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SPECIALIZING IN
 4 Horsemen of Marketing
 (Position, Differentiation,
 USP/Benefit, Brand)
 Building Large Housefiles
 Quickly
 Digital Fundraising
 Direct Mail Fundraising
 Grassroots Lobbying
 High Dollar Fundraising
 Internet Marketing
 Lifetime Value of a Donor
 Sweepstakes
 Video (DVD) Marketing

My purpose in writing these marketing memos is to encourage you and other conservative leaders to 1) greatly increase the size of your nonprofit organization; 2) significantly grow the number of your supporters; 3) raise much more money; 4) encourage conservatives to launch thousands of new single-issue organizations to compete with the tens of thousands of liberal nonprofits; and 5) raise your team's professional level.

The Left is out-marketing and out-organizing conservatives. The Left's nonprofits (about 20,000) yearly raise \$20 billion+ from over 20 million unique donors, while conservative nonprofits (1,000-2,000) raise only about \$3-4 billion from about 3-4 million unique donors.

Conservatives dominated grassroots marketing from the 1960s through most of the 1980s. But today the Left dominates through bold, professional marketing and aggressive entrepreneurship.

CONSERVATIVES HAVE A MAJOR SHORTAGE OF BOLD, RISK-TAKING, EXECUTIVE, ENTREPRENEURIAL LEADERSHIP.

MEMORANDUM

TO: Key Conservative Leaders
 FROM: Richard A. Viguerie
 DATE: January 31, 2023
 RE: 39th Monthly Marketing Memo for Conservative Leaders
 SUBJECT: A Look at Democrat/Liberal and Republican/Conservative Recent Fundraising

The attached report shows in detail how Democrat and liberal political campaigns and nonprofits in the recent election continued their fundraising dominance over Republican and conservative political campaigns and nonprofits.

As I've previously written, the main reasons Republicans/conservative candidates have significantly underperformed in recent elections include:

- Incompetent and ineffective Republican leaders.
- Republican leaders who don't like their voters (you think Senator Mitch McConnell likes grassroots conservative activists? Pelosi and Schumer not only love their activists, but they in turn love Pelosi and Schumer).
- Weak and low energy conservative leaders. For example, pro-abortion organizations outraise pro-life organizations by over 1,000% from 1,000% more individual donors. In the recent November election,

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voters in Montana voted against a law to protect born-alive babies in a botched abortion—this was in Montana, not California or New York.

- Liberals have over 20,000 nonprofit organizations and conservatives have about 1,500.
- Liberals raise about 700% more money from their nonprofits than conservatives (20+ billion vs. 3.5 billion).
- Liberals have about 700% more donors than conservatives (20,000,000+ vs. 3,500,000).
- In the 2022 election cycle Democrat political candidates on average raised 65% more dollars than Republican candidates in critical must-win races. ([See my attached summary on how the battle for \\$\\$\\$ favored the Democrats in 2022.](#))

For example, in the top 10 U.S. Senate races, Democrats raised a bit more than 50%, in the top 10 Governors races, about 6% more, and in the top 10 PACs, about 75% more averaging about 43% more funds raised for Democrat candidates than Republican candidates according to FEC reports as of December 31, 2022 and listed on Opensecrets.org.

- In the last 8 presidential elections, the Democrat presidential candidate received more votes than the Republican candidate in 7 of the elections.

In the November 6, 2022 election, the vast majority of issues favored the Republican Party and its candidates, including inflation, the wide open southern border, Democrats war on fossil fuel, the sky-high gas prices, defund the police, a rising crime wave (especially murder), etc., etc.

About 70% of the voters felt the country was going in the wrong direction, and they had a negative feeling about the Democrat president.

The Republican/conservative leaders threw away a great opportunity to sweep a massive number of Democrats out of office. Clearly the Democrat leaders out-worked, out-smarted, and out-strategized Republicans/conservatives.

However, most of this bad news can be changed to favor Republicans/conservatives by the time of the November 2024 election.

BUT NOT IF WE/YOU/CONSERVATIVES START IN 2024.

Democrats/liberals have outraised Republicans/conservatives for over 25 years. However, it wasn't always thus. In the 1960s-1980s conservatives dominated grassroots fundraising and marketing.

If you want to raise more money—get more donors.

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You want more donors—invest more money in finding new donors.

How much should you invest in finding new donors?

Simple—determine the lifetime value (LTV) of new donors. Yes, it's difficult. If it were easy, you probably would not have your job because you could be replaced by someone making much less money.

If you don't know your expected LTV, you won't know how much to invest to find new donors and grow your organization or fund your campaign.

Unfortunately, we're in a difficult market to grow organizations (inflation, sky-high gas prices, supply chain problems, recession, mailings including postage costs significantly more than pre-Covid), etc.

BUT FAILURE TO GROW IS NOT AN OPTION.

The opposite of massive growth for conservative organizations and candidates is to lose in 2024 and lose America.

Remember this 2014 quote from Professor Harry Jaffa of the Claremont Institute:

*“Western Civilization survives because of America.
America survives because of the Conservative Movement.”*

I've added: *“The Conservative Movement survives because of a few hundred conservative leaders.”*

You cannot wait until 2024 to start or grow your organization and expect to have a significant impact on the 2024 election.

By the way, political campaigns, candidates, political action committees, are just a few of many ways to influence elections.

The 20,000 liberal nonprofits (501(c)(3)s and 501(c)(4)s) are having a major impact on public opinion, and public opinion drives how people vote.

Remember, direct marketing/direct mail is advertising, the same as if you were advertising on TV, radio, billboards, yard signs, etc. So, when you mail thousands or millions of direct mail letters, you're educating, energizing, and activating voters the same as ads on TV or radio.

In fact, in many ways direct mail is far more effective because:

- Communications/information from someone you know, like, and respect can be up to 1,000% more effective than the same message from a stranger.

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- After the TV or radio ad runs, there is nothing left—not even an echo.
- But with direct marketing/direct mail, if done properly, you have lots of postal addresses, phone numbers, email addresses of donors, supporters, fans, and you received money to help pay for the direct marketing/mail program. Now you have the opportunity to raise 10x, 100x, 1,000x more money in the future.

HOW TO HAVE MAJOR GROWTH IN 2023 AND 2024

Here are a few ideas to help grow your donors and income in these troubled economic times:

1. Of course, reach out to the 3,500,000 known conservative donors, but in addition seek donors in non-political lists. How can the conservative movement grow if conservative organizations/candidates only solicit to the same 3,500,000 conservative donors that a hundred other conservative nonprofits are also asking for money?

How do you find new donors? Simple—write appeals to specific categories of potential donors, e.g., veterans, seniors, sportsmen, parents, grandparents, Hispanics, Catholics, Evangelicals, Jews, etc., etc.

Write the appeal to explain how Democrat policies and programs are hurting that interest group, then propose one or more projects that will help solve the problem. For example, test lists of seniors and explain how Democrat policies and programs are putting into great risk the financial retirement plans for seniors and offer a solution.

2. If you rely on postal/email mailings for most of your income, you'll never be competitive against your liberal counterpart.

Yes, I know many/most liberal nonprofits receive lots of money from the government, leftwing foundations, major leftwing donors like Zuckerberg, Bloomberg, Gates, etc., but they also have hundreds of thousands of wealthy liberals that give large gifts because the liberal nonprofit has a professional development department that asks for major gifts.

If you don't have a professional high-dollar fundraising/development program, you probably shouldn't be running a nonprofit or a political campaign.

3. Do you have a **Position** (hole in the marketplace?)
4. Do you **Differentiate** publicly from your competition?
5. Do you offer a **Benefit**?

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6. Do you have a **BRAND**? A brand is so important it can be thought as of the whole ballgame. A brand is when you “own/dominate” a category.
7. Do you have a **Tagline**? And if anyone else can properly use your tagline, tear it up and keep writing until you come up with one that works only for you.
8. Do you offer a solution to a problem Democrats have caused?
9. Do you have a written plan?
10. I could continue for many more pages, but why when I’ve recently written over 150 pages on how Republicans/conservatives can grow their organization or political campaign, get more donors, money, and govern America?

My new book, *GO BIG: The Marketing Secrets of Richard A. Viguerie* explains how conservatives can not only be competitive with the left, but dominate in grassroots marketing.

As I’ve written many times, there’s a strong need for more professionalism among conservative leaders, marketers, fundraisers, communicators, etc.

[Use this order form to order your copy.](#) You may want additional copies for others in your organization.

There’s no shortage of donors, money, voters, just a shortage of leaders with energy and professional skills.

In *GO BIG*, I share many of the ideas, experiences, knowledge that I’ve acquired since leaving Houston in 1961 to go to New York City and run Young Americans for Freedom.

If you don’t quickly acquire the information in *GO BIG*, your competitors will.

This is not difficult. We can do this—we not only can save America and Western Civilization, but I believe we’re called by God to do so.

Enclosed:
Report of Democrat and Republican \$\$\$
Order Form for *GO BIG*