



FedUp PAC

Richard A. Viguerie, Chairman

Then I heard the voice of the Lord say,
"Whom shall I send?" and
"Who will go for us?"
And I said, "Here am I. Send me!"
- Isaiah 6:8

To create a Paul Revere-type army of 1,000,000 conservative volunteers to bypass the biased mainstream media using print and electronic material produced and supplied by FedUp PAC to educate their family, friends, neighbors, and others that the New Democrats are mean, evil, violent, anti-God, elitist socialist/Marxists.

Democrat Branding Project

A Project by FedUp PAC
Richard A. Viguerie, Chairman

Executive Summary

We respectfully request your help with a **Leadership Gift** to help launch a bold and unique battle plan to reelect Donald Trump as President, retake the House of Representatives, and add to our majority in the U.S. Senate in 2020.

After considerable conversations and meetings with fellow national conservative leaders and activists, it has become apparent that Republican and Establishment GOP campaign organizations and so-called "experts" will continue to use content-free campaign strategies that will fail to do what's required to conduct hard-hitting and effective campaigns.

They simply don't have the "**Fire in the Belly**" to **BRAND** Democrats as the dangerous, violent, open-borders, radical, elitist socialists that is needed to keep Donald Trump in the White House and prevent a total Democrat takeover of Congress.

To get the voters we need to stop the Democrats from turning America into a socialist country, we have to address the issues that are of concern to them and their families and turn them out in November 2020.

That's why FedUp PAC is leading the way with a conservative campaign battle plan, **Democrat Branding Project** that will do exactly that. In summary, my plan has two main parts:

- 1st**, We will use new and alternative media (to bypass the biased mainstream media), including targeted postal and email, videos, social media (Twitter, Facebook, YouTube), pocket cards, e-books, mini-books, etc. This will allow us to target specific messages to specific key voting groups.
- 2nd**, We're going to enlist an "army" of tens of thousands, if not millions, of volunteer conservative activists who will take our educational material that **BRANDS** Democrats as open-borders, violent, ant-God, elitist socialists, and get them into the hands of their families, friends, neighbors, fellow church goers, and co-workers.

What makes the FedUp PAC plan so different and unique from all the other political advertising campaigns you see on TV or hear on the radio is we do "**Target Marketing**" – what I call "**Micro-Targeting**."

FedUp PAC doesn't do "**One-Size-Fits-All**" advertising campaigns. We tailor our messages to the audience we are targeting. For the 2020 Elections, we are especially focused on talking to *eight key groups* of voters using issues of importance to them in order to swing their vote, they are:

1. **Evangelicals** (Democrats are anti-God and want tax payers to pay for all abortions)
2. **Catholics** (Democrats are anti-God, anti-Catholic, and want tax payers to pay for all abortions)
3. **Churchgoing African-Americans** (Democrats are anti-God and oppose charter schools)
4. **Jewish Voters** (Democrats are anti-Israel)
5. **Hispanics** (Democrats are “open-border jelots”, a policy that threatens the jobs and income of Latin-American workers)
6. **Millennials** (Democrats fail to provide real employment opportunities, hoping to create greater government dependency)
7. **Suburban Married Women** (Democrats want to bypass family moral upbringing by allowing boys in girls public bathrooms & showers, etc., etc.)
8. **Seniors** (Democrats will destroy Medicare by adding 290 million people, including 15 million illegals)

With your help and support, we will target the 17 key Battleground states with this effort: **Arizona, Colorado, Florida, Georgia, Indiana, Iowa, Michigan, Minnesota, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin.**

We don't have to win 100% of these voting blocs, just adding 4-5 points in each of these categories spells a huge VICTORY!

About FedUp PAC

Kicking off in 2012, FedUp PAC was conceived by direct mail pioneer Richard A. Viguerie. FedUp PAC is an independent expenditure political action committee, or what is known as a Super PAC and therefore it can receive contributions of any amount and from corporations.

From 2012 up until 2015, FedUp played a small part in a few elections as it built its donor base. By the 2016 Presidential Race, however, FedUp was in a stronger position to play a more significant role. In fact, FedUp PAC generated over 30 million emails, dozens of issue videos,

created several issue specific webpages and sent out over 200,000 postal letters and voter issue guides.

The primary focus was on **BRANDING** the new Democrats as violent, unhinged, anti-God open borders, elitist socialists who were dangerous to voters, as well as exposing Hillary Clinton's socialist agenda.

Why FedUp PAC

Like you, I too, along with other conservatives were demoralized and angry during the 2018 midterms by GOP Congressional leaders failure to stop taxpayer money going to Planned Parenthood, their inability to build the Wall, efforts to stop illegal aliens coming over the border at about the same rate as under Obama, and put an end to runaway government spending and preventing the national debt from growing significantly.

And, all-in-all, the swamp continued to operate as business as usual. That's because the GOP failed to **BRAND**/ Define Democrats as dangerous to America.

Voters went to the polls without being told what the future holds for them under a Democrat controlled government. In essence, GOP operatives failed to nationalize the elections around conservative issues.

The fact is, some Republican consultants and House Leaders were encouraging candidates to campaign on local issues, even rewriting the GOP playbook strategy to sound like "Democrat-Lite" with midterm slogans calling for responsible gun laws and downplaying taxpayer abortions, right up to, and even after, the moment of birth. Instead, what was needed was a sound strategy around **Branding** the Democrats as – far-left, dangerous, violent-prone, anti-God socialists.

The solution, as I see it: the conservative movement needs to take the lead in messaging. We need to market to people (voters) in the way they will receive our messages. We need to talk to people in the way they want to listen, the way they want to learn.

Rush Limbaugh says most people are low information voters—they're not dumb—just uninformed –he's right!

We need to go beyond the choir (our supporters) and educate tens of millions of low information people about the evils of socialism using direct mail, the Internet, TV, radio, newsletters, social media, etc.

That's why conservatives must undertake the task of **BRANDING** Democrats as far-left, dangerous, violent-prone, anti-God socialists. I say conservatives because establishment RINO Republicans are not capable of doing this, and they won't no matter how much you urge them.

Boldness, always boldness. We are the leaders we've been waiting for. Don't wait to be asked – choose yourself.

No one asked Donald Trump to run for President – he picked himself.

And that's why I believe FedUp PAC, with its bold battle plan, will be a key part of the 2020 victory solution.

The Blueprint for BRANDING the Democrats

When conservative candidates win, it is almost always because we target the right audience and focus on big-picture national conservative issues like a strong national defense, tougher border security, lower taxes, less government, a Constitutionally focused Supreme Court, ending illegal immigration problems, ending taxpayer funded abortion, reducing crime and so forth.

The FedUp PAC model for success was born in 2015 when we created a strategy to target the Catholic vote for the 2016 Presidential race. This strategy is how FedUp PAC played an important role in nationalizing the Catholic vote for Donald Trump in 2016.

Going into the 2016 elections, the winner of the Catholic vote had won 5 out of the previous 6 Presidential elections.

That was not a good trend for Donald Trump who, as late as October 3, 2016, trailed Hillary Clinton among Catholics by 6 percentage points in a *Religion News Service* poll.

Still, as a member of the official **Catholic Trump Caucus**, and with limited funding, FedUp PAC was convinced that the key to winning many of the battleground swing states in 2016 was to focus on mobilizing the Catholic vote and their belief of the sanctity of life.

So, as part of an overall **30-million** email deployment in 2016, FedUp PAC in the weeks leading up to Election Day sent over 550,000 emails targeting Catholics with particular emphasis on Catholic women. The messages were filled with information on Hillary Clinton's and the Democrat Party's anti-Catholic policies and rhetoric that the media wasn't telling them.

The final result: **President Trump in 2016 defeated Hillary Clinton among Catholic voters by a margin of 52%-45%.** This was – a huge change from 2012, when Catholics went for Barack Obama by a margin of 2%, and 2008, when they voted in favor of Obama by a 9% margin.

And *this is our model for BRANDING the Democrats within our targeted seven key voting groups!*

By **BRANDING** the Democrats as dangerous to these specific key voting blocs, we will outline how the Democrats are dangerous, if not detrimental, to their interests, prosperity and liberty.

We need to match those dangerous, violent and militant policies and positions of the Democrats with the appropriate voter groups. For instance, a government takeover of health care resonates with voters age 65 and above. Over the last 30 years, approximately 60 percent of seniors have voted Republican, and gaining a few more percentage points is a huge help.

By focusing our message on the potential disaster of, say, candidate Bernie Sanders' or even Elizabeth Warren, that their Medicare for All plan is deadly to seniors, FedUp PAC should be able to peel away around 5 percent of the seniors vote that voted for Democrat.

Likewise, we plan to show Black American voters that the Democrats do not have their true hopes for prosperity and success by denying real job growth and school choice, supporting of vouchers and charter school opportunities that are the real solutions to a better life.

And for millennials, direct mail will not be the answer. They will, however, be more receptive to social media campaigns that identify with their economic misery, lack of finding good jobs, and lack of respect they believe they get from those in authority.

We need to identify with them first before we can illustrate how they have been lied to by the Left. Likewise, seniors will respond to direct mail, while 50-something professionals follow “drive-time” radio and evening news.

In the final analysis, gaining a few percentage points among other large voter blocs like Evangelicals, Hispanics, and suburban married women would make Democrat victories in close 2020 swing-state races extremely difficult — if not impossible.

Goals

1. To achieve the following vote changes by November 2020.
2. Raise \$34,000,000 for this project (See **Budget** pages 9 & 10).

The Seven Key Voting Groups FedUp PAC Will Target for 2020	Approximate GOP/Dems vote last 30 years	Goals for GOP/Dems vote in November 2020
Catholic	GOP 45 / Dems 55	GOP 60 / Dems 40
Evangelicals	GOP 80 / Dems 20	GOP 85 / Dems 15
African Americans	GOP 5 / Dems 95	GOP 22 / Dems 78
Jewish Voters	GOP 25 / Dems 75	GOP 29 / Dems 71
Hispanics	GOP 30 / Dems 70	GOP 40 / Dems 60
Millennials	GOP 30 / Dems 70	GOP 40 / Dems 60
Seniors	GOP 60 / Dems 40	GOP 65 / Dems 35
Married Suburban Women	GOP 45 / Dems 55	GOP 48 / Dems 52

The chart above shows past presidential voting patterns of our eight key voting groups. As you can see, our goal is to win at least an additional 4 to 5 percent within each of these groups to create a decisive shift in favor of President Trump and other conservative/GOP candidates running for Congress.

The bottom line, by moving the needle just 4% to 5% in a few of these constituencies, conservatives will have perhaps the best chance ever to reelect a conservative President, add more conservatives in the U.S. Senate (and protect conservative incumbents up for reelection in 2020) and take back control of the House of Representatives from radical extremist House Speaker Nancy Pelosi (D-CA-12), Senator Chuck Schumer (D-NY), and new radical Democrat socialist like Representative Alexandria Ocasio-Cortez (D-NY-14), and Representative Ilhan Omar (D-MN-5).

Again, this our opportunity.

Conservatives have shown how successful we can be when well-funded and working together to aggressively target a specific voting group, in this case Catholic voters in 2016, where we exposed the lies of the Democrats as being anti-God and against freedom of religion and wanting unlimited taxpayer paid abortions.

One strength conservatives can take advantage of right now is that we can identify a large selection of lists of people we can match up to our targeted voting groups, the expertise in direct target marketing, and the talent to follow our model of success to expose the Left's lies.

With adequate energy and funding we can mobilization enough individuals in these voting groups to expose the Left's lies that will generate support for conservative policies and candidates who will help restore our cultural values, and create new conservative voting blocs that will help keep the Democrats in the minority for generations to come.

Democrat Banding Project: A first Look at the Battle Plan

There are many ways to do a plan. I like the one Newt Gingrich introduced to us conservatives in the early 1980s, when he and 5-6 other young congressmen and 7-8 conservative leaders gathered for dinner in my McLean, Virginia home every Wednesday night. We would spend three hours strategizing for conservatives to take over the GOP and govern America.

Each time we were presented with a problem/project, Newt would go to the blackboard and write: **VISION, GOAL, STRATEGY, TACTICS/PROJECTS**. Thirty minutes later when we had identified our vision, goal, strategy, and tactics/projects—we saw a clear path forward.

If there was ever something that could be called “Hillary Clinton’s vast rightwing conspiracy,” that was probably it.

I. VISION

- A. **BRAND** the Democrat party/politicians so that they become dangerous, elite socialists to a significant majority of voters.
- B. Also, **BRAND** the Democrat party/politicians to seven key voting groups with information specific for each group that the Democrats views, values, and policies are harmful to people in that group.

II. GOALS

- A. \$34,000,000 to fully fund the **Democrat Branding Project**.
 - 1. \$2,500,000 needed by December 16, 2019 to quickly launch the Plan.
 - 2. An additional \$8,500,000 by February 15, 2020.
- B. By August 2020, sign up 250,000 people to be part of our volunteer army of modern day Paul Revere's that distribute material produced by FedUp PAC to their family, friends, neighbors, co-workers, and fellow church members.
- C. In the 17 key battleground states, Trump won by 1,331,686 votes. Our goal is to increase his vote by an additional 2,500,000 in those states.
- D. In the 17 key battleground states, increase Trump's vote by 5 points in each of eight key categories of voters (Evangelicals, Catholics, church-going African Americans, Hispanics, seniors, married women, and millennials).

III. STRATEGY

- A. Focus mostly on 17 key battleground states: Florida, North Carolina, Virginia, New Hampshire, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Nevada, New Mexico, Arizona, Iowa, Colorado, Georgia, Texas, and Indiana.
- B. Focus on eight key voting groups in the 17 battleground states: Evangelicals, Catholics, church-going African Americans, Jewish voters, Hispanics, seniors, married women, and millennials.
- C. For each key voting group, develop a list of key issues for that group. For example:
 - 1. For church-going African Americans, the key issues to focus on are:
 - a. **Education** – Democrats oppose charter schools (Republican Governor of Florida Ron DeSantis received 18% of black women's votes in 2018 running against an African American Democrat by pointing out that the Democrat opposed charter schools).
 - b. **Criminal Justice Reform** – President Trump passed the first major reform of the criminal justice system in many decades.
 - c. **Jobs** – President Trump's policies have led to the lowest Black unemployment in over 50 years.
 - 2. For church-going African Americans we will compile a list of key influencers:
 - a. Black pastors
 - b. “ journalists/reporters
 - c. “ publications
 - d. “ radio stations
 - e. “ bloggers/websites

IV. TACTICS/PROJECTS

- A. Design a website to **BRAND** the Democrats nationally. For example, Democrat Party/politicians are anti-God, anti-religion, favor open-borders and abolishing all private health insurance policies, tax payer abortion on demand, massive tax increases, gun confiscation, etc.
- B. Design a website for each of the seven key voting groups.
- C. For each of the eight categories, FedUp PAC will develop and produce campaign material for distribution via the new and alternative media and by our army of 250,000 Paul Revere volunteers.
 1. Videos
 2. Digital ads
 3. Detailed white papers documenting our statements about Democrats
 4. Mini-books (40-60 pages)
 5. Pamphlets (20-24 pages)
 6. Pocket cards that can be put in a man’s coat pocket or a woman’s purse
 7. Emails designed to be forwarded to others
 8. Postal letters designed to be forwarded to others
 9. Etc., etc.
- D. We’ll also distribute the campaign material using new and alternative media.
 1. Postal mail
 2. Email
 3. Digital ads
 4. Phones
 5. Hand distributed by our 250,000 volunteers to family, friends, neighbors, co-workers, fellow church members, etc.
- E. FedUp PAC team members
 1. Each of the eight key voting groups will need a person to be in charge of the marketing to that group.
 2. Each of the seven voting groups will also need an internet marketing person.

Budget: Democrat Branding Project

The success of the **Democrat Branding Project** rests on conservatives’ generosity to help fund FedUp PAC’s **BRANDING** efforts aimed at 8 targeted voting blocs in the 17 key 2020 Battleground states. We can achieve this by:

- 1st, We will use new and alternative media (to bypass the biased mainstream media), including postal and email, videos, social media (Twitter, Facebook, YouTube), Branding pocket cards, books, mini-books, etc. This will allow you to target specific messages to each of the 8 key voting groups.
- 2nd, We will enlist an “army” of tens of thousands of volunteer conservative activists who will take your materials that **BRANDS** Democrats as open-borders, violent, anti-God, elite socialists, and get them into the hands of their family, friends, neighbors, church members, and co-workers.

Only conservatives and Donald Trump stand in the way of America becoming a socialist country.

That’s why it’s up to conservatives (**we cannot rely on the same old GOP Establishment content-free campaigning**) to take the lead and create a 2020 Trump victory, win back the House of Representatives and add to our majority in the Senate. With your help, here’s how we’ll do it . . .

T A D I T I O N A L M A R K E T I N G	I. Target Direct Marketing \$8 million
	Targeted postal direct mail to voters within our 8 voting categories with messages that expose the Democrats as socialists working against their specific interests and concerns. We plan to deliver some 16 to 18 million letters (a potential reach of over 48 million individual voters).
	II. Branding Cards. \$2 million
	Like the samples enclosed, FedUp PAC will distribute these cards that outline in detail how the Democrats have become socialist and threaten our liberty, freedom and way of life. Our goal is to distribute 50 million cards mostly through our conservative Paul Revere army of volunteers.
	III. mSpecial Issue Publications \$3.5 million
	We will bypass the elite biased mainstream media with dozens of in-depth White Papers, Booklets, and Fact Sheets to get into the hands of 30 to 40 million voters the truth about the new Democrats’ socialist agenda and why these voters need to reelect President Trump and support GOP candidates.
	IV. Videos. \$3.5 million
	We will create dozens of hard-hitting videos, especially targeting people under 40 to show in pictures how the Democrats have betrayed them and our key 8 voting blocs over the last 60 years and how their hope for prosperity and a better life will be crushed if the Democrats win-it-all in 2020.
A T T E R N A T I V E M A R K E T I N G	V. Email Campaign. \$4 million
	Delivering over 100 million issue specific emails we can “zero-in” on exactly the right people with the right messages.
	VI. Facebook \$2.5 million
	Social Media will be the tool to reach tens of millions of voters and have these folks spread the message to family, friends, co-workers, like modern-day Paul Reveres sounding the alarm about the betrayal of the Democrats on the voters’ key issues.
	VII. Twitter. \$2 million
	With over 284 million monthly Twitter users, just reaching a fraction of that pool adds up to tens of millions. We will be able to drive these Twitter users to our website to download Branding Cards, White Papers, video and much more on the new Democrats’ socialist agenda.
	VIII. Social Media Agents. \$2 million
	We will enlist the help of thousands of talk show radio hosts, their producers, podcasters, bloggers and independent conservative journalists to hammer away day-in-and-day-out about the socialist agenda of the Democrats in our key 17 battleground states aimed at our 8 vitally important voting bloc audiences.

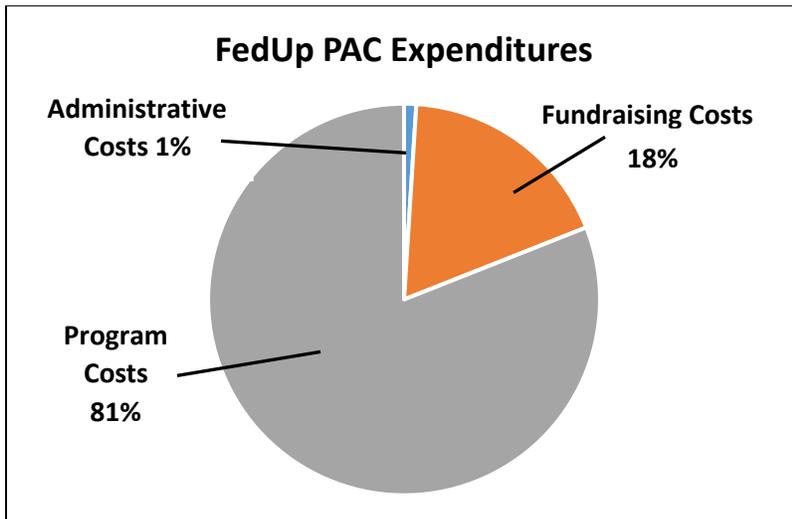
IX. Television \$3.5 million

The final push to have a 2020 Trump Landslide will hit the airwaves in spectacular fashion with ads running in our targeted 17 key Battleground districts aimed at the issues of concern to our 8 voting blocs. Our goal is to target Fox News, Newsmax TV, Univision, BET TV, and ATN News to name a few.

X. Radio. \$3 million

In the closing days before the November 3rd 2020 election FedUp PAC will saturate drive-time and evening radio with targeted messages such as the Democrats oppose Charter Schools, will bankrupt the Medicare system, and create open borders that will take jobs away from struggling Latin-American families.

TOTAL NEEDED TO FUND THE BATTLE PLAN \$34 million



FedUp PAC has only one paid employee. And that staffer is paid only \$1 a year.

The other people who make up FedUp PAC give generously of their time and talent and do not receive any financial compensation.

This allows FedUp PAC to channel the bulk of its contribution into programs that **BRAND** the Democrats as violent, unhinged, anti-God, open borders, elitist socialists that they have become.

Key FedUp PAC Personnel:

RICHARD A. VIGUERIE – Pioneer of conservative direct mail.

Richard Viguerie transformed American politics in the 1960s and 70s by pioneering the use of direct mail fundraising in the political and ideological spheres, which allowed conservatives to go around the liberal media blockage right into people’s homes. He used direct mail marketing/fundraising to help build the conservative movement, which then elected Ronald Reagan as the first conservative president of the modern era.



Viguerie is the Chairman of American Target Advertising, a 54-year-old direct marketing agency with 75 team members located in Northern Virginia. Viguerie’s company has mailed more than 4.3 billion letters and raised more than \$7.5 billion for conservative causes. They will mail over 100 million postal letters in 2019. Viguerie is also Chairman of FedUp Pac, an independent expenditure political action committee, and publisher of a conservative website, ConservativeHQ.com.

Dr. Lee Edwards wrote in *The Washington Times* in 1999 that Viguerie was one of 13 “Conservatives of the Century.”

Bob Mills - Bob Mills is the Vice President, Political Division for American Target Advertising helping Richard Viguerie brand the Left as dangerous, far-Left, anti-God, elite, violent, radical, socialists. He also serves as the Director of FedUp PAC. Previously, Bob has worked as a high dollar fundraising consultant, and acted as the Director of Development for several military aviation museums. Nationally, Bob has worked on several conservative campaigns such as Tom DeLay, Helen Chenoweth and consulting on the Roy Blunt for Senate campaign. Other campaign work includes serving as the campaign manager for state and local conservative candidates in Ohio, New Mexico, California and Virginia. Other notable positions include Senior Major Gifts Officer for Judicial Watch and Legislative Director for the United States Defense Committee.

Conclusion

The best solutions present themselves when the opportunities are the greatest.

Democrat Branding Project is our opportunity. It has become clear that the Democrat party is becoming more radical, that they are moving so far left that many are openly embracing the socialist label.

With state bills in Virginia and New York that would allow abortions in the 9th month, Democrats in Congress calling for a 90% tax rate on successful Americans, and Democrat presidential hopefuls calling for the elimination of private health insurance companies in favor of a government run system (Medicare for All), the Democrats are moving so far left that not only are independents and moderates concerned, but groups like Catholics, Evangelicals, Millennials, Seniors, Blacks, Hispanics and Suburban Married Women worried about their core issue.

This our opportunity.

Conservatives have shown how successful we can be when well-funded and working together to aggressively target a specific voting groups, in our case study, Catholic voters in 2016, where we exposed the lies of the Democrats as being anti-God and against freedom of religion.

One strength conservatives can take advantage of right now is that we can identify a large selection of lists of people we can match up to our targeted voting groups or voting blocs, the expertise in direct target marketing, and the talent to follow our model of success to expose the Left's lies by **BRANDING** them as dangerous, violent, anti-God, open borders, elitist socialists.

The Democrats have provided conservatives with a golden opportunity to recapture our cultural heritage and the minds and hearts of the American people with the hope that we can be great again. We must act now and take advantage of the Democrats who want to fundamentally change America forever.