

# America First Action Committee

## Organizing Strategy

1. Establish America First Action Committees to support and advocate Trump agenda at local level corresponding to counties, municipalities, Congressional Districts, and states to counterbalance organized anti-Trump forces and less-than-enthusiastic GOPe adherents.
2. Mobilize existing pro-Trump grassroots volunteer organizations to maintain campaign momentum. For recruitment, use the same techniques as the 2016 Trump Campaign: voter registration data, social media, newsworthy events, personal contacts, poaching from among the disaffected membership of established political parties and independents, etc. Appeal to people who want change.
3. Set up the nationwide network of America First Action Committees as a campaign-style organization, with regular and frequent meet-ups at all levels. For efficiency, use video conferencing, conference calling, online meet-ups where face to face meetings are not practical.

## Grassroots Organizing Principles

1. Define the goal
2. Identify allies (and opposition)
3. Recruit help
4. Encourage group identity with badges, hats, shirts, bumper stickers, etc.
5. Develop communications strategy
  - a. Face-to-face contacts with individuals and groups
  - b. Email contacts, social media contacts, website, blog, podcasts, Internet radio
  - c. Print media: Newspapers, shoppers, newsletters, flyers, rack cards, business cards
  - d. Radio and television: news, talk shows, paid advertisements
  - e. Use polls and surveys to build interest and test messaging: Google, Survey Monkey, etc.

## Group Identity and Team Spirit

1. Use branding and symbolic opposition. Bumper stickers, lapel pins, wristbands, hats, shirts, jackets, buttons, stick-on labels, beverage mugs, cups, koozies, rally signs. Buy American products whenever possible.
2. Establish regular and reliable communications channels among members and potential recruits (email, social media, mobile apps, telephone, video conferencing). Use secure communications for internal affairs. Use subscription-based push email and text messaging for *ad hoc* calls for action.
3. Find and provide meaningful work for every America First Action Committee member to build and maintain interest. Actively solicit ideas from members and recruit them to carry out their ideas.
4. Encourage maximum local autonomy, but don't let any America First Action Committees flounder for lack of direction and leadership. Let each America First Action Committee set and execute its own agenda, in coordination with district, regional and national organization.

## Action Tactics

1. Ask Republicans and vulnerable Democrats in Congress and in state and local government to sign written pledges presented via well-publicized petitions to support Trump's agenda. Support those who do (and stick to their pledge); publicly oppose those who do not.
2. Via social media and push email, rally America First Action Committee members, and followers in general, to contact elected official supporters with positive kudos messages, and opponents (or uncommitted) with requests that they change their position or justify why they won't.
3. Establish a national "Congressional Scoreboard" mobile-friendly website.
  - (a) Provide direct links to email addresses, fax machines, phones, social media accounts and mailing addresses of elected officials (primarily based on Congressional Districts).
  - (b) Post supporters' and opponents' public statements, with links to original source.
  - (c) Circulate Congressional Scoreboard website link and new information via social media.
  - (d) Link up with Dobbs, Hannity, Ingraham, and other media supporters, to have the Congressional Scoreboard covered routinely as news.

4. Target advocacy to the community at large, but specifically toward local elected officials and political players who can be influenced, or who can exert influence on elected state and federal officials.
5. Engage in regular periodic public outreach:
  - (a) Letters to the editor
  - (b) Participation in local government meetings during open-to-the-public segments
  - (c) Social media (Twitter, Gab, Instagram, Facebook, YouTube, etc.)
  - (d) Sponsor community information workshops
  - (e) Local talk radio appearances
  - (f) Local PEG cable channel shows
  - (g) Newsworthy events to generate positive media coverage
  - (h) Press releases
  - (i) Rallies
  - (j) Websites, Facebook pages, YouTube channels, mobile apps containing up-to-date bulletins, calendars.
6. Contribute news items to media outlets, particularly Trump-supporting online outlets.
7. Boycott goods and services of all anti-Trump companies, television networks and stations, celebrities, news outlets, sports franchises and players, movie and television celebrities. Extend boycott to sponsors and advertisers for anti-Trump television networks, specific shows, events, etc. Time boycotts for maximum effect:
  - (a) some sustained for the long haul (mainstream media, for example);
  - (b) some "flash boycotts" for immediate impact.
8. Publicly support goods and services of all pro-Trump companies, television networks and stations, celebrities, news outlets, sports franchises and players, movie and television celebrities.
9. Form natural alliances with law enforcement groups, veterans' groups, taxpayer groups, etc.
10. Actively seek out credible Trump-supporting candidates to run against opposing incumbents of either party at all levels of government. Provide candidate training and resources as necessary
11. Because the Republican Party's Plan of Organization prohibits (as of now) taking sides in a GOP primary, don't count on formal GOP support during the primary elections. If necessary, organize America First Action Committees independently from Republican Party organizations

## **Funding**

1. Find national sources of private funding, perhaps from Trump PAC or Trump 2020 Reelection Campaign. Stay within IRS rules, FEC rules and state lobbying laws.
2. Find sources of local funding and in-kind support.
  - (a) Use FEC campaign finance reports to identify known donors.
  - (b) Use Board of Elections voter information and local property tax records to find potential donors.
  - (c) Projects such as: auctions of contributed goods; sale of Trump gear; car washes; golf tournaments.

## **Long-Range Goals**

1. Work with, or under, a national pro-Trump support organization ("Trump PAC") or the 2020 Trump Reelection Campaign ("Trump Campaign") for quick starting local recruitment using their Twitter accounts, Facebook pages, Instagram accounts, email lists, subscriber lists for mobile apps. Trump PAC and Trump Campaign could provide resources in the form of issue information, legislative progress status updates, software, trademark licenses.
2. Work with pro-Trump PAC coordinators to provide timely support for Trump initiatives as they are rolled out. Use public education; letters to editors; social media; personal contacts; petitions to local, state and federal elected officials; rallies, etc. Organize rallies to support specific agenda initiatives as they arise. Comply with all laws regarding public assemblies. Demonstrate respect for rule of law.