

America First Action Committees

1. Establish America First Action Committees to support and advocate Trump agenda at local level to counterbalance organized anti-Trump forces and less-than-enthusiastic GOPe adherents.
2. Mobilize existing pro-Trump grassroots volunteer organizations to maintain campaign momentum.
3. Piggyback 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.
4. 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. Target voters who have changed party affiliation since election.
5. Use Trump PAC and Trump Campaign for issue information, legislative progress status updates.
6. 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.
7. 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.
8. 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.
9. 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.
10. 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.
11. For the basic structure and consistency necessary to carry out operations, maintain interest and grow the group, set up the nationwide network of America First Action Committees as a campaign-style organization, with regular and frequent meetups at all levels. For efficiency, use video conferencing, conference calling, online meetups where face to face meetings are not practical.
12. 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.
13. Organize at levels corresponding to counties and municipalities, Congressional Districts, and states.
14. 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, etc.)
 - (d) Sponsor community information workshops
 - (e) White papers submitted to local newspapers
 - (f) Local talk radio appearances

- (g) PEG cable channel shows
 - (h) Newsworthy events to generate positive media coverage
 - (i) Press releases
 - (j) Rallies
 - (k) Websites, Facebook pages, mobile apps containing up-to-date bulletins, calendars
 - (l) YouTube channels.
15. Use branding and symbolic messaging on a permanent basis. Bumper stickers, lapel pins, wristbands, hats, shirts, jackets, buttons, stick-on labels, beverage mugs, cups, koozies, rally signs, etc.
 16. Follow pro-Trump PACs 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. Show respect for rule of law.
 17. 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 (main stream media, for example);
 - (b) some “flash boycotts” for immediate impact.
 18. Publicly support goods and services of all pro-Trump companies, TV networks and stations, celebrities, news outlets, sports franchises and players, movie and television celebrities.
 19. Contribute news items to media outlets, particularly Trump-supporting online outlets.
 20. 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.
 21. Because the Republican Party’s Plan of Organization discourages 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.
 22. Find 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.
 23. Find sources of private funding. Stay within IRS rules, FEC rules and state lobbying laws.
 - (a) Use FEC campaign finance reports to identify known donors.
 - (b) Use Board of Elections voter public information and County property tax records.
 24. Form natural alliances with law enforcement groups, veterans' groups, taxpayer groups, etc.
 25. Pay attention to proven principles of grassroots organizing:
 - (a) Define the goal
 - (b) Identify allies (and opposition)
 - (c) Recruit help
 - (d) Encourage group identity with badges, hats, shirts, bumper stickers, etc.
 - (e) Develop communications strategy
 - (i) Face-to-face contacts with individuals and groups
 - (ii) Email contacts, social media contacts, website, blog, podcasts, Internet radio
 - (iii) Print media: Newspapers, shoppers, newsletters, flyers, rack cards, business cards
 - (iv) Radio and TV (over-the-air): News, talk shows, paid advertisements
 26. Use polls and surveys to build interest and to test messaging: Google, Survey Monkey, etc.

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