

The background of the image features a waving American flag with its characteristic stars and stripes. At the bottom of the frame, the pages of an open book, likely the United States Constitution, are visible, showing dense text in two columns. The overall lighting is soft and patriotic.

HYPOTHETICAL CAMPAIGN STRATEGY Congressional Primary 2024

Vision Statement: Everything our campaign does will support strengthening the conservative nature of our American pillars consisting of God, Family, Church, and the love of Country.



KEY ASSUMPTIONS

- 1. We will look to the mind of God and the principles found in the Bible to chart our pathway forward**
- 2. We will not attack our opponents**
- 3. We will maintain a collegial and gentleman-like manner when engaging in public policy differences**
- 4. We will win or lose this race based on our ability to effectively communicate our conservative positions**
- 5. We will focus on the substantive key drivers of public policy and refrain from engaging in bickering, backbiting, and the derisive politics of yesteryear**
- 6. We will lead the charge and FIGHT for our conservative causes with the effective use of the various platforms given us (bully pulpit)**

All legislation will support our Vision Statement

LEGISLATIVE DRIVERS

- 1 • We will support declaring war on the Mexican Drug Cartels, building a complete wall at our Southern Border, and deporting all aliens who enter our country illegally (lawbreakers)
- 2 • We will support stopping WOKE indoctrination and all of its subtle derivative forms.....dead in its tracks
- 3 • We will support conservative efforts to rebuild American families and the spiritual vibrancy of our country
- 4 • We will support efforts that eliminate all forms of Marxism, Communism, and Socialism in our midst and return to capitalism and a free-market premise
- 5 • We will support passing a balanced budget amendment to our Constitution, reigning in out-of-control spending, and reducing our overall budget by 20%

All legislation will support our Vision Statement

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- We will support educating the American constituency toward a proper understanding of the relationship between church and state. The Supreme Court must overturn all legal precedents that define the “Establishment Clause” in the 1st Amendment as anything more than prohibiting Congress from establishing a national religion. The untoward existing legal precedents has pitted the Establishment Clause against the Free Exercise Clause, thus, putting Church and State against one another and creating undo tension

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- We support creating laws that identify God Almighty, the Creator-God, as the basis of religion (One Nation Under God) and not some watered-down version where any “deeply held beliefs” qualify as religion as currently defined by Congress and the Supreme Court of these United States

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- We support stopping all funding for the Ukrainian War, redirecting those financial resources to our Southern Border, while creating an expectation that Europe should shoulder more of the resources, not less

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- We support peeling back all legislation relating to radical environmentalism and the Green New Deal. Through fear mongering, demagoguery, and deception, it is nothing more than a repackaged Ponzi scheme aimed at taking more of the American tax payers money to support leftist ideology and their pet projects. i.e. Power and Control

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- We support educating and legislating **toward** a love for God, Family, Church, and Country

All legislation will support our Vision Statement

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- We will support educating and legislating **toward** clean elections, going back to paper ballot formats, along with increased oversight provided on both sides of the isle

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- We will support our law enforcement officers and first responders

13

- We will support saving the lives of the unborn. This is [the] primary fundamental issue in America

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- We will support term limits and sponsor legislation

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CAMPAIGN TACTICAL COMPONENTS

- Establish fundraising goals with the corresponding events and methodology to reach those goals
- Assemble a group of like-minded conservative “advisors” who are willing to devote their time, talent, and treasure to the campaign cause
- Assemble a group of campaign “staffers” who are committed to leading the charge and are willing to devote their time, talent, and treasure to the campaign cause
- Set a detailed tactical plan with Gantt Chart accountability for specific action items, such as door knocking, campaign rallies, speaking engagements, home get-togethers, radio and television interviews, podcasts, and other distribution points to get out the campaign message
- Establish a dynamic social media presence
- Establish a dynamic door knocking plan along with an outline to meet with “key influencers”
- Evaluate marketing materials that are low cost and high impact for maximum name recognition
- Develop a customized and unique “photo gallery” that supports various aspects of our public policy and overall campaign theme

Strategic S.W.O.T. Analysis

Strengths

- Depth of public policy understanding
- Executive level strategy and sales experience
- Writing and communication skills
- Strategic analysis
- Relationship building skills
- Religion and Constitution expert

Weaknesses

- Hasn't held elected position
- Anti-establishment outsider
- May shoot over the mark with some
- Combative in two previous campaigns
- Hyper-competitive and aggressive
- Alienated some in the establishment

Opportunities

- New approach and new thinking
- Educate citizens on relationship between church and state as subject matter expert
- Bring back a deep appreciation for our Constitution and our Framers' ideals
- Effective use of the bully pulpit
- Develop a reputation as a fighter for what is right and wholesome
- Relates well to underappreciated demographic

Threats

- Limited funding
- No establishment recognition
- Limited exposure by media outlets
- Limited opportunities for public speaking events to communicate our message
- Power of the incumbency

VOTER COMMUNICATION

POLITICS

- a. Socialism is currently taking root in America
- b. Radical environmentalism and the Green New Deal are everywhere
- c. There is an insurrection taking place at our Southern Border
- d. Fossil fuel exploration, production, and distribution are being shut down
- e. We are needlessly funding a war that is not ours
- f. Excessive regulation
- g. Out-of-control spending that has created a \$34 Trillion debt
- h. Term limits

Solution - We must reduce spending, eliminate excessive regulation, promote capitalism, and declare war on the Mexican drug cartels

VOTER COMMUNICATION

ECONOMY

- a. High inflation and high interest rates
- b. Terrible housing market
- c. Small businesses are suffering
- d. Too many handouts
- e. Corporate America has gone woke

Solution - Reduce taxes and fees for small businesses, stop funding the out-of-control spending, stop funding the handouts, and be selective where you work and shop

VOTER COMMUNICATION

CULTURE

- a. Our country is a mess
- b. Radical anti-God woke ideology is destroying America
- c. There is a movement away from church and toward secular belief systems
- d. Immorality is commonplace and the left is trying to normalize the behavior

Solution - Stop the indoctrination in our public schools and universities while looking to DEFUND schools that don't comply. We must advocate for national citizen awareness programs that help support morality, good decision-making, and spiritual development

VOTER COMMUNICATION

RELIGION

- a. Spiritual matters are being overrun with secular humanism
- b. Congress and SCOTUS have redefined the meaning of religion
- c. The tenets of secularism are being taught with the fervor of a national religion
- d. The relationship between church and state has been rewritten

Solution - Enact new legislation that supports our Founding Fathers' view of the importance of morality and religion. Legislate toward a healthy relationship between church and state

VOTER COMMUNICATION

FAMILY UNIT

- a. Children are being ripped away from the authority of parents
- b. Our government is advocating for Child Rights in the extreme
- c. Transgenderism, homosexuality, and other life altering decisions are being broached in public schools without parental permission

Solution - Educate and legislate toward strengthening the family unit. Demand parental consent. Broaden definition of child abuse and stiffen penalties

VOTER COMMUNICATION

LEGAL SYSTEM

- a. Laws are not being enforced
- b. Punishment doesn't fit the crimes being committed
- c. Radical left wants to DEFUND the police
- d. The Justice Department has been weaponized and politicized to maintain power and control
- e. Political opponents are being accused, arrested, and/or jailed

Solution - We need to clean house and get back to the basics. We need to get back to the broken windows theory of law enforcement when there was a clear understanding of right and wrong

VOTER COMMUNICATION

CONSTITUTION

- a. The Constitution is either being ignored, attacked with legal workarounds, or manipulated with laws that are unconstitutional
- b. The Legislative, Executive, and Judicial Branches of government have usurped excessive authority
- c. An administrative state has taken over much of the primary responsibilities for the three branches of government

Solution - Stop funding government departments that are operating above, around, or beneath both the Constitution and the laws of our land

VOTER COMMUNICATION

EDUCATION

- a. Children are receiving subpar training and preparation
- b. Children are being exposed to subjects well beyond their years
- c. Children are being indoctrinated and groomed
- d. Radical leftists have taken over much of our public education

Solution - A rapid expansion of school choice in states around America. Legislation that stops lewd and immoral information being disseminated to minors