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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: «First_Name» «Last_Name»
FROM: Richard A. Viguerie
RE: 6th Memo to Selected Conservative Leaders
DATE: May 16, 2018
SUBJECT: Why Conservative Organizations Are Not Growing

Recently there are strong indications that grassroots conservatives are beginning to wake up and become much more active and engaged in politics. I see this in donations to our clients, activity in the new and alternative media, and conservatives participation and voting in primaries.

As I pointed out in a prior memo, the left is on fire to grow their organizations, raise 5X-10X+ more money than ever before—all leading to a goal of crushing the conservatives in the November 2018 elections, then impeaching President Trump.

Most well-known liberal organizations are experiencing major growth since the November 2016 elections. For example:

1. ACLU raised \$93 million online in the first 12 months after Trump was elected President vs. \$5½ million the 12 months before.
2. The Sierra Club went from 6,900 monthly donors to 57,000 in the 12 months after Trump's election.
3. In the November 2017 Virginia House of Delegates election, all GOP candidates had a total of 7,000 donations compared to 153,000 donations for Democrats.
4. Act Blue raised \$522 million in 2017, up from \$207 million in 2015, and \$91 million in 2013.
5. Planned Parenthood added 700,000 new supporters after Trump's election.
6. The Natural Resources Defense Council (a liberal environmental non-profit) added 500,000 new members after Trump's election.

I'm not aware of any established conservative organization that experienced even 25% growth in 2017. In my opinion some of the major reasons why conservatives are failing to be competitive with the left are:

1. They don't know the lifetime value of their donors, therefore they have no idea how much money to invest in acquiring a new donor.

2. They are not prepared to take a short-run loss for a long-term benefit, i.e., to lose \$1 dollar today to acquire \$25, \$50 or \$100+ in the future.
3. They don't realize that investing in acquiring new donors is one of the best use they could possibly make of their funds. An investment in acquiring new donors rather than earning 7-10% in the stock market will return 50x+ more money.
4. Most people walk into the future backwards facing their past, because that's what they are familiar and comfortable with. That's true of most conservative leaders. But to be successful, you need to turn around and face the future, i.e., get out of your comfort zone.
5. Most conservative leaders seem to have low energy and are acting as if there is no existential threat from the left.
6. Most conservative leaders do not have an entrepreneurial spirit. Republicans are supposed to be the party of entrepreneurs, but these days the vast majority of non-profit entrepreneurs are Democrats.
7. Peter Drucker, the premier business consultant of the 20th century, wrote 39 books on business, marketing and non-profit organizations. Here are three ideas that Drucker stressed as reported by Michael Brenner in MarketingInsiderGroup.com.

- “Any business enterprise [this includes non-profits] has two and only these two basic functions: marketing and innovation.”

For a non-profit, innovation includes your public policy agenda, your ideas, your school's curriculum, etc.

- “There is only one valid definition of business purpose: to create a customer [for a non-profit, that's a donor].”
- “It's also important to understand that Drucker considered marketing to be the responsibility of the managing leadership. Within a business, not a separate function.”

Some business leaders who did not delegate marketing to a silo in their organization includes Steve Jobs, Bill Gates, Howard Schultz, Jeff Bezos, Mark Zuckerberg, etc.

Of course none of this is locked in and written in stone. And by the way, it wasn't always like this.

From the 1960's through the 1980's conservatives dominated direct mail/direct marketing. Conservatives had the organizations with 200,000, 300,000, 500,000+ donors/supporters. And it can be that way again.

Until the 1980's the left relied mostly on three sources for their funding, i.e., taxpayer funding of their organizations, union dues and large foundations (Ford, Rockefeller, etc.)

And there's no reason conservatives can't once again have organizations that are 2x, 3x, 5x+ more numerous and larger than the left.

Remember what I've previously written that the Heritage Foundation has received $\frac{2}{3}$ of their \$2 Billion from people whose first contact with Heritage was a postal contribution of \$100 or less.

We have so many advantages including the fact that most people identify with our views and values, including traditional moral values, strong national defense, lower taxes, less government, law and order, respect and adherence to America's founding documents, American exceptionalism, border control, etc., etc.

Americans are ready, even anxious, to change the direction our country's elites have taken America. To paraphrase Tom Paine—we have it in our power to once again govern America.

But the opportunity is now, and if we fail to seize the opportunity it will be too late in a few years to turn America back to the vision of our founders of limited government.

All we lack are entrepreneurial leaders.

And if not us, who?

If not now, when?

A Brief Summary of my Key Recommendations

1. Learn the lifetime value of your donors.
2. Spend more on acquiring donors under \$100.
3. Investing in adding new donors/members will produce far more money for your organization than any investment you can make in the stock market.
4. Drucker “marketing is the responsibility of the managing leadership—not a separate function to be delegated.”
5. You want someone with an entrepreneurial spirit to drive marketing.