Western Tradition Partnership

Western Tradition Partnership

Confidential Overview

FOR REVIEW

Prepared for XXXXXXXXXX
MONTH 1, 2009

Western Tradition Partnership

Grassroots Membership Development Proposal

Overview

Western Tradition Partnership is a 501(c)(4) grassroots lobbying organization dedicated to fighting environmental extremism and promoting responsible development and management of natural resources in the Rocky Mountain West and across the United States.

WTP is the only single-purpose organization of its kind. Founded by committed activists, we have the kind of credibility on these issues that only an independent grassroots group can earn. In addition, the Partnership also works alongside our sister 501(c)(3) Western Tradition Institute, as well as an energy-oriented 527, and will form state-level PACs and SDCs as needed.

Our goals are achieved through hard-hitting issue advocacy including legislative lobbying, electioneering , grassroots mobilization and public education campaigns.

Western Tradition Partnership is committed to advancing a voluntary, free-market approach to partnering with the business community to promote beneficial environmental stewardship. This is the only *economically* sustainable way to protect and preserve our environment. We put the lie to the fallacy that free people will choose to poison their own water, air, and land.

WTP's message is simple as it is effective: Politicians who pursue a radical environmental agenda without regard for the rights and needs of their constituents must either change their minds, or voters will opt for candidates who more closely match their values. Once elected, officeholders who credit their success up to hard-core "green" activist groups are unlikely prospects for even the most effective and well-funded Capitol lobbyists.

Our effectiveness hinges on the fact that the majority of Americans agree with our objectives, and will influence policy and policymakers out of self interest on economic and environmental issues; e.g., lobbying or voting against those who would increase their electric bill.

In fact, polls consistently show that the majority of Americans believe that their fellow citizens and businesspeople can be responsible stewards of the earth ***without*** excessive, costly, and often environment-damaging government intervention. Though they may agree with the intent, they realize they cannot afford the measures proposed by environmental extremists.

To the contrary, Americans overwhelmingly support responsible energy exploration and development, proper forest management (e.g., harvesting the pine bark beetle kill), wisely extracting other precious resources, and protecting private property and water rights.

That's why it should be no surprise that balanced, free-market solutions continue to gather support from the grassroots – because they will help, not hurt, families, jobs and the American economy – and they must be advanced in the face of anti-business, environmentalist hysteria.

Lower energy prices, jobs, and school and infrastructure funding are presented by WTP primarily as simple kitchen table issues; WTP has shown that citizens can be mobilized to action by tying responsible development to positive personal and economic outcomes.

The Time is Now for Western Tradition Partnership

Environmental issues like the so-called Global Warming crisis are clearly seen by the Left as the ultimate Trojan Horse opportunity for full-scale socialization of our free-market system -- including the destruction of property rights, an inefficient command economy, and the subjugation of individual rights to the collective.

The fight must be taken to their doorstep now, before devastating, game-changing public policy can be implemented to tilt the playing field against free-market interests for the long-term.

State-level issues including natural resource development and oil & gas rule changes have proven WTP's approach resonates with the grassroots, but the present threat of federal Cap and Trade legislation is exactly the type of fight this organization was built for.

The high stakes for business, consumers and even the poor make Cap and Trade a perfect storm that WTP can ride to national prominence and electoral potency while the issue of massive "wilderness" designation, usurpation of water rights, etc. can help mobilize the grassroots.

A massive grassroots lobbying and membership campaign in 2009, followed by an issue-based election year campaign targeting on these issues in 2010 will establish WTP as the foremost single-issue organization when it comes to effectively opposing radical environmentalism.

Moving Forward

Radical environmentalists have worked to establish their false premises in the national consciousness, with a significant degree of success. Moreover, today, it's "hip to be green."

However, public relations success is quite different from policy and electoral success as we have seen numerous times. Nearly all the mainstream media outlets are liberal, but that doesn't always translate into political success for liberal politicians.

The problem on the pro-business side – especially when it comes to so-called "green" issues – is we've never taken the radical environmentalists head-on.

That's why WTP is determined to retake the offensive on environmental issues, and create a large enough opening for political leaders to oppose schemes like Global Warming and Cap & Trade, or at least allow more timid politicians who lean toward rational, pro-business policy on these issues to be less inclined to kowtow to the radical "green" agenda.

In its first 24 months, this organization has made significant progress, including:

- Recognized exempt by IRS under section 501(c)4 [and the Institute as 501(c)3]
- Raised significant funds for issue lobbying, plus compensating Major Purpose funding
- Developed a coherent agenda and message, delivered via a cross-media approach
- Conducted a successful Candidate Survey program with electoral success in two states
- Built relationships with a stable of state-level elected officials willing to help
- Limited but significant success in grassroots legislative lobbying
- Intitiated and won a Federal free speech Lawsuit when our lobbying rights were curtailed

Moving forward with our 2010 candidate survey program, WTP is prime for funding.

For decades, Montana has been a beachhead in enemy territory for radical environmentalists and has been slowly losing responsible development advocates in the legislature for the past few electoral cycles. This past year Western Tradition Partnership fought back, targeting legislative and key County races in two states -- with great success -- in a year where anti-development Democrats swept into office nationwide.

Our ambitious Candidate survey program -- the backbone of our election-year lobbying program -- was designed to mobilize the voters on candidates' positions on natural resource policy.

Surveys were first sent to candidates in targeted primaries, then in the General Election to introduce our agenda and find out which candidates sided with us on our responsible development agenda.

This information was combined with what is known internally as our "Watermelon Index", which examines voting patterns to identify who is "green on the outside and red in the inside".

In the final weeks of the election, letters and glossy postcards were sent to tens of thousands of likely voters and issue-ID lists in our targeted races where there was a clear difference on our issues. In total, we implemented our full survey program in the general election, and mobilized voters in 19 carefully selected legislative districts with information about how their candidates responded. A "No Global Warming Penalty" pledge was part of this effort.

The pro-development candidate prevailed in 14 of those 19 districts and arrested Governor Brian Schweitzer's plans to take total control of the 2009 Legislative resource agenda. With WTP's support on these issues, the pro-development GOP took the Senate majority by four seats, also taking one critical County Commissioner race where our aligned candidate prevailed.

Overall, a total of 28 Montana Senators- and Representatives-to-be rode to office in 100% support of WTP's responsible development agenda. That translated into 80% of our survey agenda solutions being drafted into proposed legislation in the 2009 session.

Following the election, Montana's former Speaker of the House and current Republican leader Scott Sales (R-Gallatin) said,

> "...*without [Western Tradition Partnership's] uncompromising issue-advocacy and hard-hitting tactics, the political environment in Montana would likely not be as favorable as it is now.*"

In Colorado, our main focus was in targeted County Commissioner races across the resource-rich Western Slope. This included hotly contested Garfield County, which as the epicenter of the 21 trillion cubic foot natural gas discovery, accounts for 40% of the drilling permits in the state. Garfield saw a horde of radical environmentalist third-party organizations align against the Republican incumbent and challenger for the two seats at play.

With absentee voting approaching nearly half of all ballots cast over recent cycles, WTP opted for a late-stage strategy, spending nearly $70,000 primarily on targeted direct mail and phones -- with the bulk of spending on Garfield.

Both pro-development candidates in Garfield lost the absentee vote but overcame the deficit with polling place voters, vindicating WTP's intense poll-voter strategy. On Election Day, WTP-

aligned candidates prevailed in 7 of 9 targeted Colorado races. State legislative and Congressional candidates will follow.

Finally for Colorado, WTP engaged at the U.S Senate level, lobbying Mark Udall over his opposition to U.S. domestic energy production, an unpopular position according to all available polling. While that issue did not win the day, it generated a number of postcards and constituent contacts which validated the organization's assessment and framing of the issue, and paved the way for similar efforts in the future at the highest levels of Federal office.

As we look ahead, it is critical we concentrate on advancing pro-resource development legislation, defeat attempts to socialize or control private and so-called public property (as with usurpation of development rights, or federalizing of water through H.R. 2421), and to kill Cap & Trade in whatever form it takes.

In 2010, WTP also intends to sponsor or co-sponsor a Ballot Initiative.

Western Tradition Partnership is set up to defend against the inevitable – and unpopular - natural resource power grabs by the Federal Government while broadening the scope of our program, all of which requires additional funding resources.

2009 Grassroots Program

Our 2009 Grassroots growth program primarily consists of a three-prong approach:

1) Direct marketing

   a. Direct Mail – WTP has utilized direct mail to raise money, grow its list of identified supporters, and build the organization's reach – all while raising the profile of our issues among the grassroots. We have moved from issues in play during the state legislative season in MT and CO (which adjourn in April and May, respectively) to a national program primarily based upon opposition to Cap & Trade, but also regionally battling the several massive "wilderness" bills in Congress.

   b. Email and Web Marketing – WTP has developed a cutting-edge email and "Web 2.0" marketing program designed to drive prospects to signing up for our email lists via a single-issue purpose-built landing page with an E-Petition. Our conversion rates on state issues have been strong; the Cap and Trade E-Petition program has likewise been a success. Go to www.nocapandtax.com or www.hydroisrenewable.com for an earlier example.

   c. Employee Grassroots Membership and "Paycheck Stuffer" Program – Please see memo enclosed herein. This program is modeled after systems developed by credit unions to engage and sign up employees in their own self-interest; WTP will engage with industries threatened by environmental policy (e.g., transportation, mining, oil & gas, etc.) as well as employees of other types of business whose management are willing to arrange for WTP to use employee meetings and/or "paycheck stuffers" to recruit grassroots membership.

2) Earned media and PR

a. WTP plans to use an Earned Media strategy to help drive its message to the general public via radio and television talk show interviews, and public speaking/forum events. WTP's Jacob Leis recently made a national appearance on talk radio promoting our Cap & Trade opposition campaign and in driving traffic to our Cap & Trade website via dozens of radio affiliates. The organization also plans to grow its relationships with radio talk show hosts and other assets in the media, to publish op-eds, and to develop other earned media.

3) Building relationships with business and donor base

a. Tour program – WTP has tested a Major Donor Acquisition Program: One-on-one meetings with high-propensity donors using a PowerPoint presentation. This program has proven successful on a limited basis (as far as dollars raised per meeting and conversion rate); provided we have the funding to continue to invest in this program, we expect a massive increase in new high dollar donors from our battle against Cap and Trade.

b. Public Relations program – WTP is scheduling presentations before groups of business executives, public policy organizations, and other influencers.

Targeting

WTP is building regional and national membership through its broader direct mail and online fundraising programs. However, our efforts will be focused upon building membership in those specific states where we have identified and targeted politicians whose positions on Federal land grabs, Cap and Trade, and other relevant legislation, make them vulnerable to public pressure.

We estimate that a goal of building membership and issue-ID lists amounting to approximately 10% of likely voters in a given state or district is ideal for influencing candidates' positions and the greater electorate on these issues.

Conclusion

Western Tradition Partnership was built for such a time as this, and we have shown our ability to conceive, and execute a mission that is critical to building and/or regaining a conservative pro-business policy agenda. We occupy a unique position, being one of the only true conservative grassroots organizations niched entirely in the emerging environmental and natural resource issue mix.

We have tested and proven our Direct Mail and online membership, electoral lobbying, and legislative lobbying capabilities, on the state level. WTP is now a broad, self-sustaining organization with a growing grassroots base. We are building relationships by delivering valuable information and member benefits, while pursuing large-donor funding to grow through tackling broader major issues (e.g., Cap & Trade) on a regional and national scale.

The organization is therefore prime for funding at all levels, and we look forward to meeting with decision makers who are interested in advancing balanced policy solutions and making political progress at the state and federal level.

Western Tradition Partnership

Hi, this is _____ calling on behalf of Dan Reed and Christian LeFer with Western Tradition Partnership, and am calling to set up our quarterly executive briefing on the results of our election year program and more importantly a look ahead to our 2009 legislative agenda.

Qa. May I speak with [ContactName] or the person who handles his/her schedule?
<< If a new person comes on the line, REPEAT intro, otherwise continue on appropriate track>>

ASSISTANT TRACK

Record Assistant's Name:
<<OPEN END>>

Christian LeFer or Dan Reed will be in your area [TIMEFRAME] and would like to meet with [ContactName] for 30 minutes.

Q01. Would there be some time between [TIMEFRAME] for [ContactName] to meet with them to discuss this election year and responsible development?

01 Yes (Go To POSITIVE CLOSE)
02 Not interested (Go to Q02)
03 Maybe (Go to MAYBE CLOSE)

Q02: We could do the briefing by phone. May we set up a time for one of them to call [ContactName] to discuss our election year program?

01 Yes (Go To POSITIVE CLOSE)
02 Not interested (Go to CLOSE)
03 Maybe (Go to MAYBE CLOSE)

CONTACTNAME TRACK

Christian LeFer or Dan Reed will be in your area [TIMEFRAME] and would like to meet with you for about 30 minutes.

Q01. Would there be some time between [TIMEFRAME] for you to meet with Ron or John to discuss this election year and responsible resource development?

01 Yes (Go To POSITIVE CLOSE)
02 Not interested (Go to Q02)
03 Maybe (Go to MAYBE CLOSE)

Q02: We could do the briefing by phone. May we set up a time for Ron or John to call you to discuss our election year program?

01 Yes (Go To POSITIVE CLOSE)
02 Not interested (Go to CLOSE)
03 Maybe (Go to MAYBE CLOSE)

POSITIVE CLOSE
That's great to hear. I will let Ron and John know of your interest in meeting with him. John will be in contact with you within the next day or so to schedule a specific time for the meeting. I appreciate your time today, have a good day. Thank you, good-bye.

MAYBE CLOSE
I completely understand, time is very valuable and I appreciate you spending a few minutes today with me on phone. If it is alright with you, I will let them know that you might be available for a meeting. We will be in contact with you directly shortly to follow up – maybe then you could schedule a time to meet, either in person or by phone. Again, thank you for your time, have a good day. Good-bye.

NO CLOSE
I understand and appreciate you spending a few minutes today with me on the phone. Should you have any questions about Western Tradition Partnership, or if you change your mind about scheduling a meeting, please call 866-588-3237. Again, thank you for your time, have a good day. Good-bye.

Who is Western Tradition Partnership?

The Western Tradition Partnership is a non-profit organization that is dedicated to responsible growth and resource development. Unfortunately, in recent years, radical environmentalists have made it their top priority to prohibit all growth and resource and energy development here in Montana. With everything that's at stake for Montana in 2008, we believe it's vital you are briefed on our election year program.

Who is John Sinrud?
John Sinrud (R) is serving in the State House, currently as Chairman of Appropriations. He has chosen not to run for a fourth term, instead dedicating his time and effort to getting Montana's economy and high-paying job base back on track through responsible public policy in the land, resource development, and energy arenas.

Who is Congressman Ron Marlenee?
Cong. Ron Marlenee served in the U.S. House of Representatives from 1976-1992, when Montana lost a Congressional seat. Hailing from Scobey, he has a background in the oil and gas industry. Having traveled and assessed the comparative economies and political environments of other states, Ron Marlenee believes that radical environmentalism is hurting Montana's blue-collar workers, families, and businesses of all sizes.

What is this meeting about?
Western Tradition Partnership is a non-profit organization that is dedicated to responsible growth and natural resource development. Unfortunately in recent years, radical environmentalists have made it their top priority to prohibit all growth, resource, and energy development here is Montana, even if it kills good-paying jobs. We want to meet to show how WTP's program will change the political and economic landscape through grassroots mobilization, issue advocacy, and education.

I'll think about it, do you have a website I could look at?
Our website is being revamped right now, but you can email us at info@westerntradition.org and we'll notify you when it is back up and running.

I'll think about it, is there a number I could call for more information?
866-588-3237

During the meeting, is he going to ask me for money?

→ Voicemail Message:
Hi, this is _____ calling on behalf of Congressman Ron Marlenee for the Western Tradition Partnership, a non-profit organization that is dedicated to responsible resource development. I'm following up on a letter recently sent to [ContactName] requesting a 30-minute meeting. Congressman Marlenee and Representative Sinrud will be in your area [TIMEFRAME] and would like to meet with [ContactName] for 30 minutes. Please call us back at 866-588-3237. Thank you for your time, goodbye.