Climate change — a political climate change — is underway. Your support of our Win America Back plan secured the biggest conservative victory since 1980. Many strong, constitutional conservatives you trained through the Leadership Institute have taken office at every level of government — from local and state seats to the U.S. House and Senate.

Victory through young hearts and minds

The hard-won 2016 victory hinged on winning the hearts and minds of America’s young people. Let me highlight two Leadership Institute graduates you trained to achieve huge victories.

- David Blair served as LI’s Youth Leadership School Director for more than a year. Donald Trump’s campaign recruited 25-year-old David to run their national Youth for Trump effort . . . and made the difference in 2016’s targeted swing states.
- At Hampshire College in Massachusetts, leftists ripped down the American flag and burned it. Then, the college’s president took down all the American flags on campus! LI campus correspondent Kassy Dillon exposed this disgraceful behavior through LI’s CampusReform.org watchdog website and forced the college’s president to restore the American flags on campus.

The left will counter-attack in 2017

Now that conservatives hold majorities nationwide, leftists will try to discredit the principles that do, in fact, make America great. Furious at their losses, the left will do anything to regain power, especially on our nation’s college campuses.

That’s why your Leadership Institute deployed 35 field representatives to hundreds of colleges nationwide last fall. They newly identified more than 65,800 conservative students and added 314 new conservative student clubs to the Institute’s unique national network — now at a record-total 1,857 active local-campus groups in all 50 states and D.C.

Thanks to you — the political climate swings conservative

The conservative army that fights to preserve freedom must have a constant stream of reinforcements.

Thanks to you, the Institute already is at work to train thousands of candidates, campaigners, activists, and volunteers for causes and campaigns at the federal, state, and local levels. They will cement the gains won in 2016 — and even increase conservative majorities in 2017, 2018, and beyond.

Cordially,

Morton C. Blackwell
President, Leadership Institute
Leadership Institute graduates win elections, grassroots activists put Institute training into practice

Not a ‘think tank,’ but a ‘do tank’

“Many good ‘think tanks’ come up with policies based on conservative principles,” said Leadership Institute president Morton Blackwell. “They serve as a valuable resource to elected conservatives. But conservatives can’t win policy battles if they don’t first win elections and learn how to message. That’s why I created the Leadership Institute in 1979, not as a think tank, but as a ‘do tank.’”

Many conservative activists who took Leadership Institute training — and became campaign staffers or candidates — made the difference between victory and defeat in the last election.

The Leadership Institute teaches students in more than 47 unique types of training schools how to win political battles. The Leadership Institute’s hard-hitting political trainings include its Campaign Management School, Campaign Academy, and Future Candidate School to help activists elect candidates of their choice, or run for political office themselves.

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

Leadership Institute grads win at all levels

With the help of generous donors, the Institute trained thousands of conservatives who campaigned in the 2016 elections. The Leadership Institute does not endorse candidates for office. But election winners certainly endorse the Leadership Institute’s training as the key to their victories.

Today, 36 Leadership Institute grads now serve in the U.S. Senate and House, and 506 Institute grads serve in state legislatures. Institute-trained graduates serve in office in all 50 states. Thousands more served as campaign volunteers and staffers across the nation.

Hitting the ground running in 2017 and 2018

Less than one month after the November 2016 elections, the Leadership Institute hit the ground running and trained 46 leaders and campaigners in a Future Candidate School.

To prepare conservatives for crucial battles leading up to the 2018 elections, the Institute must equip grassroots activists and conservative candidates now with training and strategies to put them into practice over the next two years and beyond.

Many of the conservative activists who ran campaigns or won election in 2016 took Leadership Institute training one, two, or three or more years ahead of time. Not only do Leadership Institute graduates get out in the political battlefield soon after they’re trained, many fight for conservative principles over their entire lives.

“Donor support today is crucial to train conservatives for election victories tomorrow,” said Morton Blackwell. “I’m grateful for the investment Leadership Institute donors make. They won ‘big-league’ this past election and will do so again.”

Leadership Institute-trained U.S. Senate and House election winners

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"Leadership Institute-grads win BIG! The Leadership Institute hit the ground running to achieve conservative victories in 2017. Less than one month after the November 2016 elections, Morton Blackwell (pictured above) and Institute staff trained 46 leaders and campaigners in a Future Candidate School."
ALEX MOONEY
U.S. House of Representatives, West Virginia
A member of the House Freedom Caucus — and an LI graduate of at least a dozen training schools — Congressman Alex Mooney soundly defeated his challenger to win a second term in the U.S. House representing the 2nd District of West Virginia. “Leadership Institute training was essential to my campaign victories,” said Congressman Mooney.

DON BACON
U.S. House of Representatives, Nebraska
In the most competitive and most expensive congressional race of 2016, for Nebraska’s 2nd District, retired Brigadier General Don Bacon won on principles and with a mass-based youth campaign. “The youth coordinators on my campaign that Morton trained made the winning difference. They not only persuaded hundreds of students to vote for a conservative candidate, they also organized those students to reach their families and communities,” said General Bacon.

MARK MEADOWS
U.S. House of Representatives, North Carolina
Mark Meadows of North Carolina easily won re-election to the U.S. House, where he serves as chairman of the House Freedom Caucus. “I don’t know of a single organization that trains more effective leaders on Capitol Hill than the Leadership Institute. Thank you for all you do,” said Congressman Meadows.

YVONNE DEAN-BAILEY
New Hampshire State House of Representatives
The youngest Republican woman ever elected to the New Hampshire state legislature and the second-youngest state legislator in America at 19 years old in 2014. Voters in the Live Free or Die state returned Yvonne Dean-Bailey to office in 2016. “Leadership Institute training makes young leaders successful in organizing campaigns,” Yvonne said. “I’m so thankful for the donors who helped LI train me to win.”
There are many stories behind Donald J. Trump’s path to victory as the 45th President of the United States. One of them began the day Morton Blackwell met a young man named David Blair.

In 2014, David had the “itch” for political activism and applied to be a Leadership Institute field representative. Smart and feisty, he became one of the Institute’s best field reps to identify conservative college students and organize them into campus groups.

When the Youth Leadership School Director position opened up at the Leadership Institute, David was the natural choice. He traveled the country to teach conservative students the same skills he learned at LI. Across America, students learned from him how to increase the number and effectiveness of conservative students on their campuses.

LI donors give David the training to win

Thanks to the training and experience LI donors provided him, it was no surprise when Donald Trump’s campaign recruited 25-year-old David from LI to follow in Morton Blackwell’s footsteps — and run their national Youth for Trump effort. Morton had designed and overseen the national Youth for Reagan effort in 1980.

After the election, David explained what made Mr. Trump’s campaign different from Hillary Clinton’s.

“Training!” said David. “Leadership Institute training was at the core of everything I did. My team and I faced a very tough situation and knew what to do. If I didn’t have my LI training, especially the Youth Leadership School, we would have lost.”

Low-energy leftists vs. hard-charging conservatives

“The liberals ran sad-looking recruitment tables on campus. I watched low-energy staffers at Clinton’s tables. No one stopped to talk to them. They had no idea what they were doing, and there was no passion for Hillary Clinton,” David explained.

In contrast, David noted, “My trained students worked tirelessly to get Trump elected. They’d drive six hours in the middle of the night to knock on doors and rally support in targeted communities. We put in tens of thousands of hours and put on events on college campuses — packed full of students.”

David credits what he learned at the Institute for his success. “We got things done no one else was able to do. No one else knows how to do these events unless they learn it at the Leadership Institute,” said David.

“I worked to make a level playing field for conservatives on campus. We showed that it was OK for a young person to vote for Donald Trump and to support conservative principles.”

Thanks to the work of rising stars like David Blair and the support of Leadership Institute donors who invest in young people like him, conservatives won the hearts and minds of young people on college campuses and denied Hillary Clinton the White House.
This bill would punish any school that “removes, censors, takes down, prohibits, or otherwise halts display of a flag of the United States” by denying them federal funding until the flag is restored. Leadership Institute plans to expand campus correspondents to all 50 states LI’s exposure of leftist abuses and bias has forced at least 91 policy changes on college campuses in the past three years. Conservatives won elections nationwide thanks in large part to the Institute’s work to expose the left’s dangerous agenda against America. LI’s CampusReform.org coverage has shamed, suspended, and even fired leftist academics for their abuses on campus. That’s why the Institute plans to take this crucial work with conservative students to the next level in 2017 with efforts to:

- Expand LI’s highly-successful campus correspondent program to include college students from all 50 states
- Recruit and appoint campus directors to serve as on-site mentors for LI’s affiliated student groups
- Motivate the most-active conservative students with awards to recognize their achievements

At Hampshire College in Amherst, Massachusetts, disgruntled leftists lowered the American flag on campus to half-mast to “mourn” Donald Trump’s election victory. Then, on the eve of Veterans Day, the leftists ripped down the flag and burned it.

**American flag removed to address “racist, Islamophobic, anti-immigrant behaviors”**

Instead of ordering the flag restored, Hampshire College President Jonathan Lash doubled down and ordered all American flags removed from campus. Lash emailed students that “we will not fly the U.S. flag . . . to enable us to focus our efforts on addressing racist, misogynistic, Islamophobic, anti-immigrant rhetoric and behaviors.”

**Leadership Institute breaks the story and unleashes a firestorm**

Thanks to the support of Institute donors, Campus Reform correspondent Kassy Dillon covered this leftist college president’s every move. Through five exciting articles she wrote on LI’s CampusReform.org, Kassy documented the controversy in real time. Her coverage of hundreds of veterans and outraged citizens from the local community massed outside Hampshire College with American flags generated considerable media attention — and landed her on Fox & Friends.

**College responds with more censorship**

In response to the unwelcome national attention, Hampshire College responded with more censorship. President Lash banned protesters on campus and forbade students to speak to the media, in violation of their First Amendment rights.

**The flag flies high — conservatives win!**

After three weeks of public outrage, President Lash gave in to the pressure and raised the American flag again at Hampshire College — the same day that Republicans in the U.S. House of Representatives introduced H.R.6433, the “Protect the Flag Act.”
A successful real estate broker and small business owner in Vista, California, Joe Green grew up with a single mom who toiled to feed her three children. “I really understand the struggle,” Green said. “I have been a part of it.”

Throughout his life, Joe met the challenges he’s faced head-on through hard work. This time, he ran his first campaign for office with training from the Leadership Institute's Campaign Academy.

AN INTENSIVE MULTI-WEEKEND PROGRAM HELD OVER A FIVE-MONTH PERIOD, LI'S Campaign Academy gives conservative candidates like Joe Green and campaign volunteers the skills to fight and win. Each month, leaders learn how to run a campaign through specific themes: strategy, communications, candidate development, fundraising, and voter contact.

Joe defeated the incumbent and two others in a closely contested race for Vista City Council. He was sworn into office Dec. 13.

“Big government affected principled Americans’ professions so much, they’ve put their foot down and said, ‘Enough is enough. I want my country back!’ Their professions required a high level of drive, intensity, and commitment. So does the Leadership Institute’s Campaign Academy.”

MARK LEVIN
NATIONALLY SYNDICATED RADIO HOST

Leadership Institute takes winners to the next level with Campaign Pro training

Once a candidate wins, much work remains, as many on the left refuse to accept the results of conservative victory. That’s why the Leadership Institute created its new Campaign Pro workshops.

Conservative leaders and activists who attend LI’s Campaign Pro will receive the cutting-edge training to win on 21st-century political battlefields.

Over a series of seven workshops, Campaign Pro will help candidates and campaign managers learn how to protect donor and voter databases, handle hostile reporters and potential news crises, harness new technologies to identify voters, grow and maintain a volunteer force between elections, and more.

Candidates and campaign managers will continue to learn how to run at the Leadership Institute’s multi-week Campaign Academy. LI’s brand-new Campaign Pro workshops will take conservatives to the next level once they win elections.

Campaign Pro workshops are an addition to the 47 other unique types of training the Leadership Institute conducts.

Conservative commentator Laura Ingraham said, “No other conservative organization offers anything like the wide range of top-notch political trainings the Leadership Institute does.” The Institute’s full-range of candidate, campaign, communications, campus, and career trainings equipped 10,274 conservatives in 2016 . . . and a total of 181,459 since Morton Blackwell began the Leadership Institute in 1979.

“Too many conservatives run awful election campaigns. They’ve hired inexperienced, ineffective staffers, and have untrained volunteers ... until now. Morton Blackwell brings together more than 320 expert volunteer faculty members to train thousands of principled conservative activists and volunteers how to run campaigns. More important, Morton trains conservatives not only how to run a campaign — but how to win a campaign.”

LAURA INGRAHAM • AUTHOR AND RADIO SHOW HOST
Amelia Willson spent more than 30 years as a technology manager for some of the largest financial firms in New York. “I worked 14-hour days and under a lot of pressure. Those years defined me as a person and gave me the skills to succeed,” Mrs. Willson said.

Throughout her technology career, Mrs. Willson also mentored staff to focus on natural skills that offer the path to each person’s highest levels of achievement. Today, Willson is the principal of AMW Consulting, where she has taught Myers-Briggs Typology at Mercer County College and consults for both individuals and corporations.

Mrs. Willson has always been a strong conservative and — like many Leadership Institute donors — she understands the value of hard work and self-discipline. As a former technology executive in the financial industry, she values analytics. Mrs. Willson has concluded, “There is no logic in liberal beliefs.”

Mrs. Willson began to search for a conservative organization she could support to combat the liberal-minded bias not only at Rutgers, but at college campuses across America.

Political and personal beliefs intersect at the Leadership Institute

Although Amelia Willson donates to several conservative think tanks, she feels the Leadership Institute, with its mission to empower young conservatives, especially on university campuses, has a unique and important mission.

“America needs the Leadership Institute because it teaches young people how to fight for conservative beliefs,” said Mrs. Willson. “LI can enlighten and provide alternative thought. Give conservatives courage. Teach them how to dissect these complex topics, how to create an argument, and not shy away in fear.”

Mrs. Willson donates time, talent, and treasure ... and adds the Leadership Institute to her will

Mrs. Willson appreciates LI’s focus on action and has contributed to the Institute financially as well as through donations of her time and talent. She used her high-level management experience and certification in Myers-Briggs personality assessment to create a seminar on campaign messaging for the Institute. She traveled to LI’s headquarters in Arlington, Virginia, to speak with LI students in a Public Relations School about campaign messaging. She believes conservative candidates whose messages combine both logic and emotion will win more undecided voters.

“LI trains conservatives to fight back, articulate their beliefs and share them with others — and that’s why I like the Leadership Institute. It’s also a very classy organization, always in touch and very well-run,” explained Mrs. Willson.

Mrs. Willson understands, though, that there is more to be done to break up the liberal stronghold on college campuses in America. That’s why she has added the Leadership Institute to her will.

“I want to give back because I love this country. I honor to the depth of my soul all the people who fight for freedom every day. I am grateful for them,” Mrs. Willson added.

— by Oressa Boelk
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. At LI’s Steven P.J. Wood Headquarters in Arlington, Virginia, you can:

- Sit in on one of the Leadership Institute’s 47 unique types of training and meet the students, activists, and leaders you help train
- Hear a prominent conservative speaker at our monthly Wednesday Wake-Up Club Breakfast
- Meet our dedicated staff and experience a tour of our training rooms, multimedia studios, dormitories, and offices

Our headquarters is right next to Washington, D.C. Give me a call at (703) 647-3578, and I’ll get you set up for a top-to-bottom tour. 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

COME SEE FOR YOURSELF

From nuts-and-bolts training, to hard-hitting studio productions, to prominent conservative speakers, the Leadership Institute buzzes with activity as it builds the conservative movement.