Voting is not enough to win

“Just because conservative principles are right doesn’t mean conservatives will win elections,” says Morton Blackwell, president of the Leadership Institute. “As a conservative, you owe it to your philosophy to study how to win.”

Conservative principles have been under sustained assault — from a well-organized, well-funded, and well-trained leftist machine. Voting is not enough to win against liberals. Time and time again, leftists get elected and re-elected from the White House down to local governments because conservatives have run poor election campaigns.

Morton Blackwell says, “It’s time for conservatives to turn the tide and make positive strides to elect leaders who will restore conservative principles in America.”

In 2013, the Leadership Institute entered the second year of its Voting Is Not Enough project — training hard-charging activists to achieve conservative election victories for candidates of their choice.

Building on North Carolina election success in Virginia

In 2012, the Leadership Institute launched its Voting Is Not Enough project to train conservative activists and leaders in campaign-focused workshops across America.

Most of the Voting Is Not Enough trainings took place in North Carolina — which swung from Obama to Romney, added three new conservative congressmen, and elected its first Republican governor in decades.

This year, the Leadership Institute focuses its Voting Is Not Enough project in Virginia. Many of the 9,923 Virginians trained by the Leadership Institute now fight to elect conservatives to governor, lieutenant governor, attorney general, and hundreds of local positions in November.

Voting Is Not Enough project trains for victories in 2014, 2016, and beyond

Demand for Leadership Institute training has exploded. Tea Party and other conservative activists fill the Institute’s classrooms for grassroots and campaign training.

The Leadership Institute will roll out its Voting Is Not Enough training model nationally to battleground states next year.

Leadership Institute donors make possible the training programs to turn principled conservatives into successful activists — to undo the Obama administration’s damage to America through conservative election victories in 2014, 2016, and beyond.

By Mitchell Nozaka

• Leadership Institute graduate helps propel Ted Cruz to the U.S. Senate (see page 6).
• LI intern trains to win youth vote for 2014 election (see page 5).
Voting is not enough to win elections

Everything is on the line. The more leftists steer America down the road to socialism, the harder it is to turn back.

And it takes more than voting to achieve conservative election victories. In 2012, the Leadership Institute launched its Voting Is Not Enough project. This 90-day effort trained conservative activists and leaders in campaign-focused workshops across fourteen states prior to the November elections.

In 2012, LI staff trained 1,439 activists in Voting Is Not Enough trainings. More than half the in-person training sessions (21 out of 41) occurred in North Carolina. Voters in the Tar Heel State swung from Obama to Romney, added three additional conservatives to the House of Representatives, and elected their first Republican governor in decades.

Turning Virginia conservative in 2013

In 2013, the Leadership Institute will build upon the success in North Carolina and focus the Voting Is Not Enough project in the Institute's own backyard: the Commonwealth of Virginia. The close proximity allows LI staff to train more activists to campaign in the races for:

• Governor, lieutenant governor, and attorney general
• All 100 seats in the Virginia House of Delegates
• Hundreds of local elected positions at the county, city, and town levels

LI's Voting Is Not Enough workshops train activists for voter registration drives, door-to-door and phone-banking strategies, and new media tactics for getting out the vote.

Leadership Institute staff have already trained more than 690 students in 22 Voting Is Not Enough trainings in 2013. The Leadership Institute does not support or oppose political candidates, but LI trains its graduates to fight for candidates of their choice.

Leadership Institute graduates run for Virginia governor, lieutenant governor

This November, Leadership Institute graduate and faculty member Ken Cuccinelli aims to become the next governor of Virginia. Cuccinelli twice won election to Virginia's state senate as the only conservative Republican senator in liberal Northern Virginia. Cuccinelli then became Virginia's attorney general in 2009.

Cuccinelli explains his election success: "Virtually no one gave me a chance to win against an establishment candidate who had broad support from the political elites. My campaigns are a perfect example of why Leadership Institute training is so important. Because the Leadership Institute is located here in Virginia, Morton and his staff have trained hundreds of local activists who have played key roles in my grassroots-oriented campaigns, ranging from door-to-door volunteers to senior level campaign aides."

Cuccinelli continues, "When people ask me where they can go to learn how to be effective in the fight for conservative principles, I give them one answer: the Leadership Institute. If you and I are to see America's founding principles prevail over the socialist ideas promoted by the well-organized and well-funded leftists, Americans must learn how to fight back."

E.W. Jackson, also a Leadership Institute graduate, vies for Virginia's lieutenant governor position. Jackson took the Leadership Institute's Internet Activism and Fundraising Schools. Both Cuccinelli and Jackson rely on Leadership Institute-trained staffers and volunteers on their campaigns.

Leadership Institute training gives activists an advantage. Though not every political battle will result in victory, LI training prepares activists to fight in "the long ball game" against leftist politicians.

Leadership Institute graduate and Virginia lieutenant governor candidate E.W. Jackson speaks at the Leadership Institute's 42nd National Fourth of July Conservative Soiree in 2013. Jackson took LI's Internet Activism and Fundraising Schools.
Leadership Institute graduate Ken Cuccinelli – now Virginia’s attorney general and conservative gubernatorial candidate – remarked, “When people ask me where they can go to learn how to be effective in the fight for conservative principles, I give them one answer: the Leadership Institute. If you and I are to see America’s founding principles prevail over the socialist ideas promoted by the well-organized and well-funded leftists, Americans must learn how to fight back.”

Conservative victories in Virginia pave the way for additional Voting Is Not Enough deployments in battleground states in 2014 and beyond — to train thousands more conservative activists and leaders to turn states back to conservative principles.

LI’s campaign schools train activists to win

Along with the Voting Is Not Enough trainings, the Leadership Institute holds Future Candidate and Campaign Management Schools to train conservative activists to win elections. These Leadership Institute political training schools teach candidates and campaign leaders to:

- Formulate a strategic plan to win a campaign
- Develop a persuasive, winning message
- Connect with voters on a personal level
- Build a grassroots organization of highly-motivated volunteers
- Raise funds
- Organize and mobilize voters to the polls

More than ever, principled conservatives clamor for Leadership Institute training. In August 2013, the Leadership Institute held its largest Future Candidate School ever — training 103 conservatives from across America to run for elected office now or in the near future.

LI grads hold politicians’ feet to the fire

Conservative Americans face a major problem: leftist politicians with their socialist agenda for America, and even politicians who say all the right things as candidates — then turn around and betray conservative principles once elected.

In 2013, the Leadership Institute began its three-year Feet to the Fire campaign. In this campaign, Leadership Institute-trained activists hold both leftists and unprincipled politicians accountable for their actions to make them uphold limited government, free markets, and traditional American values.

This year, LI started three new types of campaign workshops to train activists to maneuver in the political world:

- Holding Elected Officials Accountable: to learn the real nature of politics, what it takes to win, how to force politicians to reveal their views publicly, and “the six steps of getting a politician to do what you want”
- Crisis Communication: to handle crises and negative information, develop communication strategies, avoid and deflect media traps, and stay on message
- Tactical Warfare – the Laws of Power Politics: to prepare for political battles, sharpen strengths and correct weaknesses, develop offensive and defensive tactics, apply political pressure, outmaneuver opponents, and pass and defeat legislation

The first Crisis Communications Workshop netted the Leadership Institute’s largest training school attendance ever. A record-breaking 171 students attended the new workshop to improve their campaign and messaging skills.

Leadership Institute donor support trains activists to fight leftists

In 2012, the Leadership Institute trained a record 13,896 graduates. Already in 2013, the number trained has surpassed 16,040 and continues to grow. The Leadership Institute’s loyal and visionary donors make it possible to provide campaign trainings and new workshops — to prepare conservative activists for victory this year, and in 2014, 2016, and beyond. The Leadership Institute has prepared its 133,426 graduates to work successfully for conservative principles.

Leadership Institute donor support trains activists to fight leftists

Morton Blackwell, president of the Leadership Institute, thanks Leadership Institute donors for their continued support: “Donor support makes it possible to train our activists to go out and win for conservative principles. Without you, victory is impossible. Thank you for your support.”

By Mitchell Nozka

At the Leadership Institute’s headquarters in Arlington, Virginia, a record-breaking 171 conservative activists packed the classroom to learn campaign and communications strategies at LI’s Crisis Communications Workshop in August 2013.
Rolling back the leftist monopoly on college campuses

Leftists surround conservative students on campus

On college campuses, leftists surround conservative students on all sides. Leftist professors intimidate students in the classroom. Leftist administrators indoctrinate students outside the classroom. And leftist students harass conservatives on the campus quad.

But the Leadership Institute rolls back the leftist monopoly on college campuses. LI teaches conservative students to fight back against the intimidation, indoctrination, and harassment they suffer surrounded by campuses leftists.

LI organizes strong conservative student groups

Surrounded on all sides, a conservative student feels vulnerable. He may hide his conservative beliefs for fear of retaliation inside or outside the classroom. But when that student finds other conservatives on campus, they can come together to fight the liberals.

The Leadership Institute sends field staff out each fall to find conservative students on college campuses. LI staff help organize conservative students into groups to promote conservative principles and challenge leftists on campus.

So far this fall, LI field staff have identified 7,589 newly-active conservative students and brought 77 new groups into the Leadership Institute’s unique national network of now 1,534 active campus conservative groups.

This academic year, LI will send field staff both in the fall and spring semesters to hold a “full-court press” against leftists on campus. Students in all fifty states have access year-round to Leadership Institute staff who help them with resources, training, and activism grants.

Making students more effective against the left

The Leadership Institute forms conservative students into groups — and then trains them how to turn their conservative principles into action. Across America, faculty in the Leadership Institute’s flagship Youth Leadership School — LI’s “boot camp of politics” — teach students how to:

• increase the size and effectiveness of their campus groups
• organize large numbers of volunteers and voters
• host successful high-profile speaker events
• engage in campus activism to promote conservative principles
• use the media to get their message out

Students clamor for Leadership Institute training more than ever before. In 2013, LI will finish out the year with at least 32 Youth Leadership Schools held across America. And in July 2013, the Leadership Institute trained 141 student leaders in its largest-ever Youth Leadership School.

This record-breaking class included Jessica Koehler, a young Leadership Institute Fall 2013 intern. Jessica will manage a youth campaign to get a principled conservative elected to office in Ohio in 2014 (see story on page 5).

Campaigns for election victory on campus

Leftist student governments often deny official recognition to conservative student groups — to shut them out from holding conservative events on campus. And leftist student governments can close the purse-strings — to deny conservative groups equal funding given to leftist student groups.

The Leadership Institute trains students to fight leftists from within the system. In 2013, LI staff trained 183 conservative students in 23 Campus Election Workshops across the country. Students learned how to win elected positions on student governments.

This fall, 84 students trained by the Leadership Institute in Campus Election Workshops now serve on student governments to help conservative student groups receive fair treatment on campus.

LI donors stand side-by-side with students

Donors to the Leadership Institute make possible the victories to roll back the leftist campus monopoly. With donor support, conservative students organize, hold activism events, challenge the liberals, and win.

By Mitchell Nozka
Young Ohio Buckeye Leader Engages Youth for Conservatism
Will run father’s youth effort for 2014 election

Getting youth involved in politics

“Getting my age group involved in political activities is very important to me,” says twenty-year-old Jessica Koehler. “It’s important because my generation has been told again and again that it’s acceptable to just sit back and let the world run its course, and getting involved will not make a difference.”

Communicating conservative principles

Jessica got involved in politics because she believes conservatives have the right principles to restore a prosperous America. She came to the Leadership Institute because she knows conservatives must learn how to communicate those principles to mobilize others to act.

The Ohio Buckeye’s path into politics began with TeenPact Leadership Schools, a group that teaches Christian students spiritual leadership and political activism to engage fellow youth.

Then in 2008, Jessica began competing in debate and speech: “It was probably one of the toughest experiences of my life,” Jessica said. “I started out as a shy 15-year-old girl who was afraid to give a prepared presentation in front of her friends, and I finished as a tournament-winning contestant who could passionately deliver impromptu speeches to a roomful of competitors and judges.”

A family of engaged citizens

From Springfield, Ohio, Jessica comes from a family of five homeschooled children. Her father serves as a vice president of a tool-and-die company, and her mother is a psychologist and a director of the national homeschool group Classical Conversations.

In 2012, Jessica’s father, Kyle Koehler, ran for Clark County Commissioner in Ohio. He lost by only 258 votes. Encouraged by continued support from Ohioans, he will run for state representative in 2014.

But this time, Jessica, her parents, and two siblings will go into the election armed with Leadership Institute training.

Learning to win the youth vote from the Leadership Institute

In 2012, Jessica’s mother and sister took LI’s Youth Leadership School in Cincinnati, Ohio. In July 2013, four members of the Koehler household — Jessica, Julia, Jordan, and Kyle — joined 137 other students at LI’s largest-ever Youth Leadership School in Arlington, Virginia (see article page 4).

“The Leadership Institute offers valuable training for those hoping to run a successful campaign,” Jessica said. “While we ran an amazing campaign last time, we want to make sure we do an even better job this time around. Leadership Institute training has prepared us for the race by providing the tools to win no matter what comes our way.”

LI faculty prepared Jessica and her family for the next election with strategies to build a more effective campaign, organize large numbers of volunteers and voters, and manage media to promote their message.

“LI’s experienced faculty gave practical tips and recommendations,” 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 me the tools to handle them.”

From LI intern to campaign manager

Jessica’s Leadership Institute experience didn’t end with the Youth Leadership School. She applied and now serves as a Leadership Institute intern in the Fall 2013 semester. Her training will prepare her to organize a youth campaign in Ohio in 2014.

Jessica Koehler serves as an intern for the Leadership Institute in the Fall 2013 semester. Her training will prepare her to organize a youth campaign in Ohio in 2014.

By Kelly Macfarland
NICK DYER: CRUZ-ING TO VICTORY

LI grad helps propel Ted Cruz to win Senate seat

Dyer: “The Leadership Institute started my career.”

“I would be nowhere if it wasn’t for the Leadership Institute,” remarks young Texan Nick Dyer. “I wouldn’t have been on the Ted Cruz campaign or work for him in the Senate if not for LI. I owe my whole political career to the Leadership Institute.”

The Texas A&M alumnus strives to get constitutional conservatives elected and reduce the size and scope of government.

Strengthening conservative principles with political training

To defend his conservative principles, Nick Dyer took a lesson from Morton Blackwell, who says, “Voting is not enough. Conservatives have seen that time and time again when leftists get voted into office. As a conservative, you owe it to your philosophy to learn how to win.”

And thus Nick set out to learn to win. Nick took several Leadership Institute schools:

- Campaign Management School
- Get-Out-The-Vote Workshop
- Building Your Volunteer Army Workshop
- Youth Leadership School

After his LI training, the Ted Cruz for Senate campaign recruited Nick Dyer.

Building up the Cruz campaign

In January 2012, Nick joined Ted Cruz’s team as Youth Outreach Director and used his Leadership Institute training to advance the campaign. “I identified leaders on campuses across the state and worked with them to start campaign projects I learned about in LI’s Youth Leadership School,” said Nick. “Our campaign built a network of volunteers vital to the success of our campaign.”

Nick’s Leadership Institute training and successful activism got him promoted as Cruz’s Central Texas Field Director, and then as Deputy State Field Director.

An LI-trained grad achieves victory for conservatives

At first, Ted Cruz received just 2% in the polls — a long shot to win in the primary election against his opponent, establishment Republican candidate and Texas lieutenant governor David Dewhurst. But Nick helped mobilize grassroots activists across all 254 Texas counties and defeat an establishment candidate whose record left much to be desired.

Nick explains Cruz’s success: “Our campaign had many Leadership Institute graduates on staff — that was key. We had real grassroots people working 14-15 hour days. With our team of regional directors and a grassroots army the state had never seen before, we flipped the majority of major counties we needed to win from Dewhurst to Cruz.”

Ted Cruz won a resounding primary run-off victory of 57% to 43% against Dewhurst — and then defeated his Democratic opponent to win the Senate election in November 2012.

An LI grad on Cruz’s Senate staff

After the election, Ted Cruz hired Nick Dyer to his Senate staff in Washington, D.C. Nick says, “Ted Cruz in the U.S. Senate is a real victory for all conservatives. We’ve already seen him tear up liberals and stand up for constitutional, conservative principles.”

But Nick isn’t content to rest on this one victory. Now he works in North Carolina to elect anti-establishment Tea Party candidate Dr. Greg Brannon to the U.S. Senate. In his new role as Political Director, Nick says, “I’m excited to work to elect Dr. Brannon to join the ranks of true, principled conservatives like Ted Cruz, Rand Paul, and Mike Lee.”

Leadership Institute training creates conservative leaders

Nick makes it loud and clear the Leadership Institute trains conservatives to achieve victories for conservative principles. “The Leadership Institute creates leaders in the conservative movement,” Nick says. “I recommend the Leadership Institute to anyone serious about advancing conservatism. You must get trained by the Leadership Institute.”

“The Ted Cruz campaign had several LI grads, including myself. Just imagine if every principled conservative candidate had a team of Leadership Institute graduates. You’d see a lot more conservatives like Ted Cruz in politics.”

Nick Dyer thanks Leadership Institute donors for their generosity to fund his training — which helped propel Ted Cruz to victory.

Leadership Institute-trained activist Nick Dyer stands with Senator Ted Cruz. Nick says, “Just imagine if every principled conservative candidate had a team of Leadership Institute graduates. You’d see a lot more conservatives like Ted Cruz in politics.”

Ted Cruz (front-center), LI graduate Nick Dyer (back-right), and other members of the Cruz campaign watch election results in November 2012.
LARRY PROVOST:
Activist, Donor, Servant, Soldier

A lifelong investment in Leadership Institute training
Larry Provost didn’t come from a rich family. His baseball card collection was the most valuable thing he owned. But when 22-year old Larry heard about the Leadership Institute (LI) in 2001, he sold his baseball cards to attend LI’s Capitol Hill Staff Training and Writing Workshops. Now twelve years later, he still believes it was his best investment.

Effort is admirable, achievement is valuable
Larry understands one of Morton Blackwell’s Laws of the Public Policy Process well: “Effort is admirable. Achievement is valuable.”
Conservative principles alone won’t achieve victories. An Army veteran who served three tours of duty in Afghanistan and Iraq, Larry knows first-hand Leadership Institute training equips activists with essential tools to turn conservative principles into success at home.

Larry flips a district from liberal to conservative
In 2002, Larry was a top student at LI’s flagship training, the Youth Leadership School. Larry learned activism techniques and outreach skills to prepare him for his eventual work as Director of Commuter Affairs at Liberty University in Lynchburg, Virginia. Armed with LI’s Get-Out-The-Vote training, Larry and his team successfully registered more than 7,500 voters in 2008-2010.
Larry’s efforts led to the defeat of a liberal incumbent Member of the Virginia House of Delegates. The incumbent, who was ahead by 1,400 votes election day evening, lost to the conservative challenger by only 207 votes when the last precinct came in: the Liberty University precinct.

Building conservative coalitions for victory
In his civilian role, he participates in the public policy process through his writing and coalition building. After his military duty overseas, Larry shifted his focus from defending America abroad to defending America from leftists within. A writer now for the news website Human Events, Larry also connects conservative leaders with the right groups. Whether encouraging evangelicals and Catholics to work together on pro-life issues, or conservatives of different stripes to defend America’s sovereignty, Larry helps build alliances to achieve conservative goals.

Larry loves God, loves his country
Larry’s accomplishments stem from his faith and humility. “I’m a pretty simple guy,” says Larry. “I love God. I love my country. I was given an advantage just by being born here, and that blessing isn’t lost on me. I wake up every day and thank God I am an American.”

“Leadership Institute donors invested in me, and now I’m a Leadership Institute donor to invest in the next generation of young conservatives.”

The 34-year-old conservative who now fights on the battleground of ideas remarked, “I am honored to serve our country abroad and at home too through my work in the conservative movement. I thank the Leadership Institute and its generous donors who helped me achieve victories for our conservative principles.”

By Heather Sherlock

“T’ma a pretty simple guy,” says Larry. “I love God. I love my country. I was given an advantage just by being born here, and that blessing isn’t lost on me. I wake up every day and thank God I am an American.”
Dear Friend of the Leadership Institute,

Voting is not enough.
You and I have seen leftist after leftist get elected to the institutions designed to protect our liberties — and instead they take our freedoms away bit by bit.

But because of your support, Leadership Institute graduates get campaign and grassroots training, fight back against the liberals, and win. Thank you for standing with each of the Institute’s 133,426 graduates, like:

• **Ken Cuccinelli** — Virginia’s attorney general running for governor this November (see pages 2-3).
• **Nick Dyer** — who helped Senator Ted Cruz get elected and now fights to get another constitutional conservative elected to the U.S. Senate (see page 6).
• **Larry Provost** — who used his Leadership Institute training to flip a district in Virginia from liberal to conservative (see page 7).

Everything is on the line. When you stand with me and the Leadership Institute, you and I make great strides to reverse America’s slide toward socialism and get back to our founding principles — limited government, free markets, strong national defense, and traditional values.

Leadership Institute-trained activists achieve victories because of you. Without your support, far fewer conservatives would be fighting for our principles in politics, government, and the media today.

Thank you for your support to preserve our freedoms.

Cordially,

**Morton C. Blackwell**
President