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High Dollar Fundraising  
Internet Marketing  
Lifetime Value of a Donor  
Sweepstakes  
Video (DVD) Marketing

My purpose in writing these memos is to encourage you (and a small group of other major conservative donors/leaders) to urge, pressure, and insist that those conservative organizations you generously support become aggressive in growing their organizations. Over 90% of conservative organizations/candidates are doing a terrible job of grassroots marketing.

On average, liberal organizations have 4-6 times more donors and 5-10 times more income from their grassroots. However, there is time to grow most conservative organizations by 100%-300% before November 2020. Failure to do so will give liberals a massive advantage in 2020.

**MEMORANDUM**

**TO:** A Select Group of Major Conservative Donors/Leaders  
**FROM:** Richard A. Viguerie  
**DATE:** August 20, 2019  
**RE:** 2<sup>nd</sup> Marketing Memo  
**SUBJECT:** How to Build Large Conservative Organizations to Compete with Liberal Nonprofits

In this memo, I'm going to explain why liberal organizations are far better at grassroots marketing and how conservatives can be competitive in the next 14 months, and in a few years even surpass the left.

Quite frankly, only a relatively few conservative organizations (less than 5%) are being aggressive in their outreach to the grassroots. It seems our leaders have low energy, but the Left's leaders are on fire and focused on crushing conservatives.

That's a major reason why the GOP lost control of the House, seven governors, and only picked up two U.S. Senate seats in the most favorable Senate election map in the history of the Republican Party.

We're in danger of suffering major losses in 2020, unless conservatives become much more aggressive and competitive at grassroots marketing.

In the 1960s-1980s, conservatives not only pioneered grassroots direct marketing, but we used it very effectively to build the modern conservative movement, elect Ronald Reagan as President, and takeover the Congress in the Gingrich-led revolution of 1994.

However, in recent years, the Left has developed about 10 million grassroots donors and the Right has only about 2 ½ million and no conservative organization is competitive with ActBlue (ActBlue alone has 7.3 million liberals who have given their credit card information).

Why? In my opinion, the vast majority of conservative leaders lack the entrepreneurial/business/marketing skills to run big organizations, and successfully compete against major liberal organizations.

For example, there are six liberal organizations, each with a yearly budget of over one billion dollars, but not one conservative organization. According to the latest publically available data the largest right-of-center organization is the NRA, with income of \$415,300,000.

There are numerous reasons why the liberals overtook conservatives in grassroots marketing. In my opinion, here's a list of the major reasons.

### **1. LACK OF PROFESSIONALISM**

Liberals who run nonprofits are generally more professional than those who run conservative nonprofits. Obviously, there are some significant exceptions.

Leadership/management/marketing are learned skills like any profession, and very few conservatives approach marketing in a professional manner.

### **2. FEW CONSERVATIVE ENTENPRENEURS**

There are very few conservative leaders who are entrepreneurs. A key characteristic of an entrepreneur is that they are a risk taker. Very few conservative non-profit leaders are risk takers. Many people are attracted to non-profits, because they are not comfortable in a hard-charging, aggressive, business-like environment.

*A major conservative leader recently wrote to me, "...lack of experimentation and risk taking is maddening. Have our folks lost the will to win?!"*

At first you may think this doesn't apply to the organizations you support, BUT I urge you to consider the possibility that they may be one of the 95% of national conservatives who say they see a tsunami blue wave heading toward us in November 2020, but are not operating like they see it or believe it.

Bright liberals who want to save the world usually go into the non-profit world, but most bright conservatives go into the private sector. I've learned very little about marketing from the non-profit world. The vast majority of my business and marketing skills have come from the commercial world. Conservative leaders need to turn off conservative media, put down conservative books, disconnect from social media, and study best business/marketing practices.

### **3. CONSERVATIVES ARE IGNORING 95% OF THEIR DONORS**

Most conservative organizations/candidates focus on raising high-dollar donations (\$100+), but liberals aggressively seek out the \$1, \$5, \$10, \$25 donors.

A focus on the 5% who give \$100+ is the reason most conservative organizations only have 5-10-20,000 donors. However, the Left has a hundred nonprofits with 50,000, 100,000, 1,000,000+ donors/supporters—the Right has a handful.

Direct mail is the 3<sup>rd</sup> largest form of advertising (TV, internet), so when my company mails billions of postal letters, we're not only finding donors and raising money—we're educating voters about the virtues of our beliefs and the dangers of the liberals' beliefs, getting people to become activists, registering them to vote, urging them to vote, etc., etc.

Jon Von Kannon, the longtime director of marketing at Heritage Foundation said that  $\frac{2}{3}$  of the 2 billion dollars that Heritage has raised came from people whose first contact with Heritage was a \$100 or less donation in reply to a postal mailing.

Another example from the Left: a virtually unknown third-term Democrat congresswoman from Hawaii, Tulsi Gabbard, running for President has 130,000+ donors. And Pete Buttigieg, the Democrat Mayor of Indiana running for President has 360,000+ donors. How many conservative organizations that you support have 70,000 or even 50,000 donors in the last 12 months?

#### **HERE ARE SOME IDEAS AS TO HOW YOU CAN HELP YOUR FAVORITE CONSERVATIVE LEADERS/ORGANIZATION:**

- a) Mentor them.
- b) Give them books to read, and review/discuss the books with them; e.g. 7 Habits of Successful People, Drucker on Marketing, Origin of Brands by Al and Laura Reis, etc.
- c) Invest money to be spent only on acquisition of new supporters/donor/members. Think of this as helping them to fish rather than giving them a fish. If you give them a fish they will be regularly coming back for more, but if you teach them how to significantly grow their organization you can help them raise tens maybe hundreds of millions of dollars because of the life time value of the new donors.
  1. Make a one-time gift earmarked for donor acquisition
  2. Make a loan to be repaid from the net income of the new donors
- d) Get conservative leaders to write and share with you a written plan to grow the number of their active supporters/donors/members 95% by October 31, 2020.
- e) Help them build a Development Department. Very few conservative nonprofits have a properly staffed and functioning development department. Ninety percent plus of the fundraising value of building a donor file is so the development team can solicit 50x-100x-1,000x times gifts. Start by asking for a written plan as to how they're going to establish a fully functioning development department/team.

In April, I made the following offer to conservative leaders—only a few have taken me up on my pro-bono offer:

*Most leaders of conservative organizations are doing acquisition marketing merely to cover attrition—if that. Our side is not growing in size or might. We are not competitive with the Left.*

*Therefore to help strengthen our cause, I'm offering pro bono 3-4 hours of my time to conduct a direct marketing/fundraising training session for top conservative executives in our office in Northern Virginia on a date that works for both of us.*

*There is no cost. We will not try to sell you anything before, during, or after. In fact, we will provide a fair amount of printed material to leave with you to help you remember some of the important things we discuss. If you'd like, we can video the session.*

*You may be trying to figure out why I am making this offer. What's the catch? Why is Richard doing this?*

*For 57 years, my passion has been building the conservative movement and advancing the conservative cause. I've always made myself available to help the cause of liberty/freedom under God's laws. And at age 85, I'm more anxious than ever to pass on to others my experience and knowledge.*

*I'm going to schedule one 3-4 hour session a week. If you're interested in learning more about my offer, contact Meredith Cole or Linda Hall at (703) 392-7676.*

*As always, I thank you for your work, sacrifices, and leadership on behalf of the cause of liberty and freedom. I welcome your comments, suggestions, and advice.*

This offer still stands.

I've said this many times in the last year, and my company's experience bears it out.  
**“This is the best time in my lifetime to grow right-of-center organizations.”**