“LI trained record number to fight the left in 2013

“Not a single major public policy battle in America takes place that is not impacted in some way by conservatives trained by the Leadership Institute,” said U.S. Senator Ted Cruz.

The Leadership Institute trains students, activists, and leaders to stand up for conservative principles and fight the left.

Support from Leadership Institute donors helped the Institute train a record-setting 25,676 conservatives in 2013, an 85 percent increase from the 13,896 LI trained in 2012.

But it’s not just about the numbers. It’s about what these principled activists do once the Leadership Institute equips them with the tools to win elections and legislative battles.

Ladies of liberty lead the way

In 2014, the Leadership Institute created a new Women’s Leadership Training for conservative female activists.

This training equips women to champion conservative principles to other women and to win campaigns.

The Leadership Institute has trained many strong women leaders, like

- Nena Bartlett, who leads the Ladies of Liberty Alliance to develop liberty-minded women leaders through training and community building. (See story on page 5).
- Kelly Fajardo, who took the Institute’s Campaign Management School and won election to the New Mexico House of Representatives.

Thanks to donors, the Leadership Institute “pulls America back from the brink”

“The solutions are not going to come from Washington, they’re going to come from the American people,” said Senator Ted Cruz.

Cruz said conservatives must “continue doing what we’re doing which is mobilizing and empowering the American people – that’s what the Leadership Institute does every day. It’s what gives me fundamental hope that we’re going to pull this country back from the brink.”

Thanks to Leadership Institute donors, many of the 143,599 conservatives trained by the Institute since 1979 fight in politics, government, and the media today – to pull America back, defeat socialism, and restore conservative principles to America.

— SENATOR TED CRUZ

Control your money and plan your legacy – a special message from Morton Blackwell (see page 7).
Liberals corrupt the minds of many of America’s students

Liberals dominate college campuses and corrupt the minds of America’s youth — to indoctrinate a new generation to embrace leftist ideology.

But thanks to contributions from Leadership Institute donors, the Institute’s campus news watchdog website, CampusReform.org, exposes liberal bias and leftist abuses on college campuses nationwide to fight back against the leftist campus monopoly.

LI’s CampusReform.org website has experienced explosive growth, reaching 3,762,485 unique visitors in 2013 — up from only 49,741 in 2011.

Media outlets including Fox News, The O’Reilly Factor, The Rush Limbaugh Show, ABC, MSNBC, Drudge Report, The Huffington Post, and many others take notice of CampusReform.org’s investigative coverage and broadcast it to a larger national audience.

The Leadership Institute’s investigative journalists Caleb Bonham, Katherine Timpf, and other staff and students trained by the Institute have appeared dozens of times on national television to lend their expertise and to expose the outrageous liberal bias on college campuses.

LI’s CampusReform.org coverage strikes back against the left, achieves results

National exposure of leftist abuses on college campuses gets results:

- At the University of Minnesota-Duluth, administrators used taxpayer money to sponsor an outrageous “Un-Fair Campaign.” This indoctrination program attempted to shame white students as having special, unfair privileges due to the color of their skin. Many of the 250,000 people who viewed CampusReform.org’s coverage of this racist, anti-white campaign called the university to complain and shut down the university’s voicemail system. Due to the outrage produced by CampusReform.org’s reporting, the university suspended the campaign.

- In 2012 as election day approached, Brevard (FL) Community College math professor Sharon Sweet forced her students to sign an election pledge that read, “I pledge to vote for President Obama and Democrats up and down the ticket.” CampusReform.org coverage of this leftist intimidation forced the college to respond. An investigation by college officials found the professor guilty of “harassment, incompetence,
misconduct, and unprofessional behavior” — and they fired her.

- In Fall 2013, Michigan State University student Evan Schrage enrolled in a creative writing course. Evan’s professor went on a vicious tirade against conservatives on the first day of class, and said “Republicans have already raped this country.” Evan recorded his professor’s rant on his mobile phone video camera.

CampusReform.org’s coverage brought the story to national attention, and Evan Schrage appeared on Fox News and The O’Reilly Factor to expose his professor’s leftist intimidation. (See photo top-right). The university suspended the professor from teaching that semester.

Thanks to Leadership Institute donors, the Institute has the resources to investigate leftist abuses on college campuses and achieve results to help conservative students fight back — and win.

By Mitchell Nozka

“Their’s a website, CampusReform.com. They’re out there surveying students, and they’re telling them the truth about things. They are doing great work out there … the Campus Reform people, it’s priceless what they’re doing.”

— RUSH LIMBAUGH

Nov. 1, 2013

Leadership Institute-trained students Evan Schrage (top) and Tyler Talgo (middle) appear on national television to expose their professors’ liberal bias and leftist intimidation. Talgo recorded his University of Southern California professor, who called conservatives “stupid racist losers,” and exposed him on ABC’s The View. Schrage’s professor at Michigan State University was suspended after CampusReform.org published his anti-conservative tirade.

CampusReform.org editor-in-chief Caleb Bonham (pictured above) investigates and exposes outrageous leftist abuses on campuses nationwide.
Polls show more women identify themselves as conservative than liberal. Yet women voted overwhelmingly for Barack Obama. Conservative activists must reach out to conservative women and others receptive to the conservative message. Today, the Leadership Institute works to empower women leaders to champion conservative principles to other women through its new Women’s Leadership Training.

LI’s Women’s Leadership Training

In February 2014, the Leadership Institute hosted its first-ever Women’s Leadership Training. More than 30 female leaders, activists, and students learned how to:

- Run for elected office
- Formulate a strategic plan to win a campaign
- Develop a compelling message
- Manage a grassroots organization of highly-motivated volunteers
- Speak effectively in public
- And more.

Six leading female experts in campaigns and communications taught the class, including former Conservative Political Action Conference (CPAC) communications director Laura Rigas, Tea Party News Network news director Scottie Hughes, and Florida Senator Marco Rubio’s Deputy Chief of Staff, Sally Canfield.

The Leadership Institute trains women leaders how to succeed

“Being right is not sufficient to win,” says Morton Blackwell, president of the Leadership Institute. “As conservatives, we owe it to our philosophy to study how to win.”

Previous Leadership Institute graduates have taken Morton’s principle to heart. Liberty-minded Nena Bartlett took numerous Institute trainings and now leads the Ladies of Liberty Alliance – a non-profit organization training women leaders. (Read more about Nena on page 5).

Another principled activist, Kelly Fajardo, took LI’s Campaign Management School. “I got involved in politics to make a difference and stand up for my conservative principles,” said Kelly. “The information, training, and skills I learned through the Leadership Institute gave me the confidence to run a successful campaign.”

Kelly now serves as a state representative in New Mexico’s House of Representatives.

Thanks to Institute donors, conservatives win

Thanks to Leadership Institute donors, 31 students in this February training school learned how to articulate their views and become effective candidates and leaders.

Because of the success of this inaugural training, the Leadership Institute will partner again with top-notch women leaders and female-centric conservative organizations to run another Women’s Leadership Training this spring – to teach women how to win for conservative principles.

By Jackie Sileo and Mitchell Nozka
A Lady of Liberty

Leadership Institute grad trains women to succeed in politics

“I wouldn’t be where I am today without the Leadership Institute,” says Nena Bartlett. “I tell everyone I know about the excellent training experiences I’ve had with LI.”

Nena has worked for candidates who ran for city council all the way up to the presidency, spent years fundraising with the free-market-focused Cato Institute, and held a position on Capitol Hill with Senator Rand Paul.

Now as executive director of the Ladies of Liberty Alliance, Nena equips women with training and skills to succeed in the public policy process.

Principled activist gets trained by the Leadership Institute

Nena first learned of the Leadership Institute while working on a presidential campaign in 2007-2008.

“Many of my colleagues on the campaign were former Leadership Institute graduates,” Nena said. “These were people I liked and respected very much. When the campaign ended, a number of people told me about the training opportunities offered by LI that I could take advantage of to improve my abilities.”

Senator Rand Paul’s “secret weapon”

Armed with Leadership Institute training, Nena joined the Rand Paul for Senate campaign in Kentucky in 2010 as Paul’s assistant campaign manager.

Leadership Institute graduate Nena Bartlett leads the Ladies of Liberty Alliance to develop liberty-minded women leaders.

Senator Paul's campaign included numerous Leadership Institute-trained activists. He called his top staff and key volunteers trained by the Institute, like Nena Bartlett, his “secret weapon.”

Unlike the important work think-tank organizations do on policy and analysis, the Leadership Institute equips conservatives to win through practical training.

“The Leadership Institute is a ‘do’ tank, taking action to achieve more conservative victories,” Senator Rand Paul said. “The Institute’s grassroots training has been called the best available anywhere in the country. And the success of Institute graduates proves it to be true.”

After his election to the U.S. Senate, Rand Paul hired Nena as his legislative assistant on the Senate Health, Education, Labor, and Pensions Committee.

Teaching women how to win

In 2013, Nena left Senator Paul’s office to devote her efforts fully to the Washington, D.C.-based Ladies of Liberty Alliance (LOLA). LOLA works to develop liberty-minded women leaders through training programs and community building.

Like the Leadership Institute, LOLA is a non-profit educational organization. “LOLA works to bring in more women to the growing liberty movement and provide leadership training to educate and empower women to spread their own message of liberty,” Nena said.

LOLA’s flagship media training teaches women to use television, radio, and internet interviews to spread the message of individual liberty and economic freedom.

“My hope is that by encouraging leadership among liberty-minded women, we can share our ideas more effectively and attract more people so that the ideas of liberty are pervasive and even mainstream,” Nena said.

Targeted by the Obama administration

The Ladies of Liberty Alliance, like the Leadership Institute, became the target of the Obama administration. The IRS created an “enemies list” of groups opposed to Obama’s policies. Then the IRS selected groups from that list to harass and intimidate them. But Nena Bartlett and LOLA stood firm.

“The IRS targeting has strengthened our resolve,” Nena said. “The Ladies of Liberty Alliance will continue to empower others to make a difference for liberty and for America.”

The Leadership Institute: building skills, advancing liberty

Nena values the Leadership Institute’s training schools and the donors who made them possible.

“I have loved all of the Leadership Institute’s trainings over the years so much that I have modeled the Ladies of Liberty Alliance’s work after it,” Nena said.

“The Leadership Institute is a great, professional resource for anyone who wishes to build their skills and advance liberty.”

By Lauren Day and Mitchell Nozka
“The Leadership Institute is a sterling example of how to stop student brainwashing by professors who are worse than liberal,” says Charles Crawley.

Mr. Crawley laments how liberal his alma mater, the University of North Carolina (UNC), has become. But as a proud Leadership Institute supporter since 1993, Mr. Crawley helps to roll back the leftist monopoly that seeks to indoctrinate college students today.

A man of free market principles

A World War II Navy veteran, North Carolina native Charles Crawley graduated from UNC with a degree in journalism in 1948.

After work as a sports and political columnist, Mr. Crawley transitioned into advertising and started his own marketing firm – the Crawley-Reese Company. His dedication earned his company advertising contracts with CBS Magazines, Glamour Magazine, and Harvard Business Review.

Leftist professors hijacked college education

Mr. Crawley’s entrepreneurial spirit and commitment to free market principles drives him to fight against the socialism pushed by professors onto college students. He sees how leftist professors have hijacked education, leaving youth with little understanding of the personal and economic freedoms and private initiative he had.

“Too many professors no longer stand for the principles and values we as conservatives respect,” says Mr. Crawley.

Mr. Crawley points out the outright indoctrination to brainwash America’s youth: “Some professors are not simply liberals, but outright socialists. They’ve taken over our schools with their leftist ideology, and it’s sad.”

Leadership Institute rolls back the leftist campus monopoly

Mr. Crawley first heard Morton Blackwell, president of the Leadership Institute, speak in Georgia over twenty years ago.

“Morton Blackwell was among the first to kindle my interest to fight liberal ideology in the college classroom,” recalls Mr. Crawley. “He made a great impression on me, and I started contributing to the Leadership Institute right after that.”

Mr. Crawley praises the Leadership Institute’s Campus Leadership Program. Every year, the Leadership Institute puts “boots on the ground” to organize, train, and assist embattled conservative students on college campuses.

In the fall 2013 semester, Leadership Institute field staff newly identified 21,836 conservative students and formed 216 new conservative groups. Now, the total number of campus groups in the Institute’s unique national network stands at 1,539, a record number.

“I don’t know of any other organization that approaches college students in the same manner as the Leadership Institute. They send actual people there. They’re right on the scene. I don’t know any other group doing truly national work like that.”

Leaving a legacy to liberty through the Leadership Institute

Morton Blackwell created the Leadership Institute’s Edmund Burke Society – named after the conservative statesman and philosopher – to honor Leadership Institute donors who step forward through planned giving to ensure the Institute’s long-term success.

Mr. Crawley joined the Leadership Institute’s Edmund Burke Society when he included the Leadership Institute in his estate plans.

When asked why he included the Leadership Institute as a beneficiary in his will, Mr. Crawley does not hesitate to say, “If you believe in grounding the younger generation in conservative principles, I can think of no better way than to support Morton Blackwell and the Leadership Institute.”

Morton Blackwell and the Leadership Institute staff thank Mr. Crawley – and all Leadership Institute donors – for their support to roll back the leftist monopoly and promote conservative principles on college campuses.

By Chris Vari and Mitchell Nozaka

“If you believe in grounding the younger generation in conservative principles, I can think of no better way than to support Morton Blackwell and the Leadership Institute.”
A horror story
I knew a wonderful conservative lady from Texas. She was highly patriotic and a donor to the Leadership Institute.
The day I was supposed to fly to meet with her, a horrendous snowstorm shut down all the airports on the east coast.
She called me and said, “Morton, I really want you to come. I have a foundation with assets of $1.2 million. My granddaughter has been helping me handle it, but she really isn’t interested in public policy as I am. She has her own interests. I’ve pretty well decided I want to turn the assets of my foundation over to the Leadership Institute.”
I rescheduled my flight for ten days after the snowstorm, the soonest my schedule permitted.
And I did go ten days later. But not to meet her. I flew down to attend her funeral. She had died unexpectedly.
This tragic story became a warning to me to keep my will updated. Once I’m gone, my wishes of where my money should go will be followed.
I tell you this to make sure you have your assets in order – so you’re in control of your money, even after you’re gone.

Take control of your assets
I’ve encountered many occasions where the children of donors do not abide by their parents’ wishes to continue support to conservative organizations, or members of the donors’ foundation board make a radical shift to the left, or Uncle Sam gets the assets – and that means you’re not in control because you didn’t plan ahead in writing.
I encourage you to take control of your assets while you still have time. As one donor told me, “I’ll plan my giving while I’m living, so I’m knowing where it’s going.”
So I’m asking you to consider putting the Leadership Institute in your estate plan.
As a Leadership Institute supporter, you take the long view. You plan ahead to create a better future for our country. Your gift to the Leadership Institute through your estate plan would make the Institute an even stronger force to fight the left and restore conservative principles to America.

And you don’t have to be a millionaire to make your gift go a long way.

Plan your legacy to advance conservatism through the Leadership Institute
Through your will, your gift to the Leadership Institute will continue to help identify, recruit, train, and place conservative leaders in politics, government, and the media.
You helped my staff and me train 25,676 leaders and activists in 2013, an 85% increase from 13,896 trained in 2012.
Your prior donations helped train Leadership Institute graduates like
- Nick Dyer, who helped propel Ted Cruz to election victory to the U.S. Senate, and
- Evan Schrage at Michigan State University, who exposed his leftist professor’s vicious anti-conservative classroom tirade and got him suspended from teaching last semester.

Just think of what you will achieve with a gift to the Leadership Institute in your will.
- More activists trained to achieve conservative victories in crucial election campaigns.
- More students organized to advance conservative ideas and roll back the leftist monopoly on college campuses.
- More leaders created to restore conservative principles to America.

Join me to fight the left for years to come
The Leadership Institute is here to stay. The Institute owns its headquarters outright, and has a 99-year lease on an adjacent 10,000-square-foot space for only one dollar per year.
Long after I’m gone, the Leadership Institute will continue to train activists to fight the left and win.

I’ve dedicated my life to training leaders who will preserve liberty not only in our time, but for the next generation and beyond. And I’ve put my money where my mouth is – I’ve written the Leadership Institute into my own estate plans.
Please join me in creating a legacy to advance conservatism – and put the Leadership Institute in your will.
Don’t put off till tomorrow what you know you should do today. Whatever you decide, make sure you do it now so you control your legacy.
I want you to have all the information necessary to make your decision. Please check the box in the envelope attached to this newsletter and mail it back to me, or call my office at (703) 247-2000. My staff and I will be happy to answer your questions to help you plan your legacy.
Thank you for your continued support to restore conservative principles to America.
Cordially,

“Please join me to create a legacy to advance conservatism by including the Leadership Institute in your will.”
APRIL 2014

5  Winning the Vote Workshop  Pensacola, FL
5-6  Youth Leadership School  Kansas City, MO / Phoenix, AZ
5-6  Grassroots Activist Workshop  Lynchburg, VA
7-9  Advanced Public Relations School  Arlington, VA
13  Activist and Campaign Workshop  Edmond, OK
13  Grassroots Activist Workshop  Stony Brook, NY
14-17  Future Candidate School  Arlington, VA
15  On-camera Television Workshop  Arlington, VA
19  Tactical Warfare Workshop  Williamsburg, VA
25-26  Campaign Management Workshop  Honolulu, HI

MAY 2014

3-4  Youth Leadership School  Portland, OR
7  Wednesday Wake-Up Club Breakfast with Senator Rand Paul  Arlington, VA
9  Debate Workshop  Arlington, VA
13  On-camera Television Workshop  Arlington, VA
14  Strategic Messaging Starts with Mission  Online
17  Campaign Management Workshop  Liverpool, NY
22  Advanced Public Speaking Workshop  Arlington, VA
24-25  Youth Leadership School  Anchorage, AK
31  Women’s Leadership Training  Arlington, VA

Join us in Arlington, VA, on May 7th for LI’s Wednesday Wake-Up Club Breakfast with Senator Rand Paul.

Please be sure to RSVP early
(800) 827-5323

For a complete list of classes, visit: www.LeadershipInstitute.org/training