

## Richard Viguerie's impact . . .

### The Washington Times

*"... Mr. Viguerie became the king of political direct mail and provided conservatives with an essential tool to raise money, communicate ideas, and motivate people."*

– Lee Edwards

The **AFL-CIO News** has said that Viguerie "made it all possible" for conservatives.

"The direct-mail guru . . ."  
– **The Boston Globe**  
May 24, 2009

### CRISIS MAGAZINE

#### Men Don't March for Natural Law

*"... how do we move the people to something more than agreement . . . at times like this I think of Richard Viguerie . . . he moves the already decided to act."*

– Austin Ruse, April 17, 2015

**The Washington Post** has called Richard Viguerie "the conservatives' Voice of America."

*"He is one of the genuine pioneers of modern American politics. He really invented the use of direct mail by Republicans and by conservatives."*

– **Newt Gingrich**  
Former House Speaker

### WND.com

*"... it is the savvy realist who often emerges as an indispensable guru . . . Richard Viguerie is such a go-to analyst . . . Viguerie knows the players, and he understands the stakes and strategies."*

– WND EXCLUSIVE, April 24, 2014

### The Philadelphia Inquirer

*"Republican presidential nominee Donald J. Trump . . . on Wednesday named an advisory council of respected conservative Catholic leaders . . . the list of Catholic heavyweights signing on to advise Trump includes . . . longtime conservative leader Richard Viguerie . . ."*

– September 22, 2016

*"The truth is I couldn't have gotten my Institute off the ground without what I learned from him. Without any doubt, Richard Viguerie is the Funding Father of the conservative movement."*

– **Morton Blackwell**  
President, Leadership Institute

*"Some conservative Protestants have discovered that Roman Catholics share their devotion to traditional morality and opposition to abortion. Among prominent Catholics they have worked with are . . . Richard Viguerie, the direct-mail pioneer . . ."*

– **Author Donald C. Swift, Religion and the American Experience,**  
Publication Date: December 5, 2016

In 1979, **TIME** magazine named Richard Viguerie one of 50 future leaders in America.

*"The foremost figure in bringing direct mail strategies to political campaigns was Richard Viguerie . . . Viguerie used his direct mail consulting firm to help conservative candidates build giant donor bases that could act as fundraising machines."*

– **The Saturday Evening Post**, December 6, 2019

Continued on the back...

*"The nation's liberals are having a bad attack of the jitters over a buildup of political muscle by conservatives. The liberals are especially concerned about 'that guy across the river [in Virginia].' Richard A. Viguerie."*

**- The Associated Press**

*"Richard Viguerie, the direct mail impresario... may have understood the value of a name before anyone else in contemporary politics."*

**- The New York Times Magazine**

MEDIA ADVISORY, Nov. 13 /Christian Newswire/ -- Richard A. Viguerie, a founder of the modern conservative movement and an active member of a Catholic parish in the Arlington, Virginia diocese, has written to other Catholic lay men and women throughout the nation to inform them of the nature of the organizations which are supported by the Campaign for Human Development and to urge them to take actions to correct the serious problems that exist.

**- ChristianNewsWire**

"... we talk a lot about changing your life with copywriting. But Richard Viguerie did more than just change his life: He changed the world... He used that mailing list [thousands of Goldwater donors] not only to create one of the most successful direct-mail fundraising agencies in history, but also built a new conservative movement in America that ultimately resulted in the election of Ronald Reagan and changed the face of American politics forever."

**- Richard Armstrong**  
Author, *The Next Hurrah: The Communications Revolution in American Politics*

*"He is the catalyst that allowed conservatism to reach the pinnacles that it has over these past many years. He was on the ground floor with YAF, with Reagan, with Goldwater. He was there with his envelopes and his stamps, and a fast tongue, and sent out thousands and thousands of letters to people to raise the money that allowed conservatism to be such a powerful force in today's politics."*

**- Barry Goldwater, Jr., Former Congressman**

*"Every nonprofit mailer, whatever their political persuasion, owes Viguerie a debt."*

**- Ray Schultz, DIRECT Magazine Publisher**

"... before Rush, conservatives for nearly 40 years looked to Richard Viguerie, the funding father of the conservative movement, for the 'right word' on policy and politics."

**- Jim Martin, President, 60 Plus Association**

"Dubbed the 'direct mail wizard of the New Right' for his pioneering techniques in the pre-Internet age, Richard Viguerie helped elect conservative firebrand Jesse Helms to the U.S. Senate from North Carolina for five consecutive terms in the eighties and nineties."

**- DAILY BEAST**, January 30, 2017

*"Viguerie, who began his career in 1961 as a protégé of William F. Buckley, Jr. when he became executive secretary of the Young Americans for Freedom, went on to become the pioneer of direct mail fundraising for conservatives."*

**- Breitbart**, February 26, 2018

*"As the 'Funding Father of the conservative movement,' Viguerie motivated millions of Americans to participate in politics for the first time."*

**- InspiredInsider.com**

Richard A. Viguerie is the Founder and Chairman of **American Target Advertising**. With over 55 years direct targeted marketing experience, Viguerie's company has mailed more than 4.3 billion letters and raised more than \$7.5 billion for conservative causes.

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