Leadership Institute donors build up the conservative team

“Politics is a long ballgame,” says Leadership Institute president Morton Blackwell to Institute supporters. “But that’s why you and I work to build a strong bench for the conservative team.”

Thanks to donor support, the Leadership Institute trains and coaches thousands of conservative students, leaders, and activists. Many of these conservatives fight in political battles right after their training.

Often, young conservatives whose careers donors help launch graduate to the big leagues where they’re called up to bat – and make an even greater impact on a national level.

Institute graduates hit home runs in the big leagues – and win U.S. Congressional races

Institute donor support trained David Jolly back in 1994-1995. This past May, David won against an Obamacare apologist in a special election for U.S. Congress. See page 4 for his story of election victory.

In a David-versus-Goliath match-up, conservative candidate Dave Brat defeated House Majority Leader Eric Cantor in a primary election. Leadership Institute graduate Zachary Werrell managed Brat’s campaign and achieved victory – at the age of 23. See page 3 for more on this stunning success.

Conservatives achieve victories thanks to Institute donors

Senator Rand Paul says to Institute donors, “If more conservative candidates have the same secret weapon I had – top staff and key volunteers trained by the Leadership Institute – you and I will see many more conservative victories in the future.”

Thanks to Leadership Institute donors, that future is now, as the Institute trains leaders and activists to fight for conservative principles – and win.

— By Mitchell Nozka
Leadership Institute donors believe in the Institute’s mission to train the next generation of conservative leaders. Notable leaders in the conservative movement stand with Leadership Institute donors to restore conservative principles to America – free markets, limited government, strong national defense, and traditional values.

Below, U.S. Senators Ted Cruz and Mike Lee, and Heritage Foundation president Jim DeMint have messages of encouragement and thanks for Leadership Institute donors.

GOOD COMPANY
Donors and other supporters fight together to restore conservative principles through the Leadership Institute

SENATOR TED CRUZ (R-TX)
“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.
“I want to thank you if you’ve been involved with the Leadership Institute which does a tremendous job preparing activists to stand up and fight to make a difference in this country.”

JIM DEMINT • Heritage Foundation president
“What the Leadership Institute does is so important to the American cause, not just the conservative cause.
“I’m convinced with your help and what you do at the Leadership Institute – at the grassroots level, at the student level – is planting the seeds for our success in the future.”

SENATOR MIKE LEE (R-UT)
“The Leadership Institute trains and produces conservative student leaders of the conservative cause – a cause that offers America’s only real hope for lasting prosperity and freedom.
“You and I are engaged in a battle for the heart and soul of America. I’m proud to have you by my side as the Leadership Institute trains the future leaders of the country we love.”
Conservative candidate Dave Brat won Virginia’s 7th U.S. House District primary election against Congressman Eric Cantor, thanks to his Institute-trained campaign manager. Brat is expected to win the November general election and become a U.S. Congressman.

Leadership Institute-trained leader Zachary Werrell managed Dave Brat’s campaign for Virginia’s 7th U.S. House District. The 23-year-old propelled Dave Brat to victory over House Majority Leader Eric Cantor in the district’s primary election.

The “impossible” happens


Brat’s campaign manager, Zachary Werrell, was trained by the Leadership Institute – and used the skills he learned to propel constitutional conservative Dave Brat to victory.

A David-versus-Goliath match-up

When a young shepherd boy named David picked up a few rocks and a sling, no one thought he would defeat the larger-than-life Goliath.

But Dave Brat is the David who did just that. Conservative candidate Dave Brat had almost no name recognition compared to establishment incumbent Eric Cantor. And Brat had a paltry $206,663 compared to Cantor’s $5,447,290 war chest.

But against all odds, Dave Brat defeated this Goliath of establishment politics – winning 56% of the vote.

Campaign manager Zachary Werrell trained by the Leadership Institute

The Leadership Institute trained 23-year-old Zachary Werrell, Dave Brat’s campaign manager. Zachary took three Leadership Institute training schools:

- Campaign Management School
- Political Voter Mail Workshop
- Communications Workshop

The Leadership Institute armed Zachary with the tools to combine conservative principles with effective strategies to rally grassroots conservative support – and win Brat’s election campaign. “The focus was 100-percent grassroots. Grassroots, grassroots, grassroots, grassroots,” said Zachary.

More than 200 other Leadership Institute graduates worked as volunteers in Dave Brat’s primary election campaign. Zachary knows victories are built on true grassroots support rather than expensive media campaigns.

In the November general election, Dave Brat is expected to win in the conservative-majority 7th District of Virginia – and enter Congress as a newly-minted U.S. Representative.

Leadership Institute training makes the difference – now and in the future

The Leadership Institute trains conservative activists in the proven methods of grassroots campaigning. The Institute doesn’t support or oppose candidates – but Institute donors make it possible for conservatives like Zachary to come to the Institute and learn the skills to win for candidates of their choice.

Many conservatives the Leadership Institute train get right into political battles and then fight for the rest of their lives. The Institute trained young Zachary Werrell recently, and he achieved this election victory. Other Institute graduates, like David Jolly, have dedicated their lives to the conservative movement and today make a bigger impact – in David’s case, as a newly-elected U.S. Congressman. See page 4 for more details on David’s upset victory on March 11, 2014.

Morton Blackwell, president of the Leadership Institute, says to Institute donors, “Your donations to train conservative activists pay off almost immediately – and then pay dividends for years to come. Thank you for your support to restore our shared conservative principles to America.”

— By Mitchell Nozka
Leadership Institute alumnus David Jolly won election to the U.S. Congress in 2014 – thanks to help from Institute donors whose support trained him in conservative strategies.

Institute donors train Jolly for Congressional win

Leadership Institute graduate David Jolly won election to U.S. Congress on March 11, 2014.

Thanks to Leadership Institute donors in 1994-1995, David Jolly trained at the Leadership Institute. Earlier this year, he fought and won in a heated election, and now champions limited government and free-market principles as a U.S. Representative.

Institute grad sinks Obamacare proponent

A special election for United States Congress took place on March 11, 2014 in Florida’s 13th Congressional district.

The experts predicted the Democrat, an Obamacare proponent named Alex Sink, would win the election to replace Republican Congressman Bill Young who passed away last year.

When Sink ran for governor of Florida in 2010, she carried the 13th district’s vote. And President Obama twice won the district, both in 2008 and 2012.

But now? A conservative Republican just defeated that liberal Democrat.

In that special election in March, conservative David Jolly defeated liberal Alex Sink 48.4% to 46.6%. David now serves as the congressman for Florida’s 13th Congressional district.

Through support from Leadership Institute donors, David took the Institute’s Capitol Hill Staff Training School in 1994. Later that year, Morton Blackwell hired David to learn conservative strategies and coordinate numerous training schools at the Leadership Institute.

Leadership Institute donors helped prepare David for this big moment. Thanks to Institute donors, David had the training and skills to win election to Congress.

The Leadership Institute trains candidates and campaign managers

Donor support in 1994 to 1995 helped train David Jolly to win his election battle. Both long-time and recent donors to the Leadership Institute continue to help achieve political victories.

The Leadership Institute teaches students in more than 40 unique types of training schools how to win political battles.

Young Ohioan Jessica Koehler became a Leadership Institute intern and took several trainings, including the Institute’s Campaign Management School. She then managed her father’s campaign for an Ohio state district seat, and won the primary election on May 6, 2014. See page 5 for the full story on the Koehlers’ victory.

The Leadership Institute’s political trainings like the Campaign Management School and Future Candidate School help activists elect candidates of their choice, or even run for political office themselves.

In these schools, candidates and campaign staff learn how to:
- Develop a comprehensive campaign plan
- Deliver a compelling message
- Organize and motivate volunteers
- Rally voters to the polls
- and win.

In June 2014, more than 80 conservative activists learned how to win elections in the Institute’s week-long Campaign Management School, taught by 22 volunteer faculty members. Many of these activists will fight in the crucial 2014 and 2016 elections to restore conservative principles to America.

Morton Blackwell thanks Leadership Institute donors

“Your support makes all these successes – those of today and tomorrow – possible,” Morton says to generous Leadership Institute donors. “Thank you for your support to train conservatives to fight the left and win.”

— By Mitchell Nozka

Donor support trains students like Lauren McDonald, who learned the strategies and techniques to win elections in the Leadership Institute’s Campaign Management School.
Institute donors help Kyle Koehler achieve landslide primary victory

This May, Leadership Institute graduate Kyle Koehler won a heated primary race for the Republican nomination for State Representative in Ohio’s 79th District.

Armed with Leadership Institute training, Kyle ran and came out head-and-shoulders above his opponents.

“We had a great primary victory. A huge 54 percent victory against two opponents,” said Kyle Koehler of Springfield, Ohio.

“We were in a primary where my well-funded opponent had numerous endorsements. We were outspent and outgunned, but we came out more than 2,000 votes ahead out of 11,502 votes cast,” said Kyle, who is vice president of a tool-and-die company.

Kyle is expected to win the general election in November handily. His daughter, Jessica Koehler, who is also a Leadership Institute graduate and former LI intern, served as his campaign manager.

“My daughter Jessica did a wonderful job leading my campaign,” Kyle said.

“Everything she learned as an intern with the Leadership Institute was put into practice.”

From Institute intern to campaign manager

In July 2013, Kyle Koehler and his daughter Jessica joined 139 other students at the Institute’s largest-ever Youth Leadership School in Arlington, Virginia.

The Institute’s expert faculty prepared Kyle and Jessica with strategies to build a powerful and successful campaign.

“The Institute’s faculty taught us practical techniques,” Jessica said. “They didn’t just talk about how a theoretical campaign would look – they took a realistic look at the challenges everyone faces and gave us the tools to handle them.”

After receiving top marks in the Youth Leadership School, Jessica was accepted as a Leadership Institute intern for the Fall 2013 semester.

As an intern, Jessica attended several Institute schools on all aspects of how to organize a campaign – and used those skills to manage her father’s campaign.

“I ran the campaign headquarters, recruited and organized more than 75 volunteers both young and mature, planned all our campaign events, and sent volunteers door-to-door to rally voters,” Jessica said.

The Koehler campaign fought against all odds and won. Jessica said, “While we were outspent three-to-one, the training we received from the Leadership Institute helped us successfully use the resources we had to win the election.”

Thanks to Leadership Institute donors, conservatives win

“Leadership Institute training prepared us for the race by providing the tools to win no matter what came our way,” Jessica said.

As her father prepares for a general election victory, Jessica prepares for a lifetime of conservative activism: “I plan to be a conservative activist for the next fifty years. And I’ll never forget that the Leadership Institute trained me and gave me my start.”

Thanks to Leadership Institute donors, hard-charging conservatives like Kyle and Jessica receive effective training to run for office and run successful campaigns to restore conservative principles to America.

— By Kelly Macfarland and Lauren Day
PRESERVE OUR CONSERVATIVE PRINCIPLES

“To many politicians, an ignorant voter is the best voter,” said Leadership Institute donor Michael Meano.

Mr. Meano, himself a political activist, knows the importance of the Leadership Institute’s role to train conservatives how to fight and win against leftists who mislead the American public.

A freedom-loving, hard-working American

Now a resident of Delaware, Mr. Meano lived most of his life in New Jersey. After he started a small business in embroidery, Mr. Meano worked 20 years for the Township of North Bergen, New Jersey, as the deputy director of revenue and finance.

As a freedom-loving, hard-working American, Mr. Meano believes everyone has a responsibility to keep America strong and prosperous. Throughout his life, Mr. Meano has undertaken this responsibility as a voter, a campaigner, and now as a Leadership Institute donor.

Mr. Meano first voted in 1964, for conservative stalwart Barry Goldwater. He began his role as a political activist in 1967 going door-to-door to hand out candidate literature. After he helped on several different campaigns, Mr. Meano later served as a ward leader in charge of getting out the vote for conservatives.

Mr. Meano knows firsthand the difficulty of campaigning in liberal-leaning districts. But he urges Americans to fight to restore America as a country based on conservative principles—and sees the Leadership Institute as a key part of the fight.

The Leadership Institute trains conservative activists

“The Leadership Institute trains activists and campaign staff to wake up voters to the serious state our country is in,” Mr. Meano said. “Those activists show voters how bad liberalism is for America.”

The Leadership Institute conducts more than 40 unique training programs to strengthen activist and campaign skills. In LI’s campaign trainings, conservative experts train students to form a campaign strategy, develop a winning message, organize and motivate large numbers of volunteers, identify voters, get them to the polls, and win on election day.

Fighting back against liberal indoctrination on campus

“It is up to young conservatives to save our country. If they don’t, America will be lost,” said Mr. Meano.

Mr. Meano knows the importance of winning elections, as well as reaching future voters—America’s youth—before the liberals on college campuses indoctrinate them.

Mr. Meano stressed that many college professors use their positions of influence to mold students into leftists. Then, these deceived youth will advance liberalism through the public policy process—with positions in politics, government, and the media.

“Liberal indoctrination on college campuses is far worse than most people realize. These radical liberal professors are like the Pied Piper. They lead our youth astray and students never even realize they’re being brainwashed.”

But to combat liberal indoctrination on campus, the Leadership Institute’s Campus Leadership Program deploys “boots on the ground” to colleges across the country.

Leadership Institute staff organize, train, and assist embattled conservative students to fight back and win against the leftist campus monopoly.

Today, the Leadership Institute assists students in 1,383 conservative groups on America’s college campuses. As one example, Leadership Institute-trained student Jayson Veley recently exposed his professor’s leftist classroom bias on national news and forced him to apologize publicly (see story page 7).

Thanks to donors like Mr. Meano, young Leadership Institute graduates continue to use their training to fight battles in the political world for the rest of their lives.

“Every donation to the Leadership Institute helps.”

“Take a look at your children and grandchildren,” Mr. Meano said to Leadership Institute donors. “To preserve a future where they are free, we can’t let our country fall. We have to fight to preserve our God-honoring conservative principles in America.”

Mr. Meano supports the Leadership Institute to preserve those conservative principles. “If you are in your tens like me, you may not have the ability to campaign door-to-door like college students, but you can support a young person who can. Every donation to the Leadership Institute helps conservatives of all ages work together for the good of the country.”

— By Brandon Patterson
PROFESSOR FORCED TO APOLOGIZE PUBLICLY

Institute grad exposes leftist classroom bias

Jayson Veley, a rising junior at Eastern Connecticut State University, had enough of his professor's attacks against conservatives in the classroom.

Jayson brought a recording of one of the professor's vicious in-class, anti-conservative tirades to the Leadership Institute's campus news website, CampusReform.org.

Within 24 hours, Jayson and the Institute's CampusReform.org editor-in-chief were on three Fox News programs – and the professor was forced to apologize publicly.

Student armed with Leadership Institute training

Thanks to Institute donor support, Jayson took the Leadership Institute's Youth Leadership School in 2010 as a high school student.

Since that time, Institute staff have mentored him. His desire is to advance conservative principles, especially on campus now as a college student.

In his spring semester at Eastern Connecticut State University this year, Jayson enrolled in a creative writing course. Leftist professors have not only pervaded America's political science and history classes, but many English courses like this.

Jayson's professor, Brent Terry, told his class that conservatives are "racist, misogynist, money-grubbing people ... and want things to go back not to 1955, but to 1855."

Because of his Leadership Institute training, Jayson knew what to do – he recorded his professor's vicious anti-conservative classroom tirade. CampusReform.org's coverage of the professor's leftist indoctrination made national news, and Jayson appeared on national TV to expose his professor. Professor Terry was forced to publicly apologize.

Due to the pressure brought on from CampusReform.org's exposure of his leftist classroom indoctrination, Professor Brent Terry backed down and issued a public apology.

Thanks to Leadership Institute donors, conservative students roll back the leftist campus monopoly

"Several students have approached me on campus after I appeared on television and said they respect what I did," said Jayson. "One student in particular thanked me for doing it, because he grew frustrated with the liberal indoctrination happening in the class."

Thanks to Leadership Institute donors, Jayson had the training and resources to take on his professor and win. And he will continue to fight for conservative principles his whole life.

"I want conservative youth to have a platform to speak their mind and fight back against the liberal indoctrination going on in the classroom almost every single day," Jayson said. "I owe a lot to the Leadership Institute, and I'm inspired to follow a career path to engage college students in political activism."

— By Mitchell Nozka

Jayson's professor, Brent Terry, told his class that conservatives are "racist, misogynist, money-grubbing people ... and want things to go back not to 1955, but to 1855."
Dear Friend of the Leadership Institute,

It’s all thanks to you.

Thanks to you, the Leadership Institute has the resources to train students, leaders, and activists to fight for conservative principles in America.

Thanks to you, Leadership Institute graduates succeed.

Thanks to you, young Zachary Werrell took the Leadership Institute’s Campaign Management School and managed Dave Brat’s grassroots campaign in Virginia’s 7th U.S. House District. With limited resources, Zachary rallied an army of volunteers to defeat House Majority Leader Eric Cantor in a primary election. Please read more about how you helped train Zachary on page 3.

Thanks to you, Jayson Veley brought a recording of his professor’s vicious in-class, anti-conservative rant to the Institute’s campus news website, CampusReform.org. The Institute’s coverage made national news – and his professor backed down and apologized publicly. Read the article on page 7. You helped Jayson expose and neutralize his leftist professor.

I can’t thank you enough for your support of the Leadership Institute. Without you, my staff and I couldn’t fight to restore conservative principles to America. And with you, Institute graduates achieve victory after victory.

Thank you.

Cordially,

Morton C. Blackwell
President

The following classes are at LI headquarters in Arlington, Virginia

JULY 2014

1 Advanced Public Speaking Workshop
12-13 Youth Leadership School
18 Debate Workshop
22 Television Techniques Workshop
22 On-camera Television Workshop
28-31 Future Candidate School

AUGUST 2014

4-6 Advanced Public Relations School
13-14 Online Journalism Workshop

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