



*“The People...are the only sure reliance for the preservation of our liberty.”*

*— Thomas Jefferson, 1787*



**TAKE AMERICA BACK *NOW!***

## CAMPAIGN ACTION PLAN

### EXECUTIVE SUMMARY

The time is now to build upon the growing Tea Party and conservative resurgence and **Take America Back** from the advocates of big government in both political parties, from those who are eager to use the power of government to enrich themselves at the expense of others, and from the web of left-wing special interests who feed at the public trough and consider it their right to do so. And with your support, that is exactly what we intend to do between now and the November elections. Working together, we will **Take America Back and turn protest into results!**

This has been, in effect, FreedomWorks' longstanding mission. We have always believed that grassroots power, armed with the principles and good ideas of freedom, is the only effective check against a burgeoning government. Now we have a historic opportunity to transform grassroots conservatism into lasting political change! But we cannot do it without your time and effort.

Successfully changing the direction of our country away from socialism and towards freedom depends on the dedication of each and every one of us and requires a constant effort to:

1. **Stop the Left's Legislative Initiatives.** We cannot afford to let our guard down in the wake of ObamaCare's passage. We must be vigilant about other items on the left-wing wish list, and stand ready to educate and mobilize our friends and neighbors against the cap-and-trade tax, more stimulus bills, more bailouts, more tax hikes, and more job killing regulations. This means showing up and making your voice heard—participating in congressional town hall meetings, writing letters to the editor, calling your local talk radio show, and calling and meeting with your member of congress.
2. **Wake Up America and Build Local Activist Communities.** Grassroots America has clearly rejected the liberal agenda. But we must continue to grow the movement and educate voters about the issues and where candidates stand, especially in critical primary elections where principled conservatives are rising up against the GOP party establishment in critical races. Each of us must actively recruit other patriots to this effort—sign up your family, friends, neighbors and co-workers! All told, we must recruit 3 million new community leaders in 20 strategically important

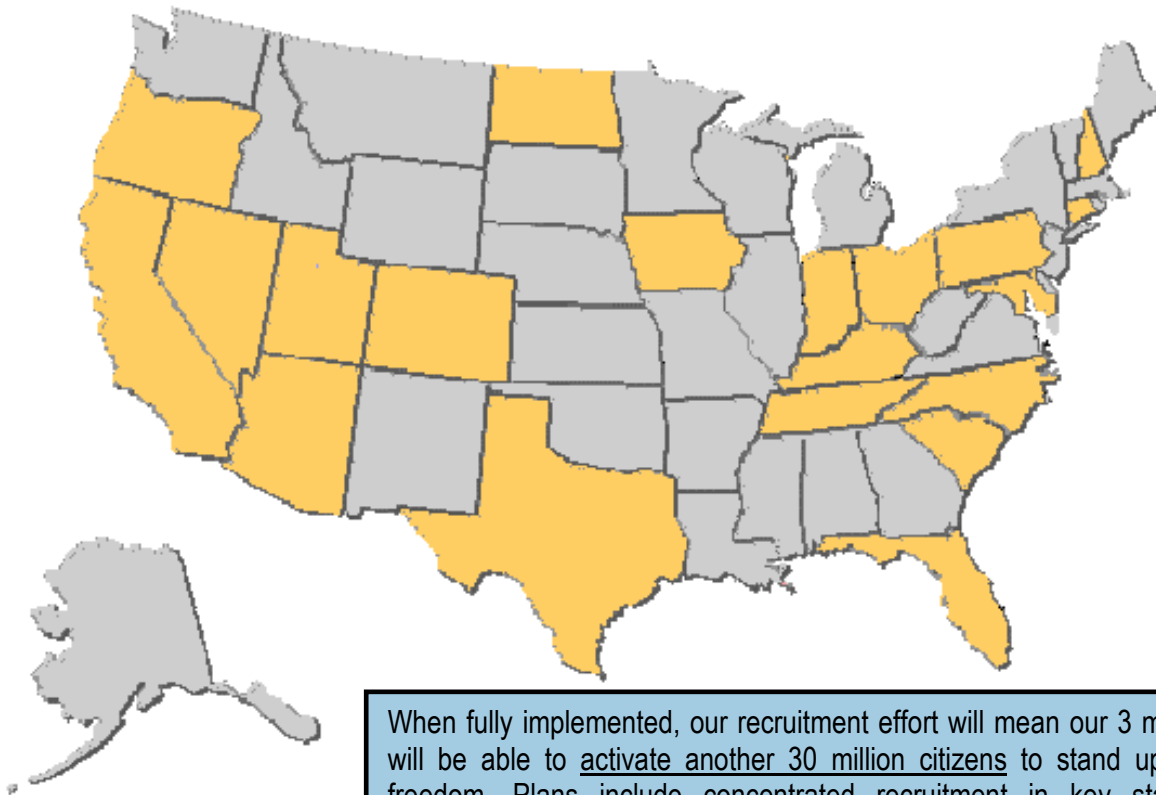
states (see map below). Each of these new community leaders will likely have no fewer than 10 more relationships that can be activated at key points in the campaign. That is a scale-tipping 30 million activists!

- 3. Drive National Media Messages on Fiscal Responsibility and the Damage Done by Big Government.** We must continue to generate news stories about the Tea Parties and the failure of the Obama-Pelosi-Reid agenda. At the same time, we must showcase the historic success of the free market and promote entrepreneurship, not big government, as the most effective way to achieve innovation and prosperity. Take time to read about the issues and understand exactly where candidates stand on ideas that matter most to you. Use the internet and go to [www.FreedomWorks.org](http://www.FreedomWorks.org) and other websites.
- 4. Take America Back on Election Day and Hold Policymakers Accountable.** The left hopes our conservative rebellion is a temporary phenomenon and that the passion will cool quickly. We must build the foundations of an ongoing movement that will not only elect responsible lawmakers but will hold them accountable once in office. The results of this election year will be determined by powerful communities of motivated individuals. We must arm our friends and neighbors with the most up-to-date materials and strategic intelligence, and provide them with the means to get the job done. And most importantly, we all must VOTE on Election Day!

Through the Take America Back campaign, FreedomWorks will seek to support and maximize, not control, the efforts of those citizens who are committed to the ideals of lower taxes, less government, and more freedom. Our aim is to act as a service center, a true resource to those who share our desire to Take America Back and to restore our Founding Fathers' original vision of economic freedom and liberty!

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## TAKE AMERICA BACK TARGET STATES



When fully implemented, our recruitment effort will mean our 3 million+ activists will be able to activate another 30 million citizens to stand up for economic freedom. Plans include concentrated recruitment in key states such as: Arkansas, Colorado, Connecticut, Florida, Indiana, Kentucky, Maryland, Nevada, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, and Utah. Our ultimate objective is to transform these new members and activists into a community capable of forever changing the American political landscape.

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## TAKE AMERICA BACK—ON THE GROUND

Our campaign's on-the-ground recruitment and education activities will take different forms, but key among them will be the **Take America Back Road Show**. With stops in our targeted states, the road show will feature rallies as well as a town-hall type discussions of the issues critical at both the national and state levels—including cap-and-trade energy legislation, card check, taxes and spending—and what concerned citizens can do to make an impact this year. In addition, voter registration will be a key component of every event.

We will hold additional **Patriot Training Sessions** led by campaign staff members well versed in the art of grassroots organizing. The smaller training sessions will allow for more one-on-one interaction with activist leaders who want to do more on behalf of FreedomWorks and the **Take America Back** campaign. We will help activists realize their potential as effective advocates for freedom, equipping them with the tools and tactics they need to get the job done. Additionally, throughout the course of the campaign we will provide assistance in organizing events and lobby visits, including:

- Grassroots phone calls and letter-writing blitzes
- District office visits, rallies, and protests
- Legislator intercepts (town hall and other meetings)
- Literature drops and precinct walks
- Tea parties, rallies and other protests, including the 9-12 Taxpayer March on Washington
- Liberty Summits and other issue briefings and discussions with national policy leaders, FreedomWorks staff, and coalition allies in Washington, D.C.



*9-12 Taxpayer March Participants Streaming Down Pennsylvania Ave. in 2009*

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## TAKE AMERICA BACK—ONLINE

Supporting our on-the-ground efforts will be a robust online campaign. At the heart of this effort will be the **Take America Back** campaign war room. When fully implemented, the campaign war room will feature a robust, decentralized communications and social networking platform that will allow activists to more easily communicate with one another, build relationships and coordinate activities, instantaneously share information and valuable strategic intelligence, organize events, and a host of other activities.

As the campaign progresses, the Take America Back war room will also highlight specific legislators' positions on such issues as taxes and spending and will feature cutting edge technology that will allow you, the activist, to more readily:

- Connect via phone with key congressional offices at a time that is convenient to you
- Write letters to the editors of any of the top newspapers in the country
- Identify rallies and other events that are planned for your local communities
- View, via Google map, a listing of the latest Tea Parties, congressional town halls and other policymaker appearances that are open to the public
- Access the latest talking points and issue developments on policies that pose a threat to freedom and economic liberty

As Election Day approaches, the war room will also provide activists with up-to-the-minute intelligence for Get-Out-the-Vote (GOTV) efforts in our more than 20 targeted states, candidate intercepts, door-to-door visits, yard signs and literature drops, phone banks, and much, much more.

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## MAKING THE DIFFERENCE NEXT NOVEMBER

Having exponentially grown our community, leading into November we will be poised to effectively engage in concentrated **Get Out the Vote** (GOTV) activities and drive key issues in critical House and Senate battleground elections. To fully capitalize on the ability to conduct GOTV activities, we will launch the **Freedom Project**, which includes direct issue education against the backdrop of a targeted congressional race. We will also develop **Candidate Scorecards** that compare the policies advocated by each candidate and the impacts they will have on consumers' pocketbooks, businesses, and ways of life, and help activists **Shadow Key Congressional Candidates** as they make their way through our target states, questioning them concerning their views on key political issues. All of these efforts must be bolstered by an ongoing earned media and internet-based marketing campaign.



*Thousands of Activists came to Protest Against the Obama Agenda at the D.C. Tax Day Tea Party*

As the campaign intensifies, we will work with activists to organize **Take America Back Rallies** in targeted states and districts. These events will focus on exposing the left's aggressive agenda and the devastating effect it will have on freedom and economic liberty. Chief among the rallies will be the **Taxpayer March on Washington on September 12, 2010** where, once again, we will encourage hundreds of thousands of citizens to converge on our nation's capital and send a resounding message in defense of economic liberty. We will also work with activists to organize critical GOTV activities such as phone banking, door-to-door mobilization, and yard sign distribution efforts that will further highlight the need to **Take America Back** in the days leading up to the election.

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## WORKING TOGETHER, WE CAN TAKE AMERICA BACK

If 2009 was the year of taking protests against Big Government to the streets, 2010 is the year of taking it *to the polls!* Most conservatives have been waiting a lifetime for the opportunity to *really change government*. To restore freedom and the ideals that created America and end forever the idea that the people exist to serve government. That opportunity is NOW. It is time to **Take America Back**. Join us as we work to turn protests into real results this November!

