

Subject: Tea Party Messaging & Affecting Elections
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Tea Party Messaging & Affecting Elections



Greetings!

In this newsletter we provide perspective based on having read books covering Democratic Party Strategy and Economics. The learnings from these books are very relevant to providing insights into what we, as a Tea Party, must do to win elections and how to best communicate our message.

As many of you might have noticed, we continuously update our website as we become aware of new insights and/or content. Our [slide set](#), that you can download from our [home page](#) and use for presentations to groups in your state, was updated in late February. We now have instructional videos available for the ["Precinct Leader"](#) and ["Organization"](#) website tabs. Lastly, we added a ["Newsletter Archive"](#) tab.

We want to also thank the many patriots from across the country who recently sent us encouragement and compliments for the website. Some of these comments are captured anonymously on our ["Content Testimonials"](#) and ["Presentation Testimonials"](#) website tabs. We also note some of the most recent comments

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*"My reading of
history convinces
me that most bad
government results
from too
much government."*
Thomas Jefferson

below.

Lastly, please share this newsletter broadly in your region and nationally with your relatives, friends, neighbors, and associates. We must awaken and mobilize the [Silent Majority](#) in order to take back our country from big-government, career politicians who are bankrupting us. To facilitate sharing, just click on the [Facebook, Twitter, etc. icons](#) on our home page.

In liberty,

[The Voices Of America](#)

[Peter H. Wolf](#) & [Warren A. Edstrom](#)

Tea Party Strategy & Actions

[Learnings from THE BLUEPRINT - How the Democrats Won Colorado](#)

Some Tea Party leaders appear to have become concerned with the lower than expected turnout at last weekend's Tea Party rallies. We don't believe that we need be concerned, since polling continues to show a growing voter support for the Tea Party and its message. We believe rallies have served an important function of uniting and informing many of us in the early phase of our liberty-oriented movement, but their effectiveness is now limited.

Now, we need to actively connect these voters with our Tea Party movement using proven methods that are seen by these voters as having the potential to meaningfully impact politics and elections. This proven tactic is called [Neighborhood / Precinct Organizing](#). All it requires are Tea Party volunteers to go door-to-door, using a [walking list, with a brief fifteen-second script](#), and [door hangers](#). Please check out our ["new & improved" door hanger](#), since it will show how easy it will be to engage the "Silent Majority".

The following two polls affirm that the Tea Party movement is gaining strength which must be channeled to have political and election impacts.

- A [mid-January, 2011 Gallup poll](#) showed that 7 in 10 national adults, covering Democrats, Republicans, and Independents, say it is important that leaders in Congress take the Tea Party movement's position and objectives into account as they address the nation's problems. Among Republicans this number is 88%, even though only half are self-identified as Tea Party supporters.
- A [February, 2011 Rasmussen Poll](#) indicates that 68% of likely-voters believe big-government and big-business

"You cannot help the poor by destroying the rich... You cannot lift the wage earner up by pulling the wage payer down. You cannot further the brotherhood of man by inciting class hatred. You cannot build character and courage by taking away people's initiative and independence. You cannot help people permanently by doing for them, what they could and should do for themselves."

Abraham Lincoln

"I predict future happiness for Americans if they can prevent the government from wasting the labors of the people under the pretense of taking care of them." **Thomas Jefferson**

"Good intentions will always be pleaded for every assumption of authority. It is hardly too strong to say that the Constitution was made to guard the

work together against the interests of consumers and investors. This view is shared across partisan, demographic, and ideological lines. Rasmussen states that: "As a result, the gap today between Americans who want to govern themselves and politicians who want to rule over them may be as big as the gap between the colonies and England during the 18th century. And that's true whether Republicans or Democrats are in charge."

From the book, [THE BLUEPRINT - How the Democrats Won Colorado](#) published in 2010, we learn that Democrats are pursuing the same proven tactic of [Neighborhood / Precinct Organizing](#). Specifically, in 2004 Democrats developed an innovative organizing model, which has since been implemented in many other states, has been adopted by the national organization, and continues to be the basis for liberal organizing going forward. With this organization, liberals in Colorado completely flipped the state from being historically Republican dominated to one that now is dominated by Democrats.

Key focus areas for this innovative liberal organizational model are: [1\) developing an effective ground game, enabled with technology](#); 2) conduct research leading to messaging and communications, enabled with technology and leveraged with rapid-fire, broad based media engagements; 3) leadership development comprising of training, mentorship, coaching, and support for progressive campaigns; and 4) opposition research and legal capabilities to facilitate rapid-fire filing of criminal complaints and civil lawsuits to slow down, distract, and confuse the opposition. Candidate messaging and media interactions are generally focused on destroying the political opponent.

Tea Party Messaging to Educate Voters

Learnings from [THE CHURCH AND THE MARKET, A Catholic Defense of the Free Economy](#)

We must be able to more effectively articulate specific, common-sense economic principles to engage and recruit voters, rather than just rely on slogans such as "limited government", "free-markets", and "fiscal responsibility". [THE CHURCH AND THE MARKET](#), by Thomas Woods, Jr., is one of the best books to explain these economic principles, many of which we share on the ["Economic Principles" tab](#) on our website. Discussed topics include: Wealth Creation & Standard of Living, Prices/ Profits/ Wages, The Socialist Nanny State, and Social Justice.

people against the dangers of good intentions. There are men in all ages who mean to govern well, but they mean to govern. They promise to be good masters, but they mean to be masters."
- **Daniel Webster**

"To compel a man to subsidize with his taxes the propagation of ideas which he disbelieves and abhors is sinful and tyrannical."
Thomas Jefferson

Importantly, the book makes a compelling point that many of the "unintended consequences" of government policies could easily have been prevented with a better understanding of economic principles. Politicians, and many well intentioned people, all too often focus on *what is seen in economics*, but are clueless about *what is not seen*, such as how minimum / living wages destroy jobs. Using this line of reasoning, Woods makes the argument that theologians have no business discussing economics, since they have not studied it. Similarly, we might ask ourselves what qualifications many of the lawyer-politicians have to address the economic survival of our nation?

Despite the title, this book is more of an easy-to-read economics book, rather than a religious book. The religious theme is more intended to address the "Social Justice" economic argument, so frequently used by the left. In fact, it has come to our attention that [the left is now infiltrating churches in an effort to organize and mobilize the religious base against the Tea Party](#). This has been a concern of ours for some time, as addressed on the "[Faith-In-Action](#)" tab of our website. We must learn how to counter this "Social Justice" argument with easy to understand, common sense economic principles.

Testimonials

"I have recently been elected as the GOP precinct chairman for my voting precinct in Georgia, which is about 15 miles south of Chattanooga, TN. I have spent a fair amount of time reviewing your materials and plan to use them to help organize the voters in my precinct. I have also presented them to the County GOP Chairman who would like to use them for training several of the precinct chairmen in the County!"- Keith, Georgia

"Your site and presentation are much better than a year or so ago; good job! I checked it out after the Nashville Tea Party event where Palin gave the speech. ... I will follow your mythology in my Tennessee House of Representatives election for 2012"- Travis, Tennessee

"I was doing some research about ground game at a precinct level and came across your material. GREAT STUFF! I really appreciate making this so public."- Chad, Texas

"I was so impressed with your presentation. Even though my husband is already a precinct officer you really gave me some good ideas of how we can more effectively canvass our neighborhood. I know that we have a lot of like-minded people where I live, now we just have to get them to participate."

Laura, Ohio

"I've reviewed your .pdf outlining Neighborhood Organizing and I'm grateful that this information is out there for us to use. Is it available in an updated or scalable format (such as an editable PowerPoint)?" - **J., Michigan**

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