

Without a doubt, the single most effective strategy to encourage minorities to become active members in the Republican Party is to connect with their passion for liberty.

- K. CARL SMITH
The ConservativeMESSENGER™



THE MAKING OF A CHAMPION PARTY:

Changing How the GOP Relates to Minorities

THE REPUBLICAN PARTY IS THE ONLY OBSTACLE STANDING BETWEEN the radical -liberal Democrats and their ultimate aim to transform the United States into a European-socialist nation. The question is: *Will the Republican Party remain a weak and fruitless political organization, or will it become an insurmountable force able to fend off the Democrat Party's assault on liberty?*

The Democrat Party's Socialist/Marxist agenda is the greatest threat to the liberties we value. As a result, the Republican Party must reclaim its political prominence in order to prevent the expansion of socialist policies and the destructive rule of an unconstrained government by:

- Embracing and articulating true conservative principles;
- Changing how the party relates to minorities;

The Republican Party's ability to articulate genuine conservative values will play a vital role not only in defeating socialism, but also swaying minorities to the party. To do this, the party must first address two major perceptions that many minorities have. They are:

- The Republican Party is a racist organization.
- The Republican Party is one of exclusivism or elitism.

Will minorities join the Republican Party?

Yes, they definitely will! The Republican Party is in need of a fresh approach—a *Renaissance*. Winning the votes of minorities won't occur easily and it won't be accomplished by appealing to their ethnicity. It can only be achieved by demonstrating genuine interest in their values—their *passion for liberty*.



We have developed nine powerful and proven strategies to implore minorities to join the party that started the movement that both liberated and empowered the person of color.

What the Republican Party should know and do . . .

1. Establish a Clear Conservative Vision . . .

- Develop a compelling vision statement based on conservative values. A compelling conservative vision will generate passion and inspire minorities to join the party.

2. Promote Total Involvement . . .

- Winning the hearts and minds of minorities will only come from having a shared direction and common values.
- The party should seek the perspectives of minorities and make the effort of urging minorities to the party everyone's responsibility.

3. Understand the Black Mind-Set . . .

- Focus on minorities' passion for prosperity and liberty;
- Ask courageous questions:
 - a) How do you feel about the Republican Party?
 - b) What's your political value structure?
 - c) Why do you vote Democrat or Republican?

4. Make the Connection . . .

- Help minorities align their passion to the overall vision. Show them the connection between what the GOP promotes and how it improves their everyday life.

5. Develop a Rallying Call . . .

- Transform the initial conservative vision statement to 5-15 words of action. A one-line rallying call will help keep the vision "top of mind."

6. Tell the Stories . . .

- Describe how the Republican Party has championed the cause of liberty;
- Share success stories on how conservative values improve quality of life.

NOTE: This will create buy-in and keep them informed.

*it's not about **race or money**; it's about **values** . . .*

7. Show Genuine Interest and Appreciation . . .

- An incentive awards program is essential;
- Become genuinely involved and financially supportive of minorities running for office in traditionally held Democrat districts—*get lost in their success*;

8. Champion LIFE-EMPOWERING values or Conservative Solutions . . .

- Become the vanguard of the conservative movement;
- Minorities prefer to vote for a **CAUSE** and not a **PARTY!**

9. Ask an Expert . . .

- Consult with someone who has achieved impressively large success articulating the conservative message to diverse communities.

The Making of a Champion Party™

presented by K. Carl Smith, *The Conservative MESSENGER*, (20-minute and 40-minute presentations)

K. Carl has developed a tried-and-true strategy. He presents a powerful and engaging presentation that gets participants excited and inspired about the vision. He empowers them with the skills and knowledge needed to: **(1)** competently articulate LIFE-EMPOWERING values to minority communities; and **(2)** confidently overcome hostile attitudes or actions.

In this interactive presentation, K. Carl brings his expertise and shares the knowledge he has gained over the years of: **(1)** re-igniting America's passion for liberty; and **(2)** helping liberal Black Americans realize their conservative values and inspiring them to unite with the conservative movement.

Points covered:

1. Why do 80% - 90% of Black Americans vote Democrat?
2. Why do Black Americans perceive the Republican Party as being anti-black, and/or a party of elitism?
- 3. What do the words "Conservative" and "Republican" mean to most Blacks?**
- 4. How to create an atmosphere for political dialogue without being accused of racism or Uncle Tomism.**
5. Why did Blacks leave the Republican Party?
6. What role (positive and negative) has the Republican Party played in Black liberation?
- 7. How to engage at the local level—family members, friends and fellow citizens.**
8. Why do many Black Americans cast liberal votes although they live conservative lives?

All-in-all, with the exception of Islamic Terrorism, the socialist agenda of the Democrat Party looms as the greatest threat to the political, social, and economic liberties that have made the United States a powerful and influential nation. The rapid expansion and support of its Marxist policies exist by their efforts to deviously manipulate and masterfully infiltrate the hearts and minds of Black Americans—describing history in such a way that is false, but politically advantageous.

The Republican Party must recapture its political prominence in order to stop the Democrat's socialist agenda. It must employ a strategy that will cause minorities to embrace the values that have made this country great. **The lives and prosperity of our children and grandchildren depend on it!**

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