“This is a place that I have received training from. We appreciate the work of the Leadership Institute,” said conservative Congressman Jim Jordan at a gathering of Institute supporters. “The Leadership Institute's commitment to freedom and conservative principles — that's what we need.”

The Leadership Institute trains students, activists, and leaders to fight the left and stand up for conservative principles. From college campuses to the halls of Congress, the Leadership Institute grows the conservative movement to secure a conservative future.

The Leadership Institute’s training produces leaders nationwide

Americans can see the impact of Leadership Institute training at all levels of government. With more than 400 LI-trained elected officials in all 50 states and 34 currently serving in U.S. Congress, LI’s influence stretches to every corner of the country.

The Leadership Institute leads the way by providing tailored training to aspiring conservatives who take their leadership to the next level:

- The Leadership Institute works with local leaders who feel called to public office. LI offers three specific schools for activists to prepare for difficult campaigns — won or lost by narrow margins. To learn more about LI’s candidate and campaign training schools, see pages 2-3.
- From state houses to Washington D.C., LI-trained elected officials fight every day to preserve American principles. Pages 4-5 feature a sample of LI’s most distinguished graduates and what they have to say about their Leadership Institute training.
- Jim Jordan, leader of the House of Representatives’ Freedom Caucus, sat down to talk about his background as a Leadership Institute graduate and how his training helps him in Congress. Read Congressman Jordan’s interview on page 6.

Thanks to donor support, the Leadership Institute continues to grow the conservative movement

“Thank you very much for the huge impact you’ve had since 1979 in helping keep the country focused on the values and principles that made us great in the first place,” Congressman Jordan said. Donor support of the Leadership Institute propels conservatives into prominent positions to win America back and restore America’s conservative principles.

— by Nathan Wirebaugh

Students pack the classroom at the Leadership Institute’s Campaign Management School. Since the 2014 elections, more than 900 candidates, campaigners, and volunteers have trained in the Institute’s three major campaign schools: LI’s Campaign Management School, Future Candidate School, and Campaign Academy.
Effort is admirable. Achievement is valuable. And LI’s campaign-focused schools have shown their value — time and time again — as graduates achieve victory to elected office.

Across all 50 states, 34 Leadership Institute graduates serve in the U.S. Senate and House, 18 now hold statewide office, and 422 serve in state legislatures.

Through donor support, LI runs three major campaign-focused schools to equip conservatives with the tools to build campaign powerhouses capable of winning crucial elections that advance conservative principles.

**LI’s Campaign Management School**

“Thanks to training at the Leadership Institute, my campaign manager and I beat an incumbent Illinois state representative in the primary, and we went on to win in the general election,” said Tom Morrison of the Illinois State House.

Tom is not a career politician. A graduate of Hillsdale College and a small business owner, he became fed up with his liberal state representative. In 2013, Tom acted on his frustration and decided to take LI’s Campaign Management School to run for office. The training paid off. Tom and his LI-trained campaign manager beat their leftist opponent by a comfortable margin.

Because of his training, Tom — and others like him — have a distinct edge in neck-and-neck campaigns.

The Leadership Institute’s training provides office seekers and campaign staffs the tools to:
- Craft a strategic campaign plan
- Create and implement winning strategies
- Develop and fine-tune a persuasive candidate message
- Train and deploy activists
- Enact a successful fundraising plan
- Identify and mobilize supporters to vote

**LI’s Future Candidate School**

Before he became a U.S. Congressman, Alex Mooney ran for State Senate in his hometown. To prepare himself for the journey of an aspiring leader he enrolled in LI’s Future Candidate School, where he learned the nuts and bolts of how to run for elective office. Alex would go on to win four more elections and credit LI: “Leadership Institute training was essential to my campaign victories.”

At the Future Candidate School, leaders like West Virginia Congressman Alex Mooney learn to build a successful campaign through the growth of an effective grassroots volunteer network. During this week-long training, conservatives learn how to:
- Recruit a network of volunteers and staff

“Thanks to training at the Leadership Institute, my campaign manager and I beat an incumbent.”

— ILLINOIS STATE REP. TOM MORRISON —
Armed with Leadership Institute training, Alex Mooney beat a liberal incumbent with a pro-Constitution conservative platform. After serving as a state senator for twelve years, Alex again relied on his training to recruit volunteers and knock on doors to become a U.S. Congressman in West Virginia. He speaks to candidates and campaigners regularly at the Institute’s training schools to teach them how to win.

— by Nathan Wirebaugh

LI’s Campaign Academy

Due to the overwhelming success of LI’s Campaign Management School and Future Candidate School, the Leadership Institute created a five-month training program for community leaders to prepare for upcoming elections: LI’s Campaign Academy.

The Campaign Academy is designed for conservatives who work full-time jobs in their communities and can’t travel to the Leadership Institute’s headquarters in Arlington, Virginia. Instead, Leadership Institute staff bring the Campaign Academy to their battleground communities and teach them the most effective campaign strategies to win, including how to:

- Run for office
- Build a network of grassroots volunteers
- Avoid rookie mistakes
- Organize coalitions
- Connect with voters on a personal level
- Defeat long-standing establishment incumbents

LI training prepares these conservatives in a matter of weeks, not years, to run campaigns and win elections. Over the last 18 months, LI has held Campaign Academies in California, Florida, Georgia, Oklahoma, and Virginia.

From conservative national heroes to local volunteers, LI training gives activists the tools to win highly-contested campaigns. Thanks to donor support, LI trains the next wave of principled leaders and grows the conservative movement at all levels of government.

— U.S. REP. ALEX MOONEY —

- Develop a winning campaign message
- Establish a brand in print and social media
- Handle hostile news media
- Build a coalition of allies
- Deliver effective speeches

Armed with Leadership Institute training, Alex Mooney beat a liberal incumbent with a pro-Constitution conservative platform. After serving as a state senator for twelve years, Alex again relied on his training to recruit volunteers and knock on doors to become a U.S. Congressman in West Virginia. He speaks to candidates and campaigners regularly at the Institute’s training schools to teach them how to win.
In a couple short months, the American people vote for the future direction of the county. The results will determine America’s course for the next decade and beyond.

The fight to preserve our country, our heritage, and our principles against the left will continue no matter who wins the White House.

Your support to the Leadership Institute gives conservative activists the most effective campaign training available anywhere — and makes a huge impact in the outcome of elections this fall.

Once trained, LI graduates jump into the fight for conservatives right away. Armed with LI training, they advance our founding principles of limited government, free markets, strong national defense, and traditional values.

On these two pages are several of the principled conservatives you’ve trained who are running for election this year, and what they have to say about the Leadership Institute training you provided.

The Leadership Institute does not endorse political candidates, but principled conservative candidates certainly endorse the Leadership Institute for our impact on their success.

Every one of these candidates has thanked the Leadership Institute for its help and training — and when they thank the Leadership Institute, they are thanking you who make it all possible.
Election winners give thanks for their Leadership Institute training

JOHN BOOZMAN  
U.S. Senator, Arkansas  
“Thank you for the media training I received at the Leadership Institute. The training greatly improved the quality of my on-air media appearances and the effectiveness of my messaging. As a result, I encourage other potential candidates and elected officials to leverage their skills with the training that the Leadership Institute uniquely provides.”

JOE WILSON  
U.S. Representative, South Carolina - 2nd District  
“The Leadership Institute has made such a difference for our country giving young conservative the skills to go home and make a difference.”

JEFF DUNCAN  
U.S. Representative, South Carolina - 3rd District  
“Thanks to the Leadership Institute for all your help and training!”

YVONNE DEAN-BAILEY  
State Representative, New Hampshire - 32nd District  
“The Leadership Institute gave me the tools I needed to beat an experienced liberal Democrat. Their training makes young leaders successful in organizing campaigns. I’m so thankful for the donors who helped LI train me to win.”

VICKY HARTZLER  
U.S. Representative, Missouri - 4th District  
“The Leadership Institute provides cutting-edge training to bring home victories and advance the conservative cause.”

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More than meets the (buck)eye

U.S. REP JIM JORDAN WRESTLES THE LEFT TO RESTORE FREEDOM

Martin Rojas - Leadership Institute: You are probably best known for your leadership role in the Freedom Caucus. Why was the Freedom Caucus founded — and how did you come to lead it?

U.S. Representative Jim Jordan: My colleagues and I formed the House Freedom Caucus because countless Americans feel that Washington does not represent them. Our goal is to give them a voice in Congress. It’s been a privilege to serve as chairman for the past two years.

Martin Rojas: Many other members of the Freedom Caucus, such as Raúl Labrador and David Schweikert, have graduated from Leadership Institute trainings. How important are LI trainings to the success of your members?

Rep. Jordan: The Leadership Institute’s trainings on how to run a campaign and how to communicate issues effectively to members of the press were vitally important to me as I started out in politics. They gave me the tools and knowledge necessary to more effectively campaign and — after winning — to better serve my constituents.

Martin Rojas: What do you consider your greatest success as Chairman of the Freedom Caucus?

Rep. Jordan: I think the most important thing that the Freedom Caucus has done is change the conversation in Washington. We’ve been able to put pressure on federal programs like the Export-Import Bank, and to raise support for important legislation like the First Amendment Defense Act, which we hope will get a hearing and committee vote soon.

We’ve also helped change the way the People’s House operates, by pushing for reforms to empower rank-and-file Members and the Committees. Our Founders never intended for the power in the House to be in the hands of the few at the top. We’ve worked with our leadership to ensure that all voices are heard in the Republican Conference on behalf of the men and women who put Members of Congress into office.

Martin Rojas: What must conservatives do now, and how does the Freedom Caucus fit into that?

Rep. Jordan: Conservatives need to lay out a vision of prosperity for the country that’s followed by a pro-active reform agenda. The Freedom Caucus hopes to lead the discussion on tackling our national debt, reforming entitlements, passing pro-growth tax reform, and cutting overly burdensome regulations on business.

In addition to these policy initiatives, the Freedom Caucus is committed to standing up for the Constitution at a time when we face excessive executive overreach, an erosion of the separation of powers, and an assault on the First Amendment.

Martin Rojas: How do you see the Leadership Institute helping the conservative movement?

Rep. Jordan: The Leadership Institute has played a big role in giving thousands of grassroots and political leaders the tools necessary to move the ball forward on conservative ideas and policy, both in the way we communicate and in how we actually advance legislation. In state houses across the country in particular, conservatives have put good legislation forward and enacted strong reforms into law. The Leadership Institute’s trainings have been vital to this effort.

Martin Rojas: As a young man, you were something of a wrestling legend. In high school you were state champion four times in a row — with a career record of 150 wins and only one loss! What’s more challenging, wrestling on the mat, or wrestling in Congress?

Rep. Jordan: Great question. There’s nothing like the intensity of a wrestling match, where everything is on you and only one person can come out as the winner. What’s great about Congress is that you’re not alone — that you have fellow conservatives right there working with you. That makes even the toughest political fight endurable.

Buckeye State Congressman Jim Jordan (R-OH) credits his Leadership Institute training as a vital boost in his efforts to restore and preserve conservative principles for Americans.
“We grew up together in the same area of Western North Carolina. It was the solid Democrat South,” says Michael Hines. Surrounded by liberals, he and his wife Patricia often had their conservative principles challenged. However, their upbringing taught them to hold to the notion of smaller government, making your own way, and supporting the military. These lessons stayed with them as Mr. Hines served in the Air Force for four years before becoming an attorney in Washington, D.C.

Even now, the Hines have continued to hold true to those principles in the face of the increasing liberal influence in America. With little to no diversity in thought, they have been dismayed by how the left has trampled the Constitution, but impressed with how the Leadership Institute fights to restore and preserve constitutional principles.

Defending college campuses from radicals

“In the 1960’s, college students really cared about the issue of free speech. I look at the issue of free speech today, and many of the college students are demanding that free speech be restricted to specially designated ‘free-speech zones.’ The left turned its free speech principle on its head,” Mr. Hines says.

Mr. and Mrs. Hines have been LI supporters for the past 20 years. They feel that LI is the only organization that affects positive change on college campuses by preparing conservatives for the fight against liberal indoctrination, and by exposing leftist bias and abuse through LI’s college watchdog website, CampusReform.org. “I see nothing out there comparable to the Leadership Institute,” says Mrs. Hines.

Giving through the Leadership Institute’s conservative community

The Hines got to know LI through the Wednesday Wake-Up Club Breakfasts, hosted at LI’s Arlington, Virginia headquarters the first Wednesday of every month. Right away they saw the impact that LI has on the conservative movement. Mrs. Hines was also impressed by her interactions with Morton Blackwell’s wife, Helen. She got to know Helen through the Patriot Women’s Republican Club, and appreciated her insight about conservative politics.

Attending the breakfasts, the Hines were excited to hear from the leaders that Morton has trained, including Tom Fitton, president of Judicial Watch, in addition to LI graduates in the U.S. Congress, and in other prominent political positions. Additionally, the young faces that LI trains brought hope to this couple. After meeting the next generation of conservatives at LI’s breakfasts, Mrs. Hines exclaimed, “It was so exciting to see so many young people dedicated to conservative politics and principles.”

— By Maggie Ostrowski

Through the Leadership Institute’s monthly breakfasts, Michael and Patricia Hines saw the impact Leadership Institute graduates have on America. The Hines have generously supported the Institute with donations for the past 20 years.
Hello Friend,

It's one thing for Morton Blackwell, my colleagues, and me to tell you about the training you make possible, but it's another thing for you to see it as it happens.

As a donor, you're invited to come behind the scenes at the Leadership Institute. In our Arlington, Virginia, headquarters, you can:

- Sit in on one of the Leadership Institute's 47 unique types of training and meet the students, activists, and leaders you're helping to train
- Hear a prominent conservative speaker at our monthly Wednesday Wake-Up Club Breakfast
- Experience a tour of our training rooms, multimedia studios, and offices

Our headquarters is right next to Washington, D.C. Can't make it out here? Go online to our website, www.leadershipinstitute.org/training, to see if there's an LI training taking place near you. Give me a call at (703) 647-3578 and I'll get you into that training at no cost.

Seeing is believing. Let me know when you're ready to see where the impact you achieve begins.

My best regards,

Mitch Nozka
Deputy Director, Donor Communications
Leadership Institute