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HOME OF VIGUERIE'S FOUR HORSEMEN OF MARKETING®

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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

My purpose in writing these marketing memos is to encourage you and other conservative leaders to take advantage of today's political environment to: 1) greatly increase the size of your nonprofit organization; 2) significantly grow the number of your supporters; 3) raise much more money; 4) encourage conservatives to launch thousands of new single-issue organizations to compete with the tens of thousands of liberal nonprofits; and 5) raise your team's professional level.

The Left is out-marketing and out-organizing conservatives. The Left's nonprofits yearly raise about \$15+ billion from over 15 million donors—all from direct marketing. Conservatives raise about \$3 billion from 3 million donors.

Conservatives dominated grassroots marketing from the 1960s through most of the 1980s. But today the Left dominates through bold, professional marketing and aggressive entrepreneurship.

CONSERVATIVES HAVE A MAJOR SHORTAGE OF BOLD, RISK-TAKING, ENTREPRENEURIAL LEADERSHIP.

MEMORANDUM

TO: Key Conservative Leaders

FROM: Richard A. Viguerie

DATE: March 8, 2021

RE: 25th Marketing Memo for Conservatives

SUBJECT: The State of the Conservative Movement and What's Needed to Win

In 1955, William F. Buckley, Jr. wrote in the first edition of *National Review*, "it [*National Review*] stands athwart history yelling Stop..."

Thus, today's conservative movement was born.

In September 1960, Young Americans for Freedom (YAF) was founded on Bill Buckley's family estate in Sharon, Connecticut.

In August 1961, I left Houston and went to New York City to lead YAF as Executive Director, and I began a major study of direct mail/marketing, which

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continues to this day.

In 1964, conservatives nominated Barry Goldwater for President, and in November he lost in a landslide—39% to LBJ's 61%. Goldwater received 27,178,188 votes. In 2020, President Trump received 74,222,958 votes.

In the summer of 1964, I hired six women to copy by hand the names of 12,500 Goldwater \$50+ donors, which allowed me in January 1965 to start the world's first political/ideological direct mail/direct marketing agency with one client—YAF.

In the 1960s and 1970s, conservatives pioneered the use of direct mail to raise money, pass or defeat legislation, elect and defeat candidates, educate and activate voters, and to enlist millions of new people into the conservative movement.

There would not be a conservative movement worthy of being called a movement without direct mail. The Post Office is a government agency that has greatly benefited conservatives.

In my opinion, Ronald Reagan would not have gotten 49% of the Republican Convention Delegates in 1976, nor become the GOP candidate for President in 1980, without direct mail.

Under his longtime aide, Lyn Nofziger's leadership, Reagan acquired 250,000 (mostly \$10, \$15, \$25, \$50) donors in both the 1976 and 1980 campaigns. While his competitors (Ford, Bush, Dole, Baker, and Connelly) were funding their campaign with thousands of \$500 and \$1,000 donations, Reagan's campaign was fueled by hundreds of thousands of small donors.

Also, Reagan's campaign was supported by hundreds of national, state, and local conservative organizations that were built and sustained by millions of small direct mail donors.

In the 1970s, dozens of national conservative organizations had 100,000, 200,000, 300,000+ donors/supporters/subscribers, including: Senator Jesse Helms' National Congressional Club, the American Conservative Union, Phyllis Schlafly's Eagle Forum, the *National Review*, Conservative Digest magazine, National Conservative Political Action Committee (NCPAC), Gun Owners of America, Jerry Falwell's Moral Majority, Americans United for Life, American Security Council, American Christian Coalition, Young Americans for Freedom, National Right to Work Committee, The Conservative Caucus, National Tax Limitation Committee, Pat Robertson's 700 Club, etc., etc.

Most of these organizations are no longer active, or they are a fraction of their former size, and few new ones have taken their place. Conservatives dominated grassroots marketing in the 1960s – 1980s; however, today the Left is far, far ahead.

How far?

Well, in the four years of the Trump presidency, liberals raised about 500% more money from about 500% more donors. I estimate the Left has about 15 million donors that yearly contribute about 15 billion dollars. In that same period of time, conservatives raised about 3 billion dollars

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yearly from 3 million donors.

Of the 30 ideological nonprofits with the largest budget, only 7 are right-of-center; 23 are liberal.

One liberal nonprofit in 2019-2020 raised 4.1 billion dollars from 13.6 million liberals who had given ActBlue their credit card information, so they can make quick and easy donations to liberal candidates and causes.

In 2019-2020, avowed socialist Senator Bernie Sanders had 2 million unique donors who gave him 5 million donations.

In 2019, Virginia held elections for Governor, Lt. Governor, Attorney General, and for both houses of the legislature. In that election, both parties raised about the same amount of money. However, Democrat candidates received 267,000 donations, and all Republican candidates 19,000. And of course, the Democrats swept the elections—winning everything. And still the Virginia GOP hasn't gotten the message.

Planned Parenthood in 2017 grew from 400,000 supporters to 1.6 million. No need to wonder why Planned Parenthood and their allies are continuing to beat the pro-life cause like a drum.

These are just a few of many examples I use to make the point that conservative organization leaders' emphasis on high-dollar donors and ignoring small-dollar donors is doing serious damage to the conservative cause.

Quite frankly the problem is not at the grassroots level; it's the lack of an entrepreneurial spirit on the part of those who run conservative organizations. Too many conservative leaders are comfortable running an organization with 5,000-10,000-20,000 mostly high-dollar donors.

Grassroots conservatives are worried, frustrated, and angry. They fear for America's future and want and need leadership—but it's in short supply these days.

In 2020, American Target Advertising's (ATA) 70 team members mailed 139,000,000 postal letters for our 17 clients, and they received about 4.6 million donations from over 1 ¼ million unique donors. There's no shortage of people who will support conservative causes, but there is a shortage of bold, high-energy leadership.

When the size of a nonprofit organization goes from 10,000 donors to 200,000, the leader's income does not increase 2,000%, but their responsibilities, pressure, stress, and workload goes way up.

God in his infinite wisdom rarely saw fit to put an entrepreneurial spirit in nonprofit executives. Part of the definition of an entrepreneur is someone who has high-energy and is bold and a risk-taker—that seldom describes conservative nonprofit leaders.

Of course there are a few notable exceptions for conservatives, such as Ed Feulner who, with the late and great Jon Von Kannon, built the Heritage Foundation to the world's largest think tank,

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Dr. Larry Arnn (President of Hillsdale College), Tom Fitton (President of Judicial Watch), Mike Farris (President and CEO of Alliance Defending Freedom, Founder of Patrick Henry College, and Founder of Home School Legal Defense Association), Wayne LaPierre (President of the NRA) and a few others—but not near as many as we need.

What do conservatives need to win? We need...

- 10,000+ new national, state, and local single-issue organizations. The Left has over 20,000.
- 15 million unique grassroots donors regularly supporting conservative organizations. Conservatives now have 3 million, while the Left has 15 million.
- Hundreds of wealthy, generous donors investing billions of dollars into the conservative movement. The Left has hundreds of George Soros, Bill Gates, Michael Bloomberg, Tom Steyer, Mark Zuckerberg—types.
- Thousands of high-level professional direct marketers.
- Thousands of high-level professional development people to raise high-dollar donations. Most every national conservative organization either does not have a development department or is understaffed.
- Thousands of new high-energy, young (under 40) conservatives to become leaders of nonprofits.
- Thousands of boat-rocking, principled conservative candidates for Congress, state, and local offices.
- Thousands of large, medium, and small-size internet news sites that will communicate the truth to the American people.
- Hundreds and hundreds of for-profit businesses that will help conservative leaders, candidates, and organizations market themselves, raise small-dollar donations, raise major gifts, acquire legacy bequests, win elections, advise on media matters, consult on business issues, legal issues, etc.

Ben Franklin – “there’s no accounting for the amount of good a person can accomplish if they make a business out of it.”

I’m one of the last people still active at the national level that was there at the beginning of the conservative movement.

I know **WHAT** to do and **HOW** to do it. But since I’m only one person, I’ll need to find lots more **WHOs**. Who will do this, this, and that?

ATA between now and 2022 will acquire:

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- a) 12-15 more cutting edge clients with strong, entrepreneurial leadership.
- b) 25 new world-class marketing executive team members.

With these new clients and executives, we will in the next four years double or triple our effectiveness and:

- a) Mail one billion postal letters.
- b) Raise over one billion dollars.
- c) Acquire five million new conservative donors for our clients.
- d) Continue to conduct free direct marketing seminars to help train future world-class marketers.
- e) Continue to post free online direct marketing teaching videos.
- f) Continue to write monthly marketing memos to conservative leaders.

The team members we're mostly in need of (as is the conservative movement) are prospect copywriters who can write a direct mail letter that can successfully be mailed to millions of people.

There's no more than seven or eight conservatives that now fit that description and most work for ATA.

"So, Richard, if there are only seven or eight, and you employ four or five—where will you find more?"

Good question. I'll do what I've done many times previously—hire very good commercial or charitable copywriters, and convert them from selling widgets or raising money for good charities to writing for organizations that will help save western civilization.

If you are a retired world-class marketer, sold enough widgets, or raised hundreds of millions of dollars for a good charity, and want to move to the front lines and enlist in the Civil War with ATA to save America—call my office.

The type of new clients ATA will acquire are ones that are focused on:

- An issue that if not dealt with can put conservatives out of business, e.g., H.R. 1, ballot security, etc.
- Important issues that can significantly grow the conservative movement by acquiring millions of new people who are not currently giving to conservative candidates or causes to become donors. The issues include; China, border control, term-limits, reparations, D.C. and Puerto Rico statehoods, 1st Amendment (free speech and religious

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liberty), 2nd Amendment, law enforcement/defund the police, national security, Big Tech, cancel culture, etc., etc.

Hopefully national, state, and local conservatives will rethink what they should be doing. America is worth taking risks and making sacrifices.

The Republican party doesn't have the leaders, energy, ideas, or the will to engage the Left in the Civil War the Left has launched to turn America into a one-party, socialist dictatorship. If America and western civilization are to be saved, it will be up to us conservatives to provide the leadership.

ATA is rushing to the front lines in this cold war. We look forward to being of help in any way we can to our fellow conservative warriors. If we can be of any help, let us know—see you on the battlefield.

“THE HARVEST IS PLENTIFUL, BUT THE LABORERS ARE FEW.” (MATTHEW 9:37, KJV)

Attachments:

- 50 Largest Conservative Organizations
- 50 Largest Liberal Organizations
- 10 Largest Family Foundations