a lot of money and we'll win".

And others tell us that Republicans will have a big victory if they campaign on the GOP tax cuts, booming economy, and low unemployment.

If you think voters will go to the polls in November to thank Republicans for tax cuts, the strong economy, and low unemployment, ask Winston Churchill if the voters thank you for a job well done. A few weeks after the surrender of Nazi-Germany in WWII, the voters threw Churchill and his party out of office.

The reason is every election (no exceptions) is about the future, not the past.

It's my strongly held opinion that if Republican leaders continue with their present strategy, they will suffer historic losses this November.

In 2006 and 2008 the voters were tired of George W. Bush, establishment Republicans, and wars seemingly without end—they wanted change.

In 2010, 2014, and 2016 again the voters voted for change from Obama's attempt to fundamentally change America, including massive tax increases, open borders, spending increases, and of course, Obamacare.

If the 2018 election is also about change, Republicans will suffer major losses from Congress, state offices, down to local races. And today it appears the voters want change.

The voters correctly see the Republicans as occupying the White House, in control of the U.S. House of Representatives, the U.S. Senate, state houses (33 governors), and most state legislators.

So if the voters go to the polls this fall wanting change—"look out Conservatives, it's going to be a bloodbath."

Tip O'Neil's famous political maxim "all politics is local" works only for Democrats, not for Republicans.

Democrats are a deliverer of services:

"You're not getting your Social Security check--I'll take care of that."

"You need a pot-hole repaired--I'll fix it."

"You need a new bridge--I'll get right on that."

However, Republicans almost never win unless elections are nationalized. Of course we don't always win nationalized elections, for example, Barry Goldwater in 1964. But we never win unless the election is primarily about big-picture issues: national security, taxes, the role of government, the Supreme Court, immigration, abortion, crime, etc.

The reason Democrats focus on local issues rather than national issues is because they can't campaign and win on their true beliefs about national issues. They are the political party that dares not share their beliefs with the voters.

Most liberal successes have come from the courts. That's why they are fighting so hard to keep Judge Brett Kavanaugh off the Supreme Court, and filibustering most all of President Trump's judicial appointments.

In the Spring and Summer of 2014 things didn't look good for Republicans.

That summer I and other conservatives began to speak and write about the need to nationalize the Fall election. We encouraged, preached, urged, and demanded that the elections be nationalized.

Thom Tillis, a North Carolina state representative running for the U.S. Senate, was significantly behind his Democrat opponent because he had fallen into a trap of debating state issues.

However starting in September, Tillis began attacking his opponent as being weak on national security, weak on illegal aliens, border control, and Obamacare.

And on Election Day, November 4, 2014, state representative Thom Tillis was elected to the U.S. Senate, because he switched his campaign from being about local issues to national issues.

Led by conservatives, this story was repeated in most state and congressional elections.

And the morning after Election Day, the Republicans found that they had captured control of the U.S. Senate, increased their numbers in the U.S. House, governors', attorneys general and state legislators.

All because conservatives stepped up and took charge of the campaign message. Of course conservatives did the same in 2010 and 2016 with great results.

When I say conservatives took charge of the campaign message, I'm referring to conservatives at the national, state, and local level.

A partial list would include Rush, Hannity, Levin, Laura Ingram, conservative websites, including ConservativeHQ.com, Fox, conservative organizations at the national, state and local level, bloggers, and grass roots conservatives using social media, sending articles and emails to family and friends, etc., etc.

Led by conservatives, starting in August through Election Day, Republican candidates began to attack Democrats on national defense, open borders, judges, taxes, Obamacare, etc. By the way, emphasizing national security caused 8-9% more women to vote Republican.

In elections it's important to give voters a tune they can whistle. For example, in 1980 Ronald Reagan campaigned with this message; government is not the solution, government is the problem, government taxes too much, spends too much, regulates too much, governs too much. And we all remember the 2016 election campaign mantra of Donald Trump--"Make America Great Again."

While there are many issues Democrats are vulnerable on, I recommend we narrow our focus and **BRAND** the Democrats as:

DEMOCRATS HAVE BECOME A VIOLENT, DANGEROUS, RADICAL LEFT PARTY THAT BELIEVES IN FUNDAMENTALLY CHANGING AMERICA BY 1ST IMPEACHING PRESIDENT TRUMP.

THEN THEY WILL...

- Open the borders,
- Give citizenship, voting rights, and welfare to illegal aliens,
- Raise taxes,
- Burden us with more regulations,
- Have the government take over all healthcare,
- Provide “free” college for everyone,
- Have taxpayers pay for partial birth abortions and sex selection,
- And declare the US Constitution obsolete and adopt a living, continually changing constitution.

Knowing that most Republican politicians only give lip service to conservative ideas, views, and values, it now becomes the responsibility of conservative leaders to once again step up and provide the leadership necessary to win the November election.

So for this November’s election, conservatives need to start a drumbeat of **BRANDING** the Democrat Party and Democrat candidates as violent, dangerous, far left radicals... .

Today the Democrats in the mainstream media want to make the 2018 elections about President Trump and the need for change. If that happens, Democrats win big.

As I’ve said many times, leadership starts with each of us. Don’t wait for someone to call you, appoint you, and or choose you. Pick yourself, and don’t wait for instructions from me or anyone else.

Rush to the sound of the guns.

Between now and the election, I will produce memos and material for you to use as best you can to help brand the Democrats and nationalize the election around winning conservative issues. Some will be able to use the material on TV, and radio, but others may find it helpful for newsletters, social media including podcasts, YouTube, Facebook, Twitter, Snapchat, blogs, emails to family, friends, etc., etc.

As always, I welcome and appreciate your comments.

By the way, if you do not want to receive information from me regarding nationalizing the election, please let me know at either mcole@americantarget.com, 703-396-6993, or www.NationalizeTheElection.com.

Also, if you would like to receive the information 4-5 days sooner by email, please let me know at either mcole@americantarget.com, 703-396-6993, or www.NationalizeTheElection.com.