The danger America faces

On the left, a closet socialist and self-proclaimed socialist contend for the presidential nomination.

Never before in the history of America has a socialist run openly on the national stage and gained such popular support.

And too many conservatives-in-name-only say all the right things to get elected, then turn around and give the left everything they want.

What can patriotic Americans do? Support the organization that trains constitutional conservative candidates and campaigners – the Leadership Institute.

The plan to train conservative campaigners

“The Leadership Institute is a ‘do tank,’ not a think tank,” says Morton Blackwell, president of the Leadership Institute. “Other groups do great work coming up with solid policies. But true conservatives have to win elections first in order to implement those policies.”

Win America Back is the most ambitious action plan in the Leadership Institute’s 37-year history. Since 1979, Morton has retooled and refined the Leadership Institute’s training schools to most effectively train conservative activists.

Last year, Morton tested a new Campaign Academy to turn everyday Americans into campaign powerhouses, and a new series of digital workshops to train conservatives in the latest voter-outreach technology.

To make a significant impact in this crucial election year, the Leadership Institute takes its proven trainings and focuses them to:

- Train conservative candidates and campaign managers
- Train a get-out-the-vote army
- Train online digital specialists
- Break liberal campus monopolies

Morton will front-load the first part of 2016 with comprehensive Future Candidate Schools, Campaign Management Schools, Campaign Academies, and more campaign-focused trainings.

As the election approaches, the Leadership Institute will train activists and volunteers in practical get-out-the-vote workshops.

From local council meetings to the halls of Congress, Leadership Institute graduates make a difference for the tried-and-true principles conservatives share.

The success that yields hope

This newsletter showcases the Leadership Institute’s Win America Back trainings, and gives a taste of victory through:

- Alex Mooney – who took numerous Leadership Institute campaign trainings, won his election, and now serves as a faithful conservative in the United States Congress (see page 3.)
- LI’s CampusReform.org journalists and correspondents – who exposed leftist indoctrination on college campuses and forced them to rescind their abusive policies that stifled conservative ideas (see pages 6-7.)

The time to win America back is now – before it’s too late. Conservatives will require all hands on deck this year to achieve victory.

Thanks to donors, the Leadership Institute is off to a good start to recruit and train the leaders and activists who will advance constitutional conservative principles – and win America back.
The Leadership Institute’s new Campaign Academy builds on the trainings proved to create winning candidates. LI’s Campaign Academy trains everyday Americans from Main Street America – business owners, teachers, doctors, pastors, and hard-working professionals. This new crop of principled conservative candidates, betrayed by establishment leaders, has stepped forward to fight the liberals themselves.

Candidates in LI’s Campaign Academy learn how to run for elective office and focus on how to build neighborhood teams of volunteers, connect with voters door-to-door and over the phone, research the electorate and opposition candidates, and prepare for media interviews.

Everything is on the line in 2016

In the 2016 elections, the stakes are high. America will either continue down the road to socialism – on which there’s a point of no return – or, conservatives will steer America back toward freedom and prosperity.

With your help, I’m doing everything in my power to build campaign powerhouses to win America back.

Since the 2014 elections, my staff has trained 554 conservatives in LI’s Future Candidate and Campaign Management Schools, and another 8,201 trained in 256 political training schools. I have four Campaign Academies scheduled in battleground areas this year, with more to come.

Let me end with an encouraging word from someone you trained – the second-youngest legislator in America.

“The Leadership Institute gave me the tools I needed to beat an experienced liberal Democrat,” said 19-year-old New Hampshire state representative Yvonne Dean-Bailey. “Their training makes young leaders successful in organizing campaigns. I’m so thankful for the donors who helped LI train me to win.”

Cordially,

Morton C. Blackwell
President,
Leadership Institute
Imprisoned by Fidel Castro, a student named Lala escaped Cuba and embraced her new home – the United States of America. Lala met ROTC student Vincent Mooney at Catholic University in Washington, D.C. They married, and Vincent earned a Bronze Star in Vietnam as a U.S. Army Engineering Captain.

Freedom. Service. It’s no wonder Vincent and Lala’s son Alex grew up embracing the American dream. And Alex Mooney’s American dream became reality with help from the Leadership Institute.

Dream turned into reality through the Leadership Institute

Fed up with “politics as usual” in his community, Alex ran against incumbent Republican state senator John Derr – a conservative-in-name-only.

During the primary race in 1998, Derr said, “You’ve got to go along to get along. I have got to work with the Democrats – and I do. I’m proud of that.”

In contrast, Alex ran on a pro-family, pro-life, pro-Constitution conservative platform.

Afraid of how Alex Mooney’s conservative message would win over the community, the state senate president – a liberal Democrat – donated $1,000 to Derr’s reelection campaign.

It wasn’t enough to stop Alex. “I took at least a dozen LI schools before running for office, and some of them more than once,” said Alex, a graduate of LI’s Future Candidate and Campaign Management Schools. “It was an eye-opening experience for me. The Leadership Institute taught me door-to-door campaigning is the most effective method of reaching voters.”

Alex’s conservative principles resonated with his district. The 26-year-old LI grad handily beat Derr with 62% of the primary vote. “I had no name ID and was running against a 16-year incumbent,” Alex explains. “But I took my LI training very seriously. I beat him by a wide margin because I personally knocked on more than 10,000 doors. I have knocked on doors in every campaign since. The Leadership Institute’s training gave me the tools and confidence to knock on doors and talk to voters.”

Alex charged on to defeat his Democrat challenger 56% to 44%.

From state senator to U.S. Representative

Alex enjoyed serving the people of his community. After twelve years as a state senator, he decided to run for higher office to make a bigger impact in his state – and the country.

“Voters were disappointed in the failed policies of Barack Obama,” said Alex. “The voters in West Virginia made it clear to me they wanted someone to fight back against Obama’s war on coalminers and assault on our individual liberties. Fortunately, most voters in our state have come to realize that the far left – progressive socialists – have hijacked the Democrat party.”

In 2014, Alex won election as a U.S. Representative for West Virginia’s 2nd Congressional District. “In my most recent campaign, I used the LI techniques of coalition building and volunteer recruiting to give me a significant edge over my opponents,” Alex said.

A tried-and-true conservative

Like many Leadership Institute donors, Alex is frustrated with the Republican majority’s overall lack of action in Congress to halt President Obama’s leftist agenda.

But he works with tried-and-true conservatives to advance constitutional principles as a member of the Freedom Caucus, House Committee on the Budget, Republican Study Committee, Pro-Life Caucus, and Ronald Reagan Caucus.

Alex also has an eye toward building the conservative movement. He sends his staffers and young leaders in his state to what he calls “the premier conservative training organization of the country.”

“The Leadership Institute is where conservative activists, candidates, and campaign workers must go to receive the training they need to win elections,” said Alex. “Everyone who works for me is required to receive ample training from the Leadership Institute.”

— By Mitchell Nozka

“Everyone who works for me is required to receive ample training from the Leadership Institute.”

— U.S. REP. ALEX MOONEY —
Thomas Pappas grew up with Democrat parents. However, his mother wasn’t terribly keen on Lyndon Johnson. “He seems like a crook,” said his mother. “Yeah,” his father replied, “but he’s our crook.” Though his parents leaned left, Thomas’ father instilled in him the value of hard work and “doing the best you could with what you’ve got.” The Pappas boys took that lesson to heart and served in the military – Thomas in the Marines and his brothers in the Navy. Thomas Pappas still works to protect America today. “With so many professors leaning communist, the students need to get the right training somewhere.” That’s why Mr. Pappas donates to the Leadership Institute.

**Prognosis:**

**conservatism**

Originally from San Marcos, Texas, Mr. Pappas left Southwest Texas State Teachers College to serve in the U.S. Marines. When he returned, he realized he didn’t want to become a teacher. Instead, he landed a job working on hot air balloons with General Mills. Later, he began work in insurance and made his way to Sioux Falls, South Dakota, where he lives to this day. There Mr. Pappas ran into “Doc” Anderson, the head pathologist at the local hospital. Walking down a street, Doc spotted Mr. Pappas’ limp, introduced himself, and diagnosed Thomas with gout. Doc sent him to the drugstore down the road with a prescription written on a brown paper bag – free of charge.

This encounter started a longtime friendship between Thomas and Doc. As Thomas got to know Doc, their conversations about life frequently delved into politics. Still hanging onto his Democrat roots, Mr. Pappas was skeptical of Doc’s conservative philosophy. Doc pressed on and praised great figures of the conservative movement.

After hearing Doc frequently mention William F. Buckley, Thomas looked into him. Buckley’s brilliance and rhetorical skill quickly brought Mr. Pappas into the light.

“All my favorite people were first trained by Morton Blackwell’s Leadership Institute”

Through the years, Mr. Pappas developed his conservative philosophy and admiration for leaders such as Mark Mix of the National Right to Work Committee.

Mr. Pappas then made a discovery: “All my favorite people, including Mark Mix, were first trained by Morton Blackwell’s Leadership Institute.” “Discovering the Leadership Institute was one of the best things that ever happened to me,” said Mr. Pappas. “I love Morton’s letters. They keep me informed and tell me what’s going on.”

He remembers seeing in the news Ryan Rhodes, a Leadership Institute graduate and head of the Iowa Tea Party. Ryan confronted President Obama at a town hall meeting about his administration calling Tea Party activists “terrorists.” Obama tried to sidestep the issue but LI-grad Ryan didn’t back down. All Mr. Pappas could think was, “There’s a reason I love those people.”

Recently, Mr. Pappas read an issue of *Building Leadership* highlighting 21-year-old Jessica Koehler, a former Leadership Institute intern who ran her father’s successful campaign for state representative in Ohio. Impressed with the caliber of LI’s training, Mr. Pappas said, “I couldn’t believe a youngster could be trained to run a campaign so well – and win!”

**A legacy to help future generations of Americans**

When his nephew voted for Obama, Mr. Pappas decided to kick his giving into high gear to help future generations of Americans. He put the Leadership Institute into his last will and testament. When asked why he made a generous commitment, his answer was immediate and straightforward. “With the Leadership Institute you know you’re getting the most bang for your buck,” Mr. Pappas said. “It makes me feel so good to be a part of the Leadership Institute. I only wish I could’ve done it sooner.”

— *By Michael LaCroix*
"Give me four years to teach the children," said Vladimir Lenin, "and the seed I have sown will never be uprooted."

Outnumbered and outgunned, conservative students face a disadvantage on college campuses. It’s the worst for freshmen. Campus leftists salivate at the thought of shaping the minds of vulnerable students.

Four years later, those vulnerable students graduate as a new generation of Obama-type agitators – if leftists get their way.

Instead, with the help of generous donors, the Leadership Institute trains conservative students to resist indoctrination and spread conservative ideas on campus. LI’s campus mission helps rescue a generation of students from the seeds of liberalism.

### Find conservative students on college campuses

The first step to prepare conservative students to fight back against the left is to find those students. In Fall 2015, the Leadership Institute deployed 30 highly-trained campus field staff who found 32,224 previously unidentified conservative students.

It’s easy for leftists to ignore a lone conservative voice on campus. But they can’t ignore – or suppress – a close-knit, trained group of conservatives. That’s why Leadership Institute staff organize students into strong campus groups.

Today, LI’s network of 1,749 conservatives work on campuses that enroll 64% of students at four-year colleges in all 50 states. Using the training, mentoring, and resources they receive from the Leadership Institute, these groups stand their ground against the liberal onslaught and champion conservative principles on campus.

### Train students into formidable activists

For conservative students who want to take their activism to the next level, the Leadership Institute provides specialized training.

- LI’s boot camp of politics – the Youth Leadership School – equips students to recruit new members, grow their groups, and become formidable activists to promote conservative principles on their campuses.

  Students learn how to engage their fellow students by organizing high-profile conservative programs and speaker events, and by using the local campus media to get their message out.

- LI’s Student Publications Workshop teaches students how to write, edit, fund, and publish a newspaper to disseminate conservative ideas campus-wide. This semester, LI has hired a dedicated publications coordinator to increase the number of conservative newspapers on campus and train budding journalists.

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- Liberal student governments control important aspects of life on campus. Often packed with liberals, they channel funding to leftist causes and speakers – and deny official recognition to conservative student groups on campus.

  LI’s Campus Election Workshop prepares conservatives to run for positions in student governments. Thanks to LI’s training, many conservative students win elections and use their votes to formally recognize conservative groups, fairly allocate funding to these students, and promote measures to allow conservative principles to thrive on campus.

### Expose campus leftists, shut down indoctrination

For decades, leftist professors ruled their classes like little fiefdoms. Hidden from public scrutiny, leftists freely indoctrinated their students — until now.

LI’s campus watchdog news website, CampusReform.org, has become a game changer. LI’s team of investigative journalists and more than 60 student correspondents expose incidents of leftist bias and indoctrination in the classroom to a national audience.

The more outrageous leftist abuses are exposed to the American public, the more pressure on campuses to back down from their indoctrination attempts. Campus Reform’s coverage has forced colleges to rescind liberal policies and discipline abusive professors.

Pages 6-7 of this newsletter show how the Leadership Institute shuts down liberal indoctrination. With a level playing field on campus, students spread conservative ideas — and help win America back from the left.

— By Mitchell Nozaka
Victories. Thanks to you, the Leadership Institute has forced at least 31 policy changes on college campuses since the start of 2015. You’ve built a network of 1,749 campus clubs and thousands of conservative students eager to fight the left at their colleges. Students bring us evidence of leftist bias and indoctrination on campus. My staff investigates and exposes these abuses through our campus watchdog news website, CampusReform.org. Our website received more than 11.5 million page views last year -- reaching a national audience who expressed their outrage and forced colleges to back down.

I’ve included here a selection of the victories you achieved to roll back the leftist monopoly on campus through the LI’s CampusReform.org. You give conservative students a level playing field to advance conservative principles and win over the hearts and minds of their liberal and undecided peers.

Boise State University, Boise, ID
Exposed: Administrators place restrictions on pro-life student group’s display and forbid group from distributing literature outside “designated free speech zone.”
Result: Students win lawsuit against university. Administrators revise free speech policies.

University of Minnesota, Minneapolis, MN
Exposed: Committee plans to pull funding from conservative campus newspaper over an edition mocking Islamic terrorists, cites “lack of sensitivity.”
Result: Committee won’t pull funding, allocates conservative group $20,000 more than prior year.

Santa Clara University, Santa Clara, CA
Exposed: Diversity and Inclusion administrators encourage students to call 911 to report “bias incidents” and hurt feelings.
Result: University removes this instruction from their website.

University of Southern California, Los Angeles, CA
Exposed: Student senators plan to introduce resolution to aid Syrian refugees with shelter and scholarships.
Result: Student Senate rejects resolution, says it would create a “divisive political stance.”

Exposed: Student government forces students to take online course on sexuality and disclose their sexual history in detail.
Result: Administrator apologizes, removes sexual history questionnaire from course.

Washington State University, Pullman, WA
Exposed: Leftist professors threaten to fail and remove from class students who use “oppressive and hateful language,” including the terms “illegal alien,” “male,” and “female.”

University of California, Irvine, CA
Exposed: Legislative Council calls American flag “a weapon of nationalism,” bans it from hanging in student government lobby.
Result: CampusReform.org correspondent Lauren Clark appears on Fox News. Student government executive members veto ban on American flag. Mission Viejo City Council passes resolution against flag bans.

Santa Clara University, Santa Clara, CA
Exposed: Student government rejects resolution to hold moment of silence for 9/11 victims, says it would increase “Islamophobia” and make campus “unsafe.”
Result: University’s president and Board of Regents announce plans to hold 9/11 remembrances.

Exposed: Committee plans to pull funding from conservative campus newspaper over an edition mocking Islamic terrorists, cites “lack of sensitivity.”
Result: Committee won’t pull funding, allocates conservative group $20,000 more than prior year.
Oakland University, Rochester, MI
Exposed: Democrat Larry Mitchell claims to have Ebola virus, attempts to lick conservatives while calling them “fascists.”
Result: Mitchell charged with assault.

University of Wisconsin, Milwaukee, WI
Exposed: Instructor Jonathan Dellinger offers extra credit only to students who identify as bisexual.
Result: Dellinger removed from class, all students given extra-credit opportunity.

Ohio University, Athens, OH
Exposed: Student Senate president dumps bucket of “blood” on her head to symbolize “Israeli oppression.”
Police arrest pro-Israel students who protested the president’s actions in Student Senate meeting.
Result: Charges against pro-Israel students dropped.

Shimer College, Chicago, IL
Exposed: Prof. Adam Kotsko calls French satire magazine Charlie Hebdo “hate speech,” says Islamic terrorist attacks in France aren’t surprising.
Result: Kotsko retracts statement, apologizes.

University of Akron, Akron, OH
Exposed: Administrator stops conservative students from handing out copies of U.S. Constitution in public area.
Result: University revises unconstitutional policies against free speech.

College of DuPage, Glen Ellyn, IL
Exposed: The day after Constitution Day, campus police threaten to “lock up” conservative students collecting signatures for a petition urging the college to improve free speech protections.
Result: College’s Board of Trustees revises free speech policies.

Dartmouth College, Hanover, NH
Exposed: “Black Lives Matter” faculty and student protestors storm the campus library, shout threats and obscenities at other students. Vice Provost Inge-Lise Ameer berates conservatives on social media.
Result: Bill O’Reilly and Laura Ingraham discuss incident on The O’Reilly Factor. Vice Provost Ameer publicly apologizes.

Harvard University, Cambridge, MA
Exposed: Office for Equity, Diversity, and Inclusion distributes “Holiday Placemats for Social Justice” in dining halls, accuses students of “white privilege.”
Result: Two Deans of Students apologize for distributing “social justice” placemats and “failing to account for the many viewpoints on campus.”

University of New Hampshire, Durham, NH
Result: CampusReform.org correspondent Yvonne Dean-Bailey appears on Fox News. University President Mark Huddleston denounces guide, affirms free speech on campus.

Excelsior College, Albany, NY
Exposed: College’s Guide to Bias-Free Language “encourages practices that contribute to the support of diversity.”
Result: Administrators immediately remove guide after call from an LI CampusReform.org journalist.

Rutgers University, New Brunswick, NJ
Exposed: University’s Bias Prevention and Education Committee tells students “there’s no such thing as free speech.”
Result: Committee removes this language from their communications.

Barry University, Miami, FL
Exposed: Honor student placed on immediate suspension after releasing video showing administrator’s approval to form pro-ISIS student group, criminal complaint filed against her.
Result: University rescinds suspension, student allowed to graduate.

Arizona State University, Tempe, AZ
Exposed: Prof. Matthew Whitaker serially plagiarizes books and speeches, seizes prize money from student for video competition.
Result: Whitaker demoted to associate professor, loses more than $20,000 in annual salary.

University of Texas, Richardson, TX
Exposed: Campus police block students from promoting conservative group on public grounds.
Result: University revises free speech codes to protect students’ free-speech rights.

University of Mississippi, Oxford, MS
Exposed: Student Events director says holiday event “conned too much Christianity,” renames “A Grand Ole Christmas” celebration to “Hotty Toddy Holiday” to create a “more inclusive” environment.
Result: Administrators release statement retracting director’s “too much Christianity” comment, affirm use of Christmas trees and hymns in celebrations.

LI’s CampusReform.org receives 11.5 million page views in 2015 Exposure achieves 31 victories against campus leftists
 Winn America Back
Through bridging the digital gap

LI creates new training for a new era

It’s no secret the left is skilled in digital technology. Barack Obama built a team of tech-savvy operatives who twice pushed him to victory. These operatives move back-and-forth between the private sector and politics, ready to jump in to help campaigns every election cycle. Liberals dominate Silicon Valley, and the chairman of Google’s parent company is in the bag for Hillary Clinton – funding a technology startup to push her into the White House.

But the conservative side’s problem isn’t a lack of technology – it’s a lack of trained talent.

LI’s first digital training course in December 2015 reached capacity in less than 24 hours. Conservative activists demand more of this training to learn how to use the latest video and design software, communicate with supporters through social media and email marketing, and analyze data to optimize voter outreach.

Thanks to strong support from Leadership Institute donors, LI’s new trainings will help build a deeper bench for conservatives to step up to the plate every election cycle and give the left a run for their money.

The Leadership Institute’s new digital training department works to bridge the digital talent gap between conservatives and the left. LI’s four new training schools give both entry-level and seasoned conservatives the skills to compete on the political battlefield:

- Digital Creative Workshop
- Digital Communications Workshop
- Digital Analytics Workshop
- Digital Strategy Workshop

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