GOING ON OFFENSE

Leadership Institute launches plan to defeat leftist thugs

“Progressive” thugs on campus use noise, fury, and violence. They shout down speakers. They smash windows and set fires. They rough up and injure people. They hold campuses hostage with their riots and mobs.

Who will challenge the left head-on to win back America’s colleges campuses and liberate students from the evil empire that occupies higher education? Your Leadership Institute will, with a plan reminiscent of how the Allies joined forces at Normandy to liberate Europe from the grip of real fascism.

Our group calls itself “The Normandy Coalition” in honor of the brave men and women who served and fought against tyranny and oppression so many years ago.

Now that conservatives have gained a beachhead on college campuses, it’s time to liberate students from the evil empire that occupies higher education.

Thuggery from the likes of “Antifa” and other leftist groups has raised intense public outrage precisely at the time when support from donors like you has helped LI organize campus conservative student groups rapidly. Today, LI field representatives support LI’s unique local-campus network of 1,932 conservative student groups in all 50 states — more groups than ever before. Active and engaged, these students, as well as their parents, don’t like what they see happening at so many schools.

One leftist complained on Twitter, “Campus Reform has a plan, funding, & resources to ensure what you say at 3pm is on Fox by 8pm.” You and I can take that as a compliment.

More Americans see the left as the thugs they are because the Leadership Institute has widely publicized leftist abuses and bias in higher education. LI’s campus news website, CampusReform.org, has published 1,510 stories so far in 2017 about leftist outrages on campus. Campus Reform shines a light on the shocking incidents the leftist media refuse to report, and in doing so, LI galvanizes support for the conservative cause from a rapidly growing number of outraged Americans.

Thanks to you, the time is right to go on offense.

Today, with the elements for success in place thanks to LI donors like you, it’s time to go on offense against the left. It’s time for LI to lead a massive force of conservative and pro-liberty organizations in an operation to end the leftist stranglehold on college campuses.

I’m honored by your continued support for LI during this once-in-a-generation — and perhaps once-in-a-lifetime — opportunity to liberate America’s college campuses from the tyranny of the left.

Cordially,

Morton C. Blackwell
President
Leadership Institute
THE GOAL: To liberate students from the “evil empire” that occupies so many college campuses across America

“The rising tide of hatred, extremism, and even physical violence from the left on college campuses is the worst I’ve ever seen in my 38 years as the Leadership Institute’s president,” says Morton Blackwell. “Or even as a College Republican activist during the radical 1960s.”

Since the American institutions that should protect students against leftist thugs either sympathize with them or lack the courage to take a stand, the Institute has stepped forward in a bold way — bringing together a coalition of conservative groups to take action.

“It’s time,” Morton says, “for conservatives to move from defense to offense, and it’s up to my Leadership Institute to act, because no one will do it for us.”

Morton explains, “Our group calls itself ‘The Normandy Coalition’ in honor of the brave men and women who established a beachhead in northern France as the first major step toward victory against tyranny and oppression.”

The Normandy Coalition brings together with LI more than a dozen conservative and liberty-minded national organizations that have campus chapters, as well as legal defense foundations. There are three crucial steps to the plan. Please read below.

STEP ONE

Increase greatly the number of conservative public programs on campus

The first step encourages conservative students to ramp up their activism. Thanks to donor support for LI’s goal to put a conservative group on every college campus in the United States — and hold campus leftists accountable through reporting on LI’s CampusReform.org that reaches a national audience — LI has established a conservative beachhead.

This fall, LI trained and hired 16 outstanding field representatives to travel to campuses all across America and engage with students through activism.

Especially popular is LI’s giant inflatable Free Speech Ball on which students can write anything they want thanks to a $2 permanent marker and their priceless First Amendment rights. This fall semester, LI has had an impact on 442 campuses through recruitment, training, mentoring, and activism events.

Working with the 1,932 active, local-campus student groups in our network — including 261 new student organizations added this fall semester — the Normandy Coalition also challenges the left head-on with invitations to learn from excellent conservative speakers.

Customized LI mentoring and training helps conservative student groups learn how to run successful programs and stop protesters from disrupting their events.

“Already 790 campus events have been held this fall and another 155 are scheduled. These gatherings are a win-win for conservatives,” Morton explains. “As these events proceed, freedom-loving speakers will communicate our conservative principles to thousands more students. And if the left disrupts them or shuts them down, the Leadership Institute will expose their shameful behavior for all to see.”

Student groups in the Leadership Institute's national network have hosted numerous big-name conservative speakers recently. Dick Heller and Larry Pratt spoke to students on the importance of Second Amendment rights. Former presidential candidate Herman Cain explained free-market capitalism and the fight against Obamacare. Investigative videographer James O’Keefe hit hard against the left’s culture of corruption.

This is just the beginning.

STEP TWO

Collect evidence of suppression, abuse, and illegal acts by leftists

The second step in the Normandy Project keeps a careful record of the angry and violent actions of the likes of “Antifa”...
and the rest of the leftist thugs who wield such power on campuses today. The more the American people see the true face of the radical left, the less they tolerate it.

“Antifa has put out a statement warning people not to record their events. They don’t want their thuggery and illegal behavior documented on camera. So documenting them is exactly what our conservative students do,” Morton notes.

When radicals respond with violence and intolerance to conservative speeches, our students will record them with their cell phone video cameras.

When published on LI’s watchdog website, CampusReform.org, the most notorious of the stories spread like wildfire across national media. And the more conservatives expose the left’s indefensible actions, the more public pressure will build on universities and government authorities to protect conservative students and their free speech rights.

When the consequences hit their wallets, leftist thugs will think twice before committing more violence. And the more young people hear a message of freedom, opportunity, and prosperity from the Leadership Institute’s team and from coalition members, the more they will join the conservative cause.

**STEP THREE**

**Hold leftist thugs accountable for their actions**

Finally, conservatives will make these leftist thugs pay — literally, with monetary judgments — for their attacks on freedom. When leftist thugs lash out, the legal defense organizations in the Normandy Coalition will make them pay through filing civil lawsuits to punish wrongdoers.

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(LEFT) Thanks to generous donors, the Free Speech Ball is one of several themed activism kits LI provides to help students advance conservative principles. LI also provides a “PC Police” Kit, a Speaker Kit, Constitution Day Kit, and more.

(BELOW) LI hosts Normandy Project trainings on campus and online that teach students how to conduct a successful public program, deal with leftist agitators, and properly document and collect evidence of any and all illegal actions taken by protesters or campus administrators.
Thanks to generous donors, Leadership Institute field staffers recruit, organize, and train conservative students to break the campus left’s monopoly. Pictured here, LI’s Speaker Kits teach all the steps to bring conservative speakers to leftist college campuses. LI provides several types of kits free of charge to dramatically increase conservative activism on campus as part of the LI-led Normandy Project.

OBJECTIVE: Push back & win against the liberal occupiers who assault conservative students on America’s college campuses

DEPLOY & RECRUIT

Send out field staffers to identify conservative students

Through your support, you helped the Leadership Institute equip 16 top-notch conservatives this summer with highly-effective recruitment and activism training.

These Leadership Institute field staffers now organize conservatives on college campuses throughout this fall semester to mount a rescue mission.

A conservative student on campus is surrounded on all sides — by leftist professors, “progressive” administrators, and indoctrinated students. But since 1997, your gifts to the Leadership Institute have sent field staffers to identify, recruit, and organize embattled conservative students. Thanks to you, a young conservative can breathe a sigh of relief when he or she meets other like-minded students on campus.

The Institute helps these embattled students form their own groups to promote limited government, free enterprise, traditional values, and peace-through-strength policies — conservative principles. Once formed into groups, these students join the LI’s powerful national network of conservative groups — now 1,932 groups strong on campuses in all 50 states — and receive training and support to push back the leftist campus onslaught.

TRAIN & SUPPORT

Prepare students to engage enemy leftists on campus

Just because conservative principles are correct doesn’t mean conservatism will advance on campus. To defeat the left, students must learn how to win. With donor support, the Leadership Institute forms conservative students into organized units — student groups — and then helps them turn their conservative principles into action.

Across America, expert faculty in the Leadership Institute’s Youth Leadership School — our “boot camp of politics” — teach students how to:

- Increase the size and effectiveness of their campus groups
- Host successful high-profile speaker events
- Engage in campus activism to promote conservative principles
- Use the media to get their message out

Conservative students learn special tactics — to make them fearsome activists — at the Leadership Institute’s Student Leadership Conference. Here, students learn how to formulate and execute activism ideas, organize protests, and take sharp photos and powerful videos to expose leftist abuses and indoctrination on campus.
radar. But now, leftist thugs on campus are exposed, shamed, and held to account.
LI’s CampusReform.org has experienced explosive growth, reaching more than 4.7 million concerned citizens this year, with 1,530 stories published on leftist violence and indoctrination. Campus Reform investigative reporters and campus correspondents have appeared on Fox News and other TV outlets 187 times in 2017. Eighty-three LI campus correspondents root out abuses on their local campuses, and more students will join their ranks in the upcoming semester.

Get conservatives elected to student governments
Donor support helps conservative students fight the liberals from within campus governments. At college, conservative students face heavy-handed leftist bias not just from professors and administrators, but also from liberal students.
Leftists on campus often deny official recognition to 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 funding equal to leftist groups, or deny any funding at all.
Through LI’s Campus Election Workshop, conservatives win election to student governments. Conservatives elected to student governments can vote to formally recognize conservative groups and fairly allocate funding to these students to promote conservative principles.

Investigate leftist abuses on campus and launch an air assault through LI’s CampusReform.org
While conservative students battle leftists at colleges on the ground, Leadership Institute investigative journalists assist them with an air assault. The Leadership Institute’s campus news watchdog website, CampusReform.org, exposes liberal bias and leftist abuses on college campuses to level the playing field for conservatives. When a student brings evidence of liberal bias, LI’s Campus Reform staff thoroughly investigate the issue and then publish a report online.
Donor support enables the Leadership Institute to bomb the airwaves and online media. LI’s coverage has forced universities to reverse liberal policies, issue apologies, and even suspend or fire leftist professors.
University of Tampa professor Ken Storey told his followers online that Hurricane Harvey’s destruction was “instant karma” for the Texans’ “evil” of voting for Donald Trump and conservative policies. (See full story on page 8 of this issue.) Due to CampusReform.org’s public exposure, university officials fired this professor. And there’s more where that came from.
Before LI created CampusReform.org in 2009, these abuses flew under the

Thanks to Leadership Institute donors, conservative students fight and win
The Leadership Institute’s operation to rescue conservative students from the clutches of the left would not exist without generous donors. Otherwise, conservative students would be alone on the battlefield, surrounded by the enemy and faced with two options — convert to leftist, or damage their careers.
Leadership Institute donors understand LI’s vital mission to identify, organize, train, and equip conservative students to fight back against liberal indoctrination on college campuses.
“Your donation not only has immediate effects in a conservative student’s life, but your investment in his or her future will keep that future elected official, journalist, or voter firmly on the conservative side — and fighting for your principles,” says Morton Blackwell. “Thank you for your continued support of the Leadership Institute to help conservative students, activists, and leaders fight back to win.”
Judeo-Christian values, a Jewish democracy, and a strategic Middle Eastern location are the bedrock of America’s support for the state of Israel.

Since establishment in 1949, Israel has defended her right to exist every day on every level: national, regional, and international. But from within Israel, leftists would wish to undo the political principles — shared by conservatives in America and Israel alike — that keep countries strong and prosperous. That’s where the Leadership Institute comes in.

The U.S. and Israel: a bond that LI training makes even stronger

Better training in leadership, organization, and communications serves as an effective weapon in the fight against progressivism. LI’s special international programs are paid for exclusively by the host country organizations and LI donors who have specifically directed their funds towards these efforts.

LI’s Director of International Programs is Ron Nehring, a strategist and communications expert who served as Senator Ted Cruz’s national spokesman in his 2016 presidential campaign.

Ron has helped the Institute develop relationships with Israeli conservative leaders to the point where LI provides the training and local partners fill the training rooms. He and expert faculty member Rick Tyler recently conducted two thorough and detailed programs on key topics including how to develop effective communications strategies, build winning coalitions, and organize a political operation for non-campaign purposes.

Advanced LI training equips Israeli conservatives

LI held its first training sessions in Israel May 2017 in Jerusalem and Tel Aviv. The audience included think tanks focused on advancing free market policies, the association of mayors in Judea and Samaria, an organization dedicated to advocating for Israel in foreign media, a conservative student group, and a center-right news outlet.

More than twenty conservative leaders gathered in a Jerusalem conference center for the Leadership Institute’s first training: an advanced communications workshop for the leaders of conservative advocacy groups and think tanks organized by the Tikvah Fund.

Topics of the training programs include:

- Building persuasive messages that move and influence people — a program based on contemporary research into the primary drivers of voter decision-making.
- Grassroots mobilization techniques, updated with the latest developments from the 2016 U.S. presidential election, examining the successful tactics used on both sides.
- Topics and lectures selected from the 47 unique training programs already developed by LI, or developed specifically for the host partner.

The Leadership Institute conducts training in Israel with the Tikvah Fund and the Likud Party to teach conservative Israeli activists, current and future leaders, and other stakeholders the latest techniques for organizing and communicating. LI’s program aims to:

- Increase the number and effectiveness of conservative students, activists, and leaders in Israel.
- Build relationships with partner organizations and local leaders to expand future Israeli efforts.
- Build a network of LI alumni and leverage those relationships to increase future involvement in Israel and potential training in the United States at LI.

Israel and the United States have a long history of mutual values and support. LI training in May and December in Israel is the beginning of a new chapter in that history — the sharing of effective strategies to prevent leftist ‘progressives’ from dominating the country.

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Come tour our headquarters!

“Seeing is believing. Like you, Shep and JoAnn give to train conservatives to win against the left. Come see the young men and women you equip. Call my office at (703) 247-2000. I’ll be happy to arrange a tour of our Arlington, Virginia, headquarters to show you the impact you achieve through your support.”

By John McGovern

Sheppard and JoAnn Davis
They give to turn America conservative

“We have been involved in politics for a long time in the Virginia Beach area,” says Sheppard Davis.

Though Virginia Beach is ranked one of the most conservative large cities in America, Shep and JoAnn Davis have seen liberals pour into Northern Virginia and turn the state blue in recent elections.

The Davises have since turned their focus on winning Virginia — and America — back to conservative principles by training conservative students through the Leadership Institute.

A reputation for hard work and principled service

Shep and JoAnn first gave to the Leadership Institute to organize a conservative group on a college campus through the Institute's Campus Leadership Program. This program — the largest at the Institute — actively recruits, organizes, and trains conservatives to become effective activists for their principles in their local college community.

Shep said conservatives must “place those students, activists, and leaders ‘on the street’ in the battle for our shared conservative values. Street soldiers win wars, and young bloods who are Leadership Institute-trained will be tough.”

Nowhere in America is the left’s scheme to retake the country more prevalent than on college campuses. To indoctrinate the youth is to capture the future of the country.

But Shep and JoAnn confidently support the Leadership Institute's efforts to push back the leftist onslaught found on most college campuses. “This movement will be able to fight liberal bias on college campuses and do so effectively,” Shep said.

Shep and JoAnn look forward to training more young, effective conservative activists through the Leadership Institute — and will continue to support the mission that breaks the left’s monopoly over higher education.

Sheppard and JoAnn were instilled with a strong ethic of hard work and conservative principles that proved invaluable to their professional and personal lives.

A graduate of Old Dominion University and William and Mary Law School, JoAnn became the principal of Pender & Coward law firm and served as the Commissioner of Accounts for the City of Virginia Beach.

Shep graduated from Princeton University and worked as the youngest member of the New York Stock Exchange and as a securities broker with Prudential in North Carolina and Virginia.

With years of public and private service under their belts, they know success when they see it — and how to defend conservative principles. Shep said, “The Leadership Institute’s most important contribution is the simple act of putting conservative young activists in the heart of liberal campuses where they can record, publicize, and counteract liberal lies.”

Their support trains the young ‘ground troops’ of the conservative movement

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They give to turn America conservative

Since 1979

Training Conservatives

By John McGovern

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Morton
Thanks to donor support, LI's CampusReform.org has won important victories against campus leftists, including the firing of University of Tampa professor Ken Storey. Storey said online that the devastating storm that caused massive flooding and extensive property damage across Texas was “instant Karma” for the state’s support of the GOP.

“I don’t believe in instant Karma but this kinda feels like it for Texas,” Professor Ken Storey wrote. “Hopefully this will help them realize the GOP doesn’t care about them.”

One of Storey’s followers responded to his message by noting that there are “lots of good people in Texas,” and so he “may want to rethink this one.”

Storey then elaborated that his comments were only intended for Republican supporters and that the GOP voters in Florida also deserve “bad karma.”

“Well, the good people there need to do more to stop the evil their state pushes. I’m only blaming those who support the GOP there,” Storey replied. The same commenter responded by asking if Storey thought the same about Trump supporters in Florida.

“Yep, those who voted for him here (in Florida) deserve it as well,” Storey answered, though he later deleted his Twitter account.

Due to CampusReform.org’s public exposure, the next day university officials announced that Prof. Storey had been “relieved of his duties.” In a statement, the school strongly condemned the comments, underscoring that Prof. Storey’s remarks “do not reflect UT’s community views or values.”

“We condemn the comments and the sentiment behind them, and understand the pain this irresponsible act has caused. Storey has been relieved of his duties at UT, and his classes will be covered by other sociology faculty,” the university wrote.