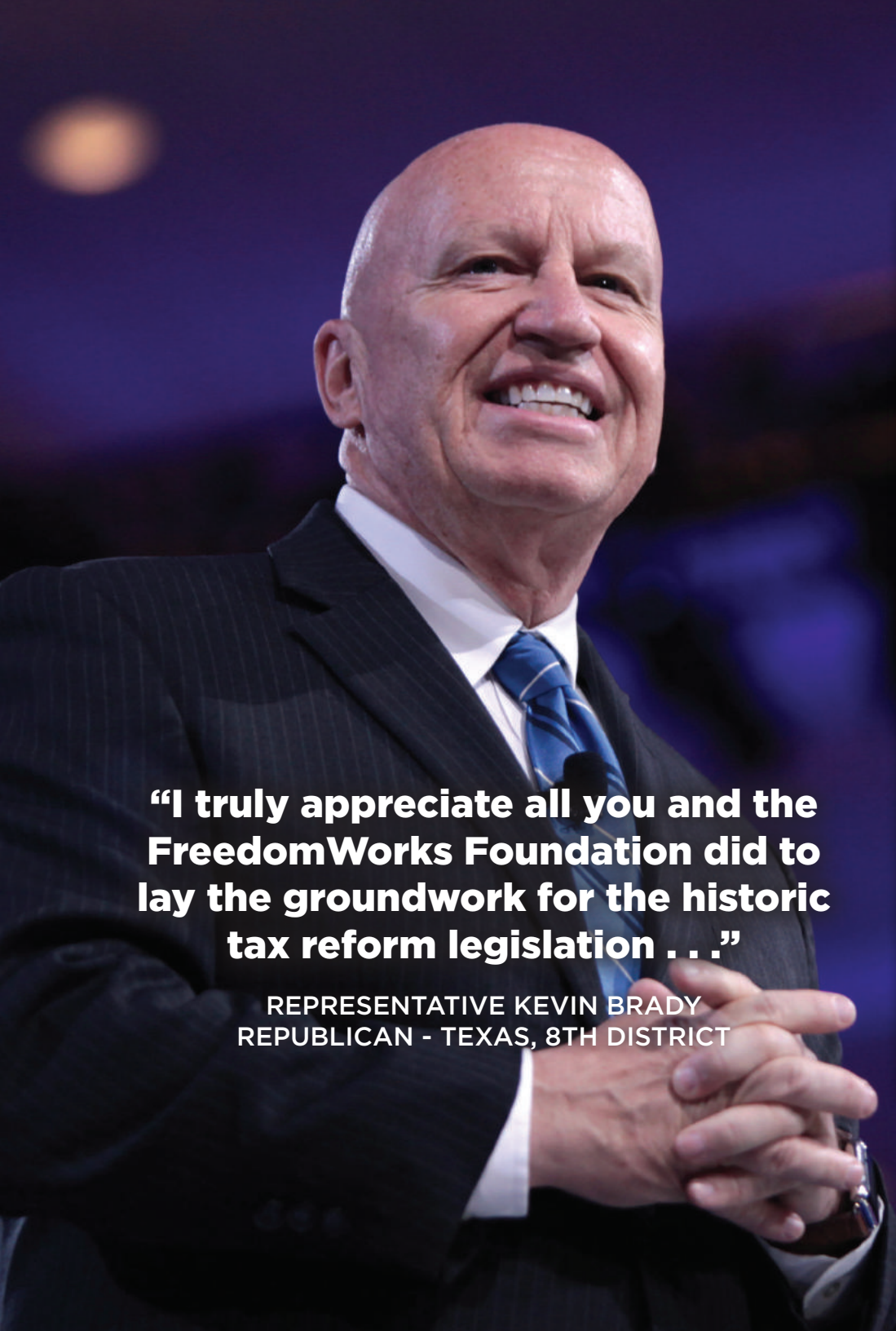




GRASSROOTS MATTER

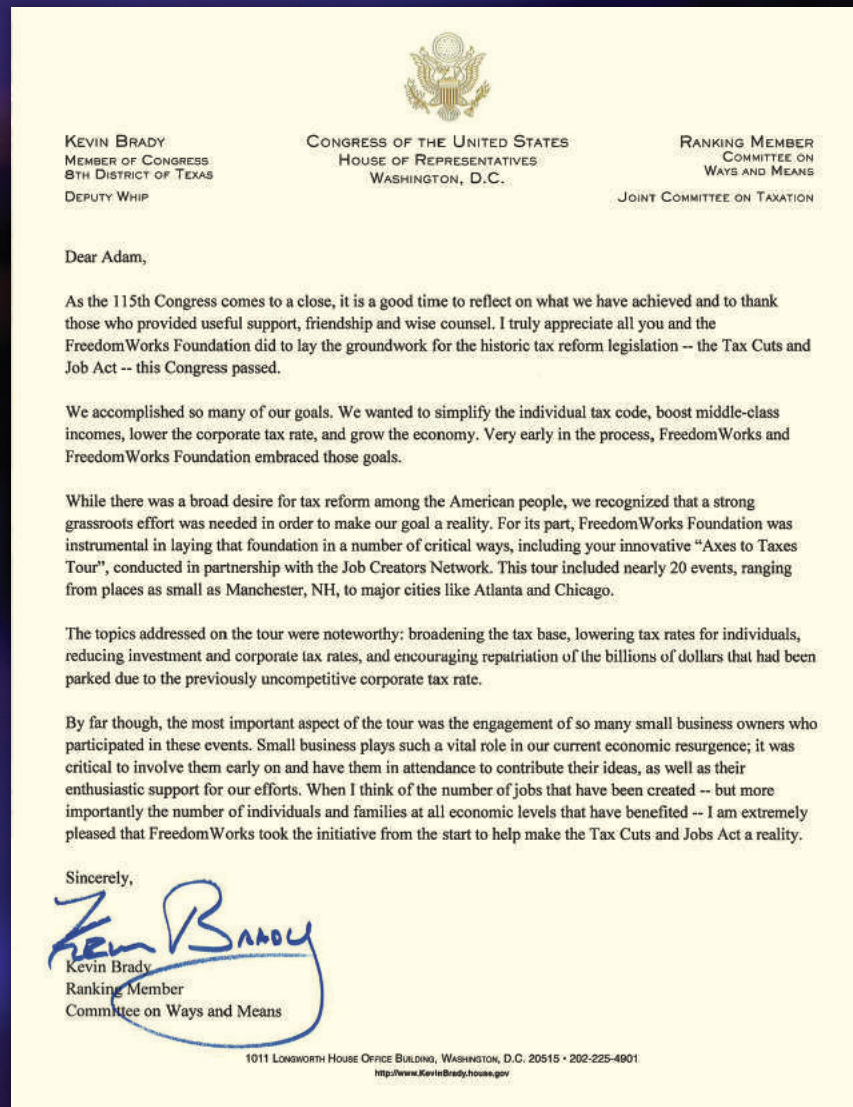


2018-2019 ANNUAL REPORT



“I truly appreciate all you and the FreedomWorks Foundation did to lay the groundwork for the historic tax reform legislation . . .”

**REPRESENTATIVE KEVIN BRADY
REPUBLICAN - TEXAS, 8TH DISTRICT**



“I am grateful for your dedication to the rule of law and look forward to continue working with you to defend the Constitution.”

PRESIDENT DONALD TRUMP



December 6, 2018

Mr. Adam Brandon
President
FreedomWorks
Washington, D.C.

Dear Adam,

Thank you for supporting my appointment of Justice Brett Kavanaugh to the United States Supreme Court. Justice Kavanaugh's demonstrated commitment to the fair and impartial application of the law is critical to upholding the rights of all Americans. I appreciate FreedomWorks' advocating for his confirmation by the Senate.

I am grateful for your dedication to the rule of law and look forward to continue working with you to defend the Constitution.

Sincerely,

A handwritten signature in blue ink, appearing to read "Donald Trump".

**“THERE’S A WAY
TO DO IT BETTER.
FIND IT.”**

THOMAS A. EDISON





PRESIDENT'S OVERVIEW

PAGE 6

2018 HIGHLIGHTS

PAGE 8

FREEDOMWORKS, INC.

OUR 501(C)(4) LOBBYING ARM

PAGE 10

FREEDOMWORKS FOUNDATION

OUR 501(C)(3) EDUCATIONAL FOUNDATION

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FREEDOMWORKS FOR AMERICA

OUR 527 SUPER PAC

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FREEDOMWORKS

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LEADERSHIP

AND BOARD OF DIRECTORS

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FUNDRAISING

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MAKE YOUR VOICE HEARD

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PRESIDENT'S OVERVIEW

WHY GRASSROOTS MATTER NOW

(AND WHY THEY'LL MATTER EVEN MORE IN 2020)



Every time I look in the rear-view mirror and think back to November 2018, I can't help but see 2020 coming for us like a Mack Truck.

While November didn't go how I'd hoped, 2018 certainly wasn't a bad year for the Freedom Movement by any measure.

As you'll see throughout the following pages of FreedomWorks' 2018-2019 Annual Report, we won some big victories on a number of fronts – some of which will pay huge dividends for years to come.

One of the biggest was the confirmation of U.S. Supreme Court Justice Brett Kavanaugh in one of the ugliest (and frankly, embarrassing) confirmation battles ever seen on Capitol Hill.

During that battle, FreedomWorks' activists were even mistaken as paid, professional lobbyists by an MSNBC reporter hoping to play "gotcha politics" with President Trump!

We also won an important victory with the passage of Right to Try, showing the connection between individual liberty and true compassion, as those with terminal diseases will now be able to access potentially life-saving drugs – even if career bureaucrats at the Food and Drug Administration (FDA) haven't gotten around to approving them yet.

Another important victory for those of us who support reforming our criminal justice system was the FIRST STEP Act. It's no secret that the United States has the highest incarceration rate in the world.

Feeding off our tax dollars, many "correctional facilities" have little interest in rehabbing criminals.

Their main interest is gaining new inmates to ensure the tax dollars keep flowing.

As a result, even after former inmates do their time, they end up right back where they started: prison. This does no one any good.

Passage of the FIRST STEP Act is an important move forward in ensuring true criminal justice reform that punishes criminals, but enables them to enter back into society as functioning, productive adults once they've done their time.

And while not every U.S. House and Senate race went the way we would have wanted, we did make gains in the Senate, which is good news for ongoing efforts to restore a Federal Judiciary that's committed to upholding the Constitution – not rewriting it.

The Regulatory Action Center – working with our allies in the Trump administration – also won some important victories, including rolling back President Obama's ridiculous CAFE fuel mileage standards. This win will mean that more Americans get access to safer, less expensive vehicles.

Of course, I could go on and on. But you'll get a more detailed look of our programs by reviewing the following pages of this 2018-2019 Annual Report.

As you read through them, please understand that what you're really seeing isn't a collection of facts, statistics, and stories.

What you're seeing is your investments in action – the impact FreedomWorks' grassroots activists are making with your generosity.

As political party bigwigs, congressional leaders, media elites, career politicians, and Washington, D.C. insiders and bureaucrats grow more despised, grassroots Americans matter more and more.

And as I've stated so many times, America's political future will be decided online.

FreedomWorks is proud to be ranked #1 among advocacy groups by Forbes when it comes to social media impact. ¹

As technology makes communication easier and easier, the playing field is tilting in the grassroots' favor – and away from those who've long enjoyed having megaphones all to themselves.

The Left certainly understands this, which is why they dumped money by the truckload into grassroots organization in 2017-2018 – while "encouraging" their friends in social media to start using corporate censorship to stop the "wrong" people from spouting opinions they don't like.

The result is a Democrat Party more radical than any we've ever seen. In fact, according to a recent poll by Scott Rasmussen, 48% of Democrats would be likely to vote for a candidate who considers themselves to be socialist! ²


As the Left becomes more unhinged – openly supporting confiscatory 70% tax rates, banning cars, air travel, and "cow farts," and rewarding those who are "unwilling to work" – we have an opportunity to grow stronger than ever.

And the "Swamp" is right to be afraid.

The American people – the good men and women all over the country who still believe in our country's promise of individual liberty and prosperity – are coming after them.

The grassroots will decide what happens throughout 2019-2020.

And you can rest assured FreedomWorks will fight on with everything we have.



1) <https://tinyurl.com/FW-1-social-media-impact>

2) <https://tinyurl.com/socialist-candidate-poll>

WHAT ARE THE GRASSROOTS? Many organizations throw the term around, but FreedomWorks seeks to define it. Grassroots are the people who care enough to be involved and make change possible. We serve as their eyes and ears in Washington, D.C. They are our heart and soul.

AT A GLANCE



BROUGHT 2,500+ ACTIVISTS TO WASHINGTON, D.C. for our "Rally for the Republic," in support of Brett Kavanaugh's Supreme Court confirmation and U.S. Rep. Jim Jordan (R-OH) for Speaker



EARNED FORBES #1 RANKING for advocacy groups for social media impact



DROVE 2 MILLION MESSAGES TO THE U.S. SENATE in support of Brett Kavanaugh's confirmation to the U.S. Supreme Court



REACHED OVER ONE MILLION REPUBLICANS AND GENERATED OVER 137,000 ACTIONS in support of Jim Jordan for Speaker of the House



SPONSORED AND ORGANIZED OVER 200 GRASSROOTS EVENTS in 26 states reaching 26,000+ activists



MADE OVER 118 RADIO AND TV APPEARANCES



PUBLISHED OVER 100 OP-EDS BY FREEDOMWORKS STAFF in outlets such as *Fox News*, *The Hill*, *Washington Examiner*, *Real Clear Markets*, *Real Clear Energy*, and *Forbes*



STATE ACCOMPLISHMENTS



REPEALED "PREVAILING WAGE" IN MICHIGAN to stop union officials from effectively setting labor rates for public works projects and bilking taxpayers of millions



PROTECTED DONOR PRIVACY IN ARIZONA to stop states from forcing the disclosure of contributors to organizations like FreedomWorks, Inc.



PASSED CRIMINAL JUSTICE REFORM IN PENNSYLVANIA to make it easier for those who with a criminal history to gain employment and start their lives over



REGULATORY ACTION CENTER

- ✓ **Delivered over 50% of the total comments the NHTSA** received regarding cutting restrictive Obama-era CAFE standards, which will result in less expensive and safer new cars for Americans
- ✓ **Conducted over 52 live streams, reaching over 500,000 views**, educating FreedomWorks' activists on the regulatory process and latest battles



CENTER FOR ECONOMIC FREEDOM

- ✓ **Visited college campuses across the country** to defend free markets to young people – including reaching 101,012 people through our Oklahoma State University live stream!
- ✓ **Published 174 op-eds** authored by John Tamny
- ✓ **Produced 38 Not Fake News With John Tamny episodes** generating over 456,000 views reaching an audience of over 1.5 million engaged activists in 2018



Launched over 600 ads reaching over three million voters on an average of five times per individual



Sent more than 1.4 million peer-to-peer texts to likely voters in battleground districts



Hosted more than 22 grassroots Get Out The Vote (GOTV) events covering all five of our Tier One races in the final 30 days of the cycle



32 FreedomWorks For America endorsed candidates won their elections



FREEDOMWORKS, INC. 2018 REPORT



With a grassroots army standing behind its name, FreedomWorks, Inc. is a force multiplier, mobilizing an activist community to support constitutionally limited government, free markets, and personal freedom.

As a 501(c)(4) organization, FreedomWorks, Inc. focuses primarily on mobilizing the grassroots to help pass or defeat legislation at the federal and state level and sounding the alarm about politicians' records.

In 2018, FreedomWorks certainly had our hands full with the political winds blowing against us.

With the 2020 election year already looming large over every decision made in Washington, D.C., there's no denying we have our work cut out for us in 2019.



FreedomWorks President Adam Brandon (left) with Art Laffer (right) and FreedomWorks' Senior Economic Contributor Stephen Moore (center)

FEDERAL POLICY INITIATIVES AND ACCOMPLISHMENTS

Conservative policies – including President Trump's historic Tax Cuts and Jobs Act – are doing what they were supposed to do. They're working.

For the first time since 2005, the American economy grew at a three percent clip, the unemployment rate is the lowest it's been since 1969, and deregulatory actions have saved Americans billions of dollars in unnecessary compliance costs.

The strong economy is bringing people, who were left behind in the last decade, back into the workforce.

Challenges remain, of course – including reining in Congress' constant overspending – but the American people are benefitting from the change in the economic atmosphere.

It wasn't just FreedomWorks Foundation's Regulatory Action Center that was focused on cutting red tape. FreedomWorks, Inc.'s work with Congress played a vital role as well.

Pushing Deregulation in Congress

In 2018, Congress continued – to the extent that it could – unwinding President Obama's regulation-happy legacy with the use of the Congressional Review Act.

With the help of FreedomWorks' grassroots supporters, S.J. Res. 576 became law in May of 2018. This important step prevented the Consumer Financial Protection Bureau from circumventing federal law to regulate auto-dealers – something career bureaucrats had been itching to do.

Also in May, the Economic Growth, Regulatory Relief, and Consumer Protection Act (S. 2155) passed both houses of Congress and became law after an outpouring of action from FreedomWorks' activists.

This victory in reforming some parts of Dodd-Frank gives banks much-needed targeted relief from onerous government regulations and requirements implemented under President Obama's administration.



**For the first time since 2005,
the American economy grew
at a three percent clip.**

CONFIRMING BRETT KAVANAUGH TO THE U.S. SUPREME COURT

If you quiz conservatives, many will say the number-one reason they voted for President Trump in 2016 boils down to this: judges.

The retirement of Justice Anthony Kennedy had been rumored for well over a year by the time he finally announced his retirement on June 27, 2018.

Many Democrats rushed to oppose President Trump's nominee before even knowing who he or she would be!

After Democrats failed to lay a hand on Judge Kavanaugh during his initial confirmation hearings, the circus began with wild, uncorroborated stories our partisan national media was happy to report as fact.

During the heat of the battle, FreedomWorks' activists sent nearly two million messages to the Senate urging them to confirm Judge Kavanaugh.

In addition, 2,500+ FreedomWorks' activists visited dozens of Senate offices multiple times – and several were actually in Senator Collins office when she announced her support.



"Kavanaugh Supporters Spotted With Lobbyists' Gear After Trump Attacks 'Elevator Screamers' as Paid Protesters" 10/5/18

RAWSTORY

FreedomWorks' activists really turned heads, resulting in the exchange between MSNBC reporter Sam Stein and FreedomWorks President Adam Brandon.





During the heat of the battle, FreedomWorks' activists sent nearly two million messages to the Senate urging them to confirm Judge Kavanaugh.



Sam Stein @samstein

For all the talk of anti-Kavanaugh protesters being paid, I just saw a group of Confirm Kavanaugh folks whip out a binder with a FreedomWorks logo on it and a printout of all the Senators (with their pictures next to them) who they should lobby.



Adam Brandon @adam_brandon

Replying to @samstein
All FreedomWorks activists are volunteers, and not paid. Helping people know who to peacefully lobby is far different from paying protesters to get arrested. And paying their bail and court fees.



FreedomWorks @FreedomWorks

Replying to @samstein
Thanks for the shout out, but briefing \neq "paid." #RealGrassroots #ampFW

PASSING RIGHT TO TRY

FreedomWorks has made a multi-year push to advance Right to Try legislation.

At the end of May, the Right to Try Act, S. 204, was signed into law – the culmination of a long-term FreedomWorks effort.

This bill opens up a pathway for certain patients with terminal illnesses or life-threatening conditions to get access to lifesaving drugs – a major victory for individual liberty.

This is a step in the right direction toward creating an alternative path around the Food and Drug Administration's lengthy and often unnecessary drug approval process.

Although the issue has overwhelmingly bipartisan support at the state level – with different versions passing in 41 states – the fight for Right to Try at the federal level became more complex, as House Democrats refused to support legislation that the Senate had previously passed unanimously – largely because it was championed by President Trump in his 2018 State of the Union.

But ultimately, with the widespread support of FreedomWorks' grassroots activists – who sent over 250,000 messages to Congress in support of this during the heat of the battle – Right to Try is now the law of the land.



**"Trump's Controversial New Healthcare Idea...
It has allies among some advocacy groups,
including FreedomWorks..." 2/2/18**

POLITICO

PROTECTING INTERNET FREEDOM

Protecting and restoring Internet freedom has been one of FreedomWorks' top priorities over the past few years. While this battle began in the regulatory space, the fight bled over into Congress in 2018.

FreedomWorks' efforts, once again, led to a critical victory for liberty and limited government.

In December of 2017, Federal Communications Commission Chairman Ajit Pai issued the Restoring Internet Freedom Order.

This order repealed the Obama administration's "net neutrality" rules that heavily regulated the Internet in ways that hurt investment in broadband. Chairman Pai was right to restore the light-touch framework that spurred investment and growth in the tech sector prior to 2015.

Shortly after this move by the FCC, congressional Democrats introduced a resolution that, if passed, would have reinstated heavy-handed Obama-era regulations.

This resolution passed the Senate, but, thanks to FreedomWorks' efforts mobilizing activists on social media and working with our friends and allies on Capitol Hill, only one House Republican signed on to the resolution.

As a result, this attempt to reinstate "net neutrality" never received so much as a vote on the floor. The Restoring Internet Freedom Order is no longer subject to the Congressional Review Act.



Federal Communications Commission Chairman Ajit Pai



MAKING OUR VOICES HEARD

FreedomWorks held two separate Digital Days of Action in support of Internet Freedom featuring **Senators Rand Paul (R-KY) and Mike Lee (R-UT)**

These days of action generated over **1.5 million live stream views**, which drove over **1 million actions** in support of Internet freedom



TAKING THE FIRST STEP

One of the most notable legislative achievements for FreedomWorks in 2018 was the enactment of the FIRST STEP Act (S. 756). Federal criminal justice reform has been long sought after by FreedomWorks, our conservative activists, and our grassroots activists.

Today, the incarceration rate in the United States is the highest in the world. Millions upon millions of our tax dollars are wasted on a prison system that releases inmates who often end up right back in a life of crime.

The FIRST STEP Act is a move in the right direction toward criminal justice reform.

Through continual conversations with the White House, and almost hourly discussions with legislative staff on the Hill, FreedomWorks' policy team was deeply involved in both the construction and negotiation of the legislation.

Throughout the process, we held 15 live streams in support of the bill featuring Senator Mike Lee (R-UT), former U.S. Senator Jim DeMint (R-SC), and Kelley Paul. During the battle, FreedomWorks earned over 450,000 views pushing for the FIRST STEP Act.

In addition, FreedomWorks drove 568,530 actions to Majority Leader Mitch McConnell and the rest of the U.S. Senate insisting on passage of the bill.

Ultimately, the FIRST STEP Act passed the Senate by a vote of 87 to 12 and the House by a vote of 358 to 36.

Because of our work, FreedomWorks President Adam Brandon was invited to the signing ceremony at the White House on December 21, where President Trump signed the FIRST STEP Act into law.

FreedomWorks worked hard in 2018 to help keep ensuring conservative policy victories.

Thanks to the consistent action of our activists, and the generous support of FreedomWorks' donors, the policy victories we achieved in 2018 complemented 2017's Tax Cuts and Jobs Act and the administration's continuing deregulation by advancing free market ideals and individual liberty.

Op-Ed: **"It's Time to Pass the FIRST STEP Act"**

by Adam Brandon

THE HILL



FreedomWorks Federal Affairs Manager interviews Kelley Paul (top right). Sarah Anderson with Jared Kushner (bottom).



SUPPORTING U.S. REP. JIM JORDAN (R-OH) FOR SPEAKER

With the announcement that Speaker Paul Ryan (R-WI) would be retiring at the end of the 2018 elections, the struggle began to fill this GOP leadership void.

For years, it's been clear to conservatives that the best path forward for the Republican Party is to rally around clear-minded, liberty-loving constitutional conservatives – like U.S. Rep. Jim Jordan of Ohio.

Knowing that, even if we were ultimately unsuccessful in the effort to make U.S. Rep. Jim Jordan speaker, this campaign could pressure GOP leadership to work more closely with the House Freedom Caucus. So FreedomWorks jumped in to support Jim Jordan with both feet.

In total, FreedomWorks reached over one million Republicans and generated 137,000 actions in support of Jim Jordan for Speaker of the House.

To regain the U.S. House, the GOP must rally around more men and women like Rep. Jordan.



STATE POLICY INITIATIVES AND ACCOMPLISHMENTS

It's rare that our national media will focus on legislative stories coming out of state capitals. But as conservatives know so well, that doesn't mean state level victories aren't absolutely critical in our battle to advance freedom.

State legislatures are important incubators for policy. States can test new programs and initiatives to address policy concerns on a small scale before a national push.

That is exactly what we saw with Right to Try over the past few years. Only after 41 states took action passing similar versions were conservatives finally able to realize victory at the federal level when President Trump signed Right to Try (S. 204) into law.

Our activists took over 50,000 actions in support of pro-freedom legislation at the state level in 2018, resulting in passage of important reforms in six states.

For example, Kentucky Governor Matt Bevin, a longtime ally and rising star in conservative circles, was able to pass pension reform with the help of FreedomWorks' activists and put his state on much firmer financial footing.

2019 is a promising year to keep up this winning streak at the state level.

Our activists took over 50,000 actions in support of pro-freedom legislation at the state level in 2018, resulting in passage of important reforms in six states.

A photograph of Governor Matt Bevin of Kentucky, wearing a dark blue suit, a light blue shirt, and a red patterned tie. He is smiling and looking upwards and to the left. A small red pin is visible on his lapel. In the background, another man in a suit is partially visible, and the setting appears to be a stage or a formal event with blue lighting.

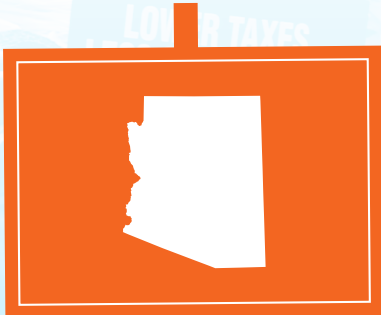
**“Group that Backs Bevin Making Automated Calls
Pushing Pension Bill in GOP Districts”**

by Jack Brammer, 3/15/18

LEXINGTON
HERALD LEADER

Governor Matt Bevin (KY) is a champion of pension reform.

STATE POLICY INITIATIVES AND ACCOMPLISHMENTS



Arizona Occupational Licensing Reform (H.B. 2649)

Arizona was once known as having the most extensive licensing regulations in the country, with California coming in second. Unnecessary regulations benefit no one. The licenses themselves cost money, create barriers to entry, and ultimately cost consumers. FreedomWorks, in partnership with the Goldwater Institute, was able to drive several thousand messages to legislators in support of these important reforms.



Arizona Donor Privacy (H.B. 2153)

Americans want a strong non-profit sector, robust debate about important public issues, and uniformity of laws across the states. House Bill 2153 provides all of these benefits while protecting non-profits' First Amendment rights to freedom of speech and freedom of association. In this battle, FreedomWorks worked closely with State Policy Network Partners and the Goldwater Institute to ensure donor information remains private in the Grand Canyon State.



Florida Occupational Licensing Reform (H.B. 29)

While many occupational licensing reforms have failed over the years in Florida, this legislation is a first step toward easing licensing fees and requirements for certain groups in the Sunshine State. FreedomWorks sent thousands of messages to legislators from our activists in support of broader reforms and we look to engage on this important issue further in 2019. In total, we drove over 2,500 messages to legislators in support of H.B. 29.



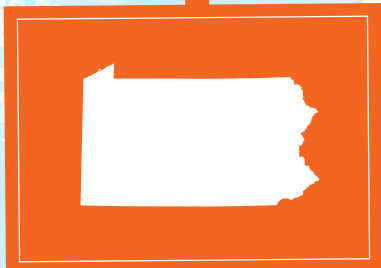
Kentucky Pension Reform (S.B. 151)

FreedomWorks is always eager to engage on state pension reform legislation. In 2018 a bill was introduced to overhaul Kentucky's ailing public pension system, which has more than \$40 billion in unfunded liabilities, and we jumped in to support this proposal by sending thousands of calls and emails to state legislators from our activists in support.



Michigan "Prevailing Wage" Repeal (Michigan Repeal Prevailing Wages and Fringe Benefits on State Projects Initiative)

Since 1965, the state of Michigan was effectively held hostage as the state's "Prevailing Wage" Law effectively allowed out-of-touch union officials to set wage rates for all public sector projects, wasting taxpayer's money. With the help of FreedomWorks activists, Michigan repealed "Prevailing Wage" on June 6, 2018 in a major victory for taxpayers, which some studies report could save taxpayers hundreds of millions of dollars per year.



Pennsylvania Criminal Justice Reform (H.B. 1419)

Also known as the "Clean Slate Act" this important legislation makes it easier for those who have interacted with the justice system to reduce the stigma they face when looking for employment and housing. FreedomWorks was proud to send messages in support of this bill to targeted members of the state House and Senate ahead of crucial votes.

LEGISLATOR OF THE WEEK PROGRAM

In 2017, FreedomWorks and the American Legislative Exchange Council (ALEC) began our “Legislator of the Week” program to highlight rising stars at the state level and build the farm team needed in order to build up the House Freedom Caucus and a conservative Senate majority.

Throughout 2018, FreedomWorks promoted 36 state legislators by linking to an American Legislative Exchange Council (ALEC) written blog post through our weekly newsletter. In addition, we sent out a weekly email to help share their successes to our community within their home state.

Following is the list of FreedomWorks' 2018 Legislators of the Week



SEN. GAIL BATES
MARYLAND



REP. JASON SAINÉ
NORTH CAROLINA



SEN. BRIAN MUNZLINGER
MISSOURI



REP. RYAN WARNER
PENNSYLVANIA



DEL. KATHY SZELIGA
MARYLAND



DEL. TRENT KITTLEMAN
MARYLAND



REP. SETH GROVE
PENNSYLVANIA



REP. WOODY BURTON
INDIANA



REP. TAFFY HOWARD
SOUTH DAKOTA



SEN. PATRICIA RUCKER
WEST VIRGINIA



SEN. RALPH ALVARADO
KENTUCKY



REP. KIM MOSER
KENTUCKY



SEN. JOEL ANDERSON
CALIFORNIA



SEN. SUSAN WAGLE
KANSAS



SEN. LOU ANN LINEHAN
NEBRASKA



SEN. JIM SMITH
NEBRASKA



REP. BILL SEITZ
OHIO



SEN. ED EMERY
MISSOURI



DEL. KATHY BYRON
VIRGINIA



SEN. LAURA EBKE
NEBRASKA



REP. DENNIS PAUL
TEXAS



REP. MICHAEL CLARK
SOUTH DAKOTA



REP. ANDY DULIN
NORTH CAROLINA



REP. AMBER MARIANO
FLORIDA



SEN. BRIAN KELSEY
TENNESSEE



REP. TREY STEWART
MAINE



REP. JOHN NYGREN
WISCONSIN



REP. VINCE LEACH
ARIZONA



SEN. BILL COLEY
OHIO



SEN. CHRIS BIRCH
ALASKA



REP. BRUCE DEGROOT
MISSOURI



REP. RON RYCKMAN
KANSAS



SEN. STUART ADAMS
UTAH



REP. DALE DEVON
INDIANA



REP. KENNETH WEYLER
NEW HAMPSHIRE



REP. SAGE DIXON
IDAHO

AMP'ING UP ACTIVISM

2018 was the year of digital activism. Sadly, it's an area where the Left has been dominating for years now, using social media to affect policy and influence legislators.

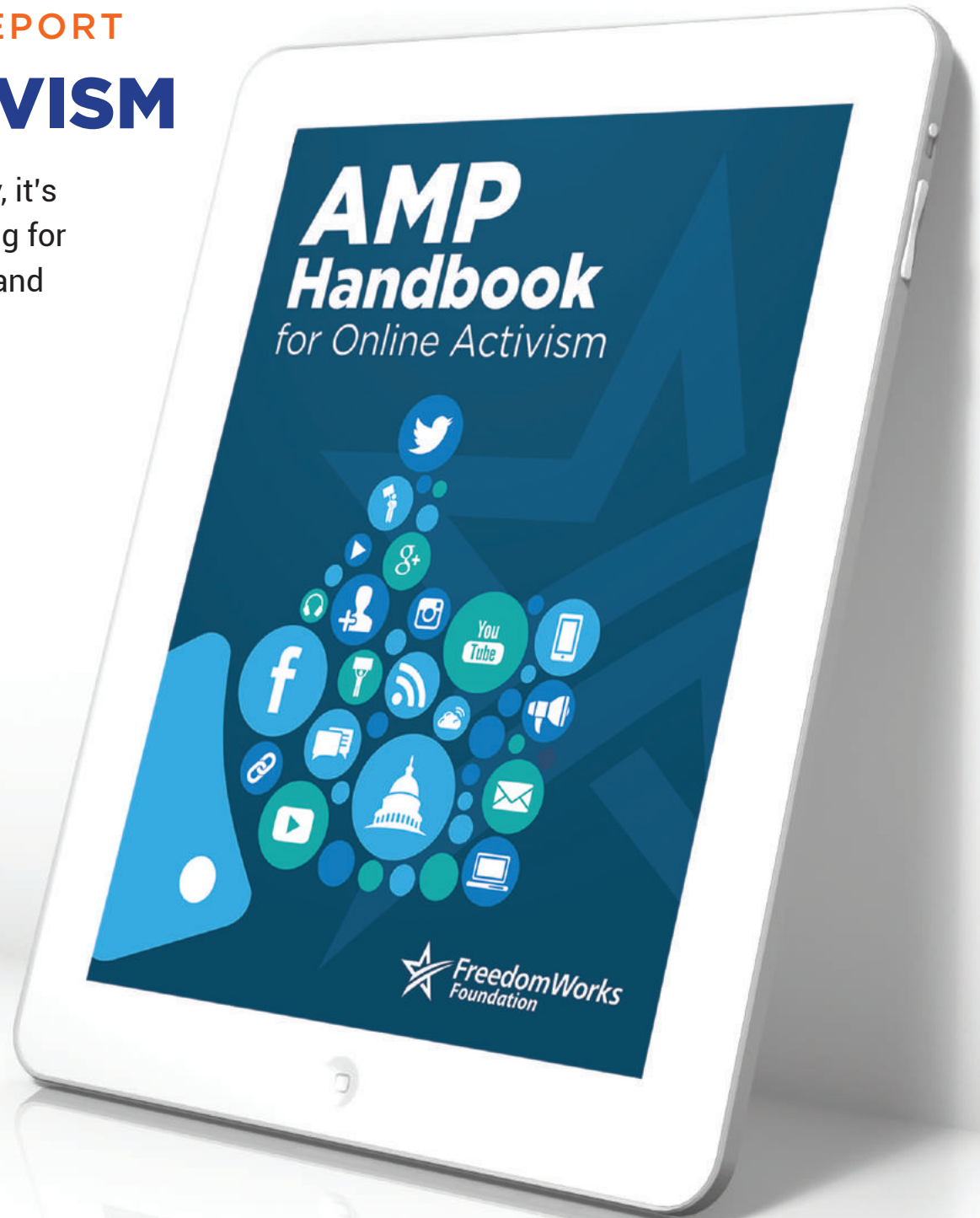
But in 2017, FreedomWorks launched our Activism Modernization Plan (AMP) – a multi-year effort to catch up with the Left and bring our grassroots advocacy to social media.

Along with releasing a handbook outlining best practices, we've held over one hundred trainings across the country and have trained thousands of activists on Twitter and Facebook activism.

While many other conservative groups and the Republican Party have spent years telling their members to join social media, FreedomWorks is leading the charge in showing our community what to do once there.

This plan encourages grassroots activists who currently email and call their legislators to also connect with them on social media – a medium currently dominated by liberal activists.

It's clear our efforts are working. In fact, Forbes ranked FreedomWorks number one among advocacy groups for our combined social media impact.



But with all that's at stake in 2019 and 2020, this program could not be more important.

The Left poured millions of dollars into grassroots organization in 2017 and 2018. That remains a large reason why they triumphed at the polls in many races across the country. We cannot allow this to happen again.

But in 2017, FreedomWorks launched our multi-year effort to to catch up with the Left, our Activism Modernization Plan, to bring our grassroots advocacy to social media.

And the principles that apply here can also impact elections.

With major news networks and publishing outlets becoming more openly biased, freedom-minded activists need to have a way to make their voice heard.

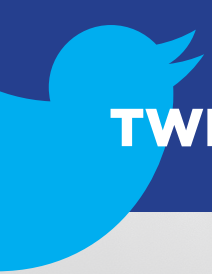
In training activists how to engage on social media, we are giving the grassroots back their voice. FreedomWorks' AMP program is the amplifying tool that helps grassroots activists become the first responders for freedom.

Last year, FreedomWorks and our activists sent over 270,000 tweets (many directed at lawmakers) and greatly improved our metrics across the board. We look forward to growing this program further in 2019.

We also employed this network in our peer-to-peer texting program through FreedomWorks for America and were able to send over 1.4 million personalized text messages in just over three weeks.



FreedomWorks Director of External Affairs Phil Bell showing an activist how to use some new online tools



TWEETS AND REPLIES



Forbes COMBINED SOCIAL MEDIA IMPACT SCORE

ADVOCACY GROUPS	2017	2018
FreedomWorks	604	620
Americans for Prosperity	169	168
UNIVERSITY BASED		
Hoover Institution (Stanford U)	70	86
Mercatus (GMU)	16	17
UFM (Guatemala)	11	4
STUDENT ADVOCACY		
Turning Point	66	132
Students for Liberty	25	29
MAGAZINES AND MEDIA FOCUSED EFFORTS		
PragerU	291	520
Media Research Center	200	250
National Review (Magazine)	205	232
Reason	153	182
The Daily Signal	87	106
Learn Liberty	64	71
Panam Post	17	52
COMPETITION		
MoveOn.org	232	266
Brookings	156	187
Chatham House	69	82

Table produced by Alejandro Chafuen. Combined scored of social media compiled by Tarun Vats and based on the formula = Facebook Likes + 4.333 times Twitter Followers+ 1.479 times YouTube subscribers (divided by 10,000)

AMP'ING UP ACTIVISM

TWITTER GROWTH IN 2018

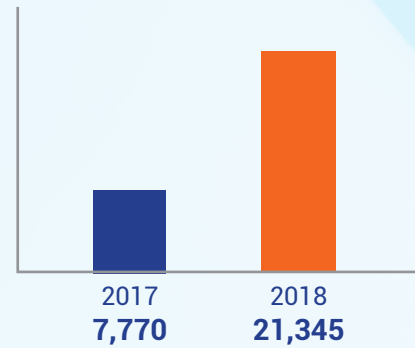
ORGANIC IMPRESSIONS



IMPRESSIONS PER TWEET



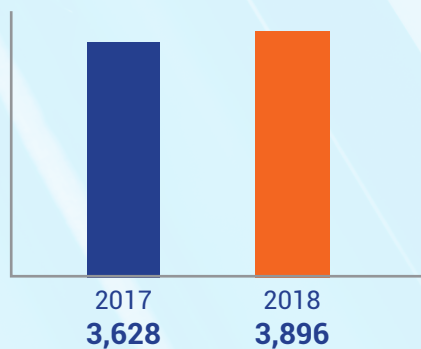
TWEETS SENT



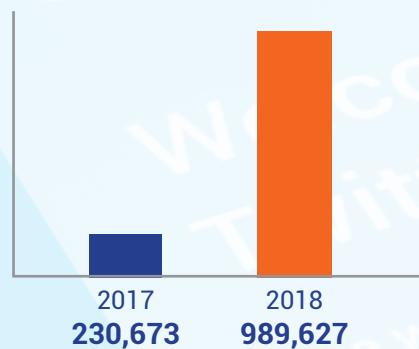
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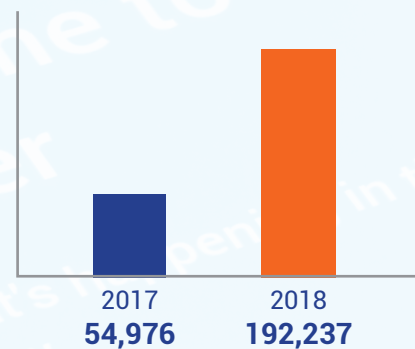
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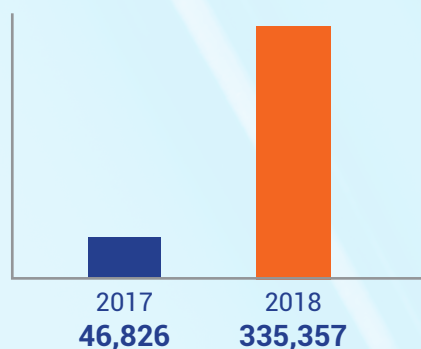
ENGAGEMENTS



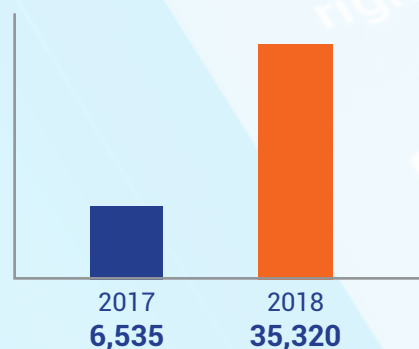
RETWEETS



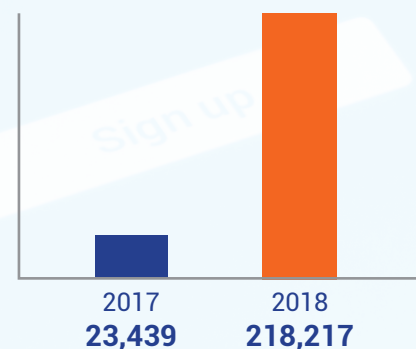
LIKES



REPLIES



CLICKS



WORKING WITH ALLIES

As President Ronald Reagan stated, “There is no limit to the amount of good you can do if you don’t care who gets the credit.”

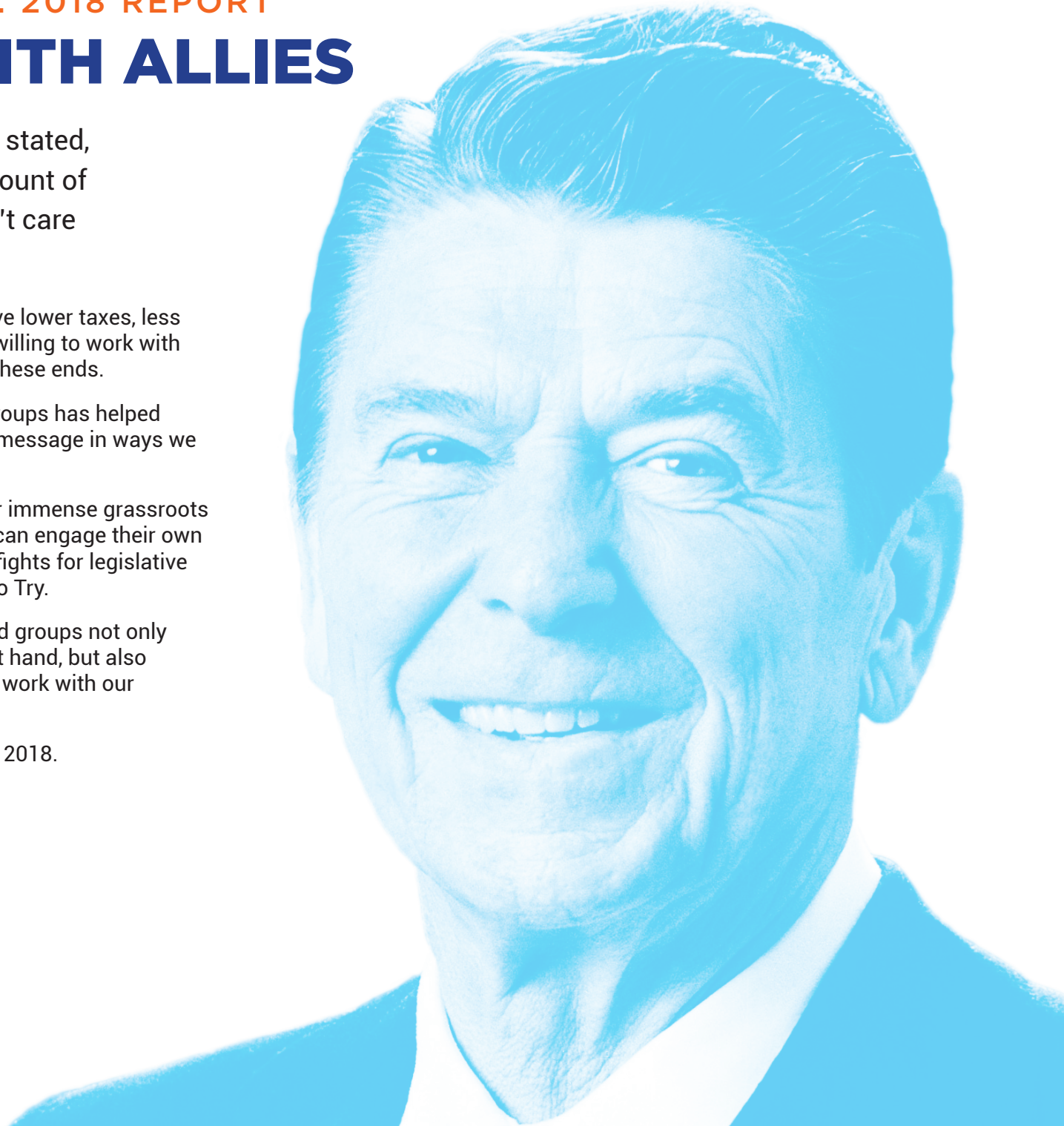
FreedomWorks exists to do good – to achieve lower taxes, less government, and more freedom. And we’re willing to work with allied groups whenever possible to achieve these ends.

Our partnerships this past year with allied groups has helped amplify our free-market, small-government message in ways we could not have done otherwise.

While FreedomWorks focuses on serving our immense grassroots community, groups we have partnered with can engage their own distinct audiences to help us win important fights for legislative reform – from the FIRST STEP Act to Right to Try.

Working within a network of freedom-minded groups not only increases the resources our activists have at hand, but also increases the opportunities in which we can work with our partners on multiple events.

The following pages contain highlights from 2018.



KEY PARTNER GROUPS FOR 2018

FreedomWorks

AMERICANS for TAX REFORM

ALEC American Legislative Exchange Council

THE CLUB FOR GROWTH

CENTER for COMPETITIVE POLITICS

AEI AMERICAN ENTERPRISE INSTITUTE

CATO INSTITUTE

COMMONWEALTH FOUNDATION

FGA

BLUEGRASS INSTITUTE

CARDINAL INSTITUTE FOR WEST VIRGINIA POLICY

COMPETITIVE ENTERPRISE INSTITUTE

U.S. JUSTICE ACTION NETWORK

CENTENNIAL INSTITUTE COLORADO CHRISTIAN UNIVERSITY
FAITH • FAMILY • FREEDOM • FUTURE

GEORGIA PUBLIC POLICY FOUNDATION

The Heartland INSTITUTE

FAMM

OPEN THE BOOKS Every Dime. Online. In Real Time.

ILLINOIS POLICY

mrc media research center

SUTHERLAND INSTITUTE A NEW BIRTH OF FREEDOM

GEORGIA CENTER for OPPORTUNITY

GOLDWATER INSTITUTE

U.S. TERM LIMITS

MERCATUS CENTER George Mason University

NEVADA POLICY Research Institute

The Heritage Foundation

JCN Job Creators Network

reason FOUNDATION

The Steamboat Institute Inspiring Americans to Greatness

SENATE CONSERVATIVES FUND

R Street

INSTITUTE IJ for JUSTICE

Texas Public Policy FOUNDATION

TEA PARTY PATRIOTS

STATE POLICY NETWORK State Solutions. National Impact.

The Buckeye Institute

RETIREMENT SECURITY INITIATIVE

WILL WISCONSIN INSTITUTE FOR LAW & LIBERTY

TURNING POINT USA

YOUNG AMERICANS for LIBERTY

THE WORK AHEAD: WHAT'S ON OUR PLATE FOR 2019 AND 2020

No sooner did the smoke clear from the 2018 elections than did the fight for 2020 begin in full force.

With the national media "all-in" for a Democrat Party that's more radical than we've ever seen, the stakes couldn't be higher throughout the remainder of 2019 and 2020 for those of us who support liberty and limited government.

FreedomWorks is excited to launch two new programs in 2019: our Top 1,000 Activist Army of Freedom Responders and our Center for Fairness in Elections.

We believe these programs will prove to be instrumental to the future of FreedomWorks and the Liberty movement.



PROJECT #1

LAUNCHING OUR TOP 1,000 ACTIVIST ARMY

Recruit the recruiters. That's been FreedomWorks' key to grassroots success.

Currently, FreedomWorks maintains a network of six million activists across the country, but many of these fall into the base of our "pyramid."

In preparation for the 2020 elections, FreedomWorks will grow our top "super activist" grassroots network to 1,000 strong, enabling us to compete head-to-head with the Left's grassroots army.

These activists will work across the country to recruit new activists, represent FreedomWorks at grassroots events, and engage in our campaigns to help advocate for legislative priorities.

This program will help achieve two key priorities:

It will give us a large base of activists for rapid response events in Washington, D.C. This new network will allow us to match the Left on Capitol Hill on short notice.

This Top 1,000 Activist program will expand our bandwidth for the total number of grassroots events per year by close to 100%, by building a network of trustworthy and reputable activists who can represent FreedomWorks at (and host) grassroots events.

To accomplish this rapid growth in our top activists program, we'll need to utilize our current network of top activists to identify new groups and foster new relationships in targeted states.

This new group of super activists will give FreedomWorks a huge advantage over our competitors on the Left as we look to oppose legislation from Nancy Pelosi in the House, support conservative legislation and court nominees in the Senate, and continue the White House's push for regulatory reform.

We'll focus the bulk of these efforts on the states you see here.

2019 TOP TARGETED STATES FOR ACTIVIST RECRUITMENT

TIER 1



VIRGINIA



PENNSYLVANIA



OHIO



NORTH CAROLINA



SOUTH CAROLINA

TIER 2



ARIZONA



FLORIDA



UTAH



OKLAHOMA

PROJECT #2

STOPPING THE OBAMA/HOLDER REDISTRICTING TAKEOVER

In the wake of the 2018 Midterm Elections, it is clear that the Left is playing for keeps. The next step in their agenda is to take control of the House for the next decade. They plan to do this by changing the rules for redistricting ahead of the 2020 census in order to control the process and draw the lines to suit their candidates.

In fact, forcing redistricting rules to change – effectively leaving Republicans unable to compete – has been President Obama's main focus since leaving office.

With his support for the deep-pocketed Democratic Redistricting Committee – led by former Attorney General Eric Holder – this is a battle every conservative must take seriously.

This could mark a generational shift in who controls Congress.

Yet, there's been little to no leadership to combat this among conservatives.

There is a strong need for leadership to push back against the Left's strategy and coordinate a defense of longstanding traditions for drawing state and federal district lines. This is where FreedomWorks comes in.

By partnering with national leaders in election law such as John Fund, FreedomWorks will mobilize its community in key states to advocate for legislation defending traditional redistricting processes and combat radical legislation aimed at gerrymandering district lines in favor of Democrats.

This is a three year effort. We aim to push model legislation in key states for 2019 and 2020, as well as be ready to actively engage in the 2021 line drawing following the census.

Our goal is to preserve a congressional map that gives Republicans a fair chance at electoral success and to prevent outsourcing the responsibility of redistricting from state legislatures to unelected commissions.



**“Is This the Year for
a Redistricting Revolution?”**

The Atlantic

PROJECT #3

CONTINUING THE FIGHT IN THE STATES

With gridlock largely expected in Congress, battling in the states is that much more important in 2019 and 2020.

However, the midterm elections did take their toll on many state legislatures.

Six chambers changed partisan control in the 2018 elections. Democrats captured the Colorado State Senate, Maine State Senate, Minnesota House of Representatives, New Hampshire House of Representatives, New Hampshire State Senate, and the New York State Senate.

Overall, Democrats had a net gain of 308 seats in the 86 state legislative chambers that held regularly-scheduled partisan elections.

Four full state legislatures saw changes in their supermajority status as a result of the 2018 elections. Democrats attained supermajorities in three full state legislatures – California, Illinois, and Oregon. This added to their existing four supermajorities, giving them seven total.

Republicans, meanwhile, entered the 2018 elections with 17 full state legislative supermajorities and lost one – North Carolina.

Needless to say, these changes in the state legislatures make our involvement in supporting good legislation, and more importantly, defeating bad legislation, that much more important. Looking ahead, this Calvin Coolidge quote seems ever more pertinent: “It is much more important to kill bad bills than to pass good ones.”

But we'll continue to go on offense where possible.

In talking with our partner groups, we expect occupational licensing reform, gas tax increases, criminal justice reform, and minimum wage hikes to be key policy issues in the 2019 state legislative sessions.

FreedomWorks remains well positioned to impact state legislation in favor of smaller government, lower taxes, and free-market policies as we mobilize our community to contact their legislators.

We've already identified a dozen bills we are preparing to engage on this year and are working to educate our activists on these important issues. We look forward to sharing the results!

“IT IS MUCH MORE
IMPORTANT TO
KILL BAD BILLS
THAN TO PASS
GOOD ONES.”

CALVIN COOLIDGE



As a tax-deductible 501(c)(3) organization, FreedomWorks Foundation focuses on educating the public on key freedom issues – as well as keeping tabs on the Executive and Judicial Branches, and the “Fourth Branch of Government,” the Regulatory State.

FreedomWorks Foundation’s Regulatory Action Center has quickly become the conservative movement’s main driver of public comments on Washington, D.C. regulations – effectively the only time the American people can make their voices heard and make an impact during the regulatory process.

Today, we’re making progress “Draining the Swamp” that few could have imagined just a few years ago.

And with the addition of John Tamny to head of our Center for Economic Education, FreedomWorks is taking the lead in a full-throttled defense of capitalism against the Big Government Left – not with the facts and figures that free market advocates have always had at our disposal, but with easy-to-understand narratives that stick in Americans’ minds.



REGULATORY ACTION CENTER

The Regulatory Action Center (RAC) was conceived prior to the 2016 election as a way to utilize FreedomWorks Foundation's grassroots activist base to combat future growth of the Regulatory State.

This was an effort to combat the Left and bring conservatives into the regulatory fight.

The administrative state – and the massive collection of alphabet soup agencies and the millions of rules and regulations they've crafted under the Executive Branch – grew to an unprecedented scale under the Obama administration.

Before that, it grew to an unprecedented scale under the Bush administration. There was no reason to expect anything besides more growth regardless of the outcome in 2016.

Then, with the help of FreedomWorks' activists, history happened.

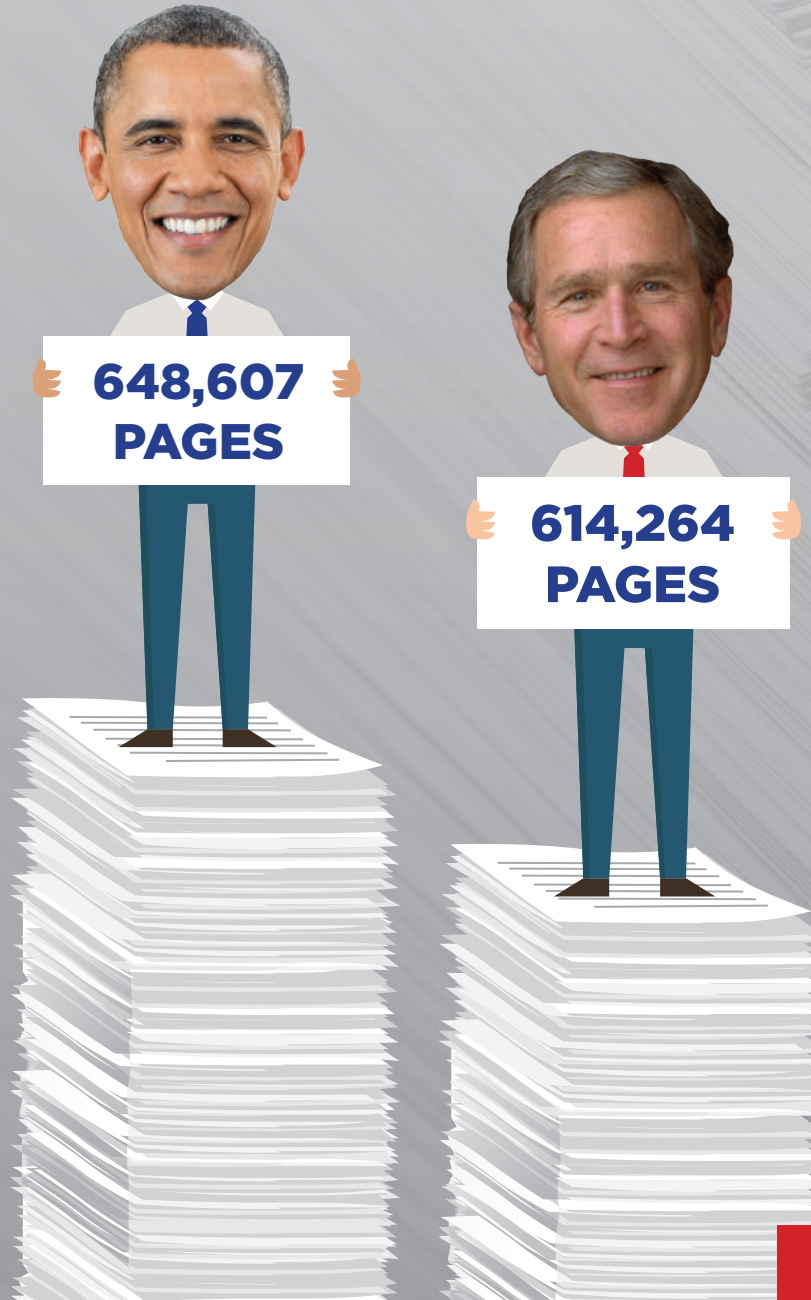
The Trump administration immediately began pursuing an aggressive and unprecedented deregulation and regulatory reform agenda.

To put the magnitude of this change in perspective, look at the Federal Register. The number of pages published in the Federal Register is the best barometer we have for evaluating the growth of the administrative state in any given year.

In 2016, the Obama administration set the record with a Federal Register over 95,000 pages long.

The next year, the Trump administration published just shy of 62,000 pages, the lowest Federal Register page count in over a quarter century – with many of these pages dedicated to deregulatory rule changes.

REGULATIONS CREATED BY THE LAST TWO PRESIDENTS CREATED OVER TWO TERMS EACH



REGULATORY ACTION CENTER

There is no questioning the success of the RAC in 2017, as we delivered tens of thousands of unique and verifiable activist comments to federal agencies in support of many key Trump administration agenda items.

This stands in stark contrast to the progressive Left, which bombards agencies with form letters.

Groups on the Right have tried to replicate this. But it's not good enough.

We need our activists to learn about these issues, understand what their government is doing, and appreciate the impact they can have on our government.

Not only that, but administration officials have told us form comments don't make nearly the same impact as unique and substantive comments.

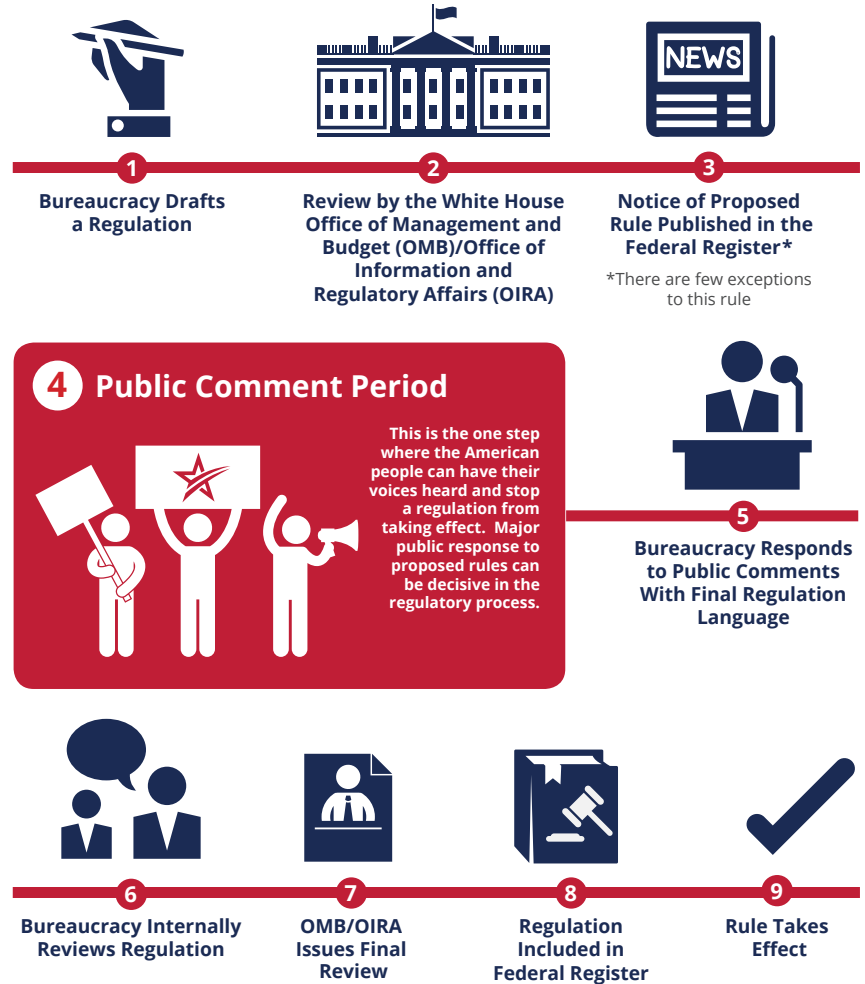
In 2018, the overwhelming majority of the RAC's resources were devoted to supporting the incredible and continuing regulatory reform efforts of the Trump administration.

FreedomWorks Foundation activists once again generated tens of thousands of comments supporting rule changes and reforms that will have noticeable positive impacts on everyday Americans.

FreedomWorks Foundation is the only grassroots organization combating the Left in the public comment arena -- an area they have dominated for years.

A STEP-BY-STEP GUIDE TO THE REGULATORY PROCESS

Please note that the steps for implementing a new rule or rescinding one are the same.



HOW CONGRESS CAN STOP REGULATIONS



THE REGULATORY ACTION CENTER IN ACTION



Beginning in January 2018, the RAC drove 12,090 comments to the Environmental Protection Agency (EPA) in support of rolling back the Obama administration's back-door cap-and-tax scheme and effective nationalization of electricity markets under the so-called "Clean Power Plan."

When Barack Obama infamously let it slip that his plan would make electricity rates "necessarily skyrocket," this is what he was referring to.

Today, the Trump administration's EPA is proceeding with an agenda to allow all sources of energy to compete on a more level playing field rather than picking winners and losers by smothering industries, particularly coal, with impossible pollution standards. Stable electricity rates is something every American family will feel every month.

"Lower electrical rates is something every American will feel every month."

THE REGULATORY ACTION CENTER IN ACTION



U.S. Department of Transportation
**National Highway Traffic Safety
Administration**

**“The SAFE rule means
more American consumers
will have access to less
expensive, safer new cars.”**

FreedomWorks Foundation’s activists also generated 6,304 comments, delivered to both EPA and the National Highway Transportation Safety Administration (NHTSA), in support of the Trump administration’s proposed reforms to automobile Corporate Average Fuel Economy (CAFE) standards.

CAFE targets under the Obama administration were set to increase dramatically in the coming years. Such stringent standards stood to make vehicles more expensive and increase the risk of being harmed in an accident.

When vehicle prices increase, Americans stay in their older vehicles with fewer safety features longer. Newer vehicles, while possessing additional safety features, are lighter to comply with CAFE. But heavier cars are safer than lighter ones.

The mixture of these two unintended consequences meant Americans were damned if they did buy a new car and damned if they didn’t.

The good news is, the Trump administration’s new rules freeze CAFE targets at their 2020 levels, ensuring subsequent model years feature cars that are both more affordable and safer than they would have been under Obama administration standards.

FreedomWorks Foundation’s activists comprised over 50 percent of the total comments received by NHTSA on the same rulemaking – an impressive feat.

THE REGULATORY ACTION CENTER IN ACTION



In 2018, the Department of Health and Human Services (HHS) began soliciting feedback from the public on a proposal to use an index of price controls from foreign single-payer healthcare systems to determine reimbursement levels for drugs under Medicare Part B.

While the cost of Medicare is certainly something that needs to be addressed, piggy-backing on foreign single-payer systems – which already ride free on American medical innovation – is not the answer.

FreedomWorks Foundation's activists took a stand for principles over politics and delivered over 2,100 comments to HHS in one month opposing this proposal, at the end comprising 55 percent of the total number of comments received by HHS.

FreedomWorks activists rallied, battling to stop foreign governments from setting American prescription drug prices.

“FreedomWorks foundation activists took a stand for principle over politics...battling to stop foreign governments from setting American prescription drug prices.”

The HHS example, in particular, proved FreedomWorks Foundation's activists would engage through the RAC even if it meant challenging the Trump administration.

We now know our activists can be counted on to show up and participate in the regulatory process based purely on the merits, or faults, of the proposed regulation, regardless of who occupies the White House.

This is critical knowledge to have, considering the historical trends in federal regulation. This example demonstrates the RAC will have durability in the coming years.

FREEDOMWORKS FOUNDATION

CENTER FOR ECONOMIC FREEDOM

FreedomWorks Foundation's Center for Economic Freedom (CEF) is FreedomWorks' answer to the Left and the media's constant assault on the benefits of free market capitalism.

Headed by Director John Tamny, the CEF takes the conversation to college campuses across the country to dispel the myths surrounding free market intervention.

As an editor of *Real Clear Markets*, John Tamny breaks down economic lessons into real-life examples through relevant, contemporary explanations of how free markets benefit not just the United States, but the world economy.

In 2018, Tamny authored more than 174 op-eds in *Real Clear Markets*, *Forbes*, and the *Wall Street Journal*, among other publications.

Tamny also helped promote the Center for Economic Freedom on TV and radio throughout 2018. Tamny has been a frequent contributor on Fox News and Fox Business.

In addition, the Center for Economic Freedom continued to conduct our *Not Fake News With John Tamny* live stream.

According to a recent poll, a majority of America's up-and-coming generation would rather live in a socialist, communist, or fascist nation rather than a capitalist one. So the Center for Economic Freedom's work has never been more important.

The *Not Fake News* live stream is meant to reach our activist community on social media and be easily shareable with friends and associates. The show, which began in the fall of 2017, produced 38 episodes in 2018, generating over 456,000 views reaching an audience of 1.5 million engaged activists.



John Tamny and FreedomWorks activists at our Washington D.C. Activist Fly-In

**The
Washington
Times**

Op-Ed: "Ignore the Pessimist: The Millennial Generation Will Be the Richest Yet"

**USA
TODAY**

Op-Ed: "Let College Football Players Major in Football. NFL or Not, They'll Get Jobs."

Forbes

Op-Ed: "There's No Such Thing as Too Much Growth"

THE FIGHT AHEAD FOR THE REGULATORY ACTION CENTER AND THE CENTER FOR ECONOMIC FREEDOM

In 2019, FreedomWorks Foundation plans to pick up where we left off combating the Regulatory State and making the moral case for capitalism through the Center of Economic Freedom – with the help of our generous supporters.

With regulatory changes the most likely place for true reform given the current makeup of Congress – and all that's on the line in 2020 with Democrats fully embracing an increasingly socialist agenda – 2019 will be a critical year for both the Regulatory Action Center and the Center for Economic Freedom.

The following is a brief look ahead at the major projects we plan to undertake.

Regulatory Action Center 2019 Plans

For 2019, the Regulatory Action Center (RAC) plans to continue improving our communications to our grassroots community generating even more action.

Part of the uniqueness of the RAC is its ability to educate the grassroots about regulatory current events, and drive action based on that education.

In 2019, we'll begin including more in-depth RAC updates posted on the FreedomWorks website on a bi-weekly basis. We will also include live streams explaining current projects, the facts behind them, and the action items associated with them.

The RAC intends to become a larger part of FreedomWorks' policy agenda in 2019. With a divided Congress, very few bills in line with FreedomWorks' agenda will have a feasible chance of being signed into law.

However, regulatory and deregulatory actions are not subject to such gridlock. The RAC is already expanding on its list of contacts within the

administration to make sure our voice is one of the loudest in calling for less red tape in Washington, D.C.

The impact of the RAC can already be seen by policymakers.

As previously noted, the Department of Health and Human Services (HHS) has introduced an advanced notice of proposed rulemaking (ANPRM) to import socialist price controls on medication to the United States.

FreedomWorks' activists, led by the RAC, generated over half of the comments on that docket. Seeing as HHS seems determined to push forward this ill-advised rule, the RAC will continue to keep up the pressure, and expects more action this spring.

The Food and Drug Administration is also an agency the RAC will be watching closely in 2019. They have already floated proposals to ban electronic cigarettes, and to ban the use of dairy terms in plant-based alternatives such as "almond milk." *(continued on the next page)*



LOOKING AHEAD

The RAC has already engaged in the early stages of such potential rulemakings, and will be able to hit the ground running if any other developments arise on these regulations. This will make the RAC primed to be the leading free-market voice in such discussions.

Given the RACs leading position, another goal for 2019 is to develop monthly RAC coalition meetings. This will help advance FreedomWorks' mission with the resources of multiple organizations behind us. The RAC can then develop campaigns with this coalition to better fend off harmful regulations and advance regulatory reforms.

Some campaigns we've identified as potential targets in 2019 include:

- An EPA notice of proposed rulemaking (NPRM) on replacing the Waters of the United States (WOTUS) rule. This rule would redefine what constitutes a navigable water and prevent the federal government from regulating backyard streams.
- Another EPA NPRM on the renewable fuel standard for 2020. Relevant details are not yet available for this rulemaking, but are expected some time this summer.
- The finalization of the Department of Interior's offshore drilling five-year leasing plan. We plan to support this rule, and expect action some time this summer.
- Driving support for key FCC and other relevant regulatory agency actions to facilitate the deployment of advanced "5G" cellular service technology.

With a divided Congress, the RAC presents the most promising avenue for FreedomWorks to have an impact on federal policy for at least the next two years.

With our donors' support, we look forward to building on our past successes.





FreedomWorks Senior Fellow, Rev. C.L. Bryant

Center for Economic Freedom 2019 Plans

For 2019, the Center for Economic Freedom plans to focus on simple creatives that emphasize how free markets benefit all. The creatives to be posted online will emphasize real-life instances of how big government interventions in the market economy hamper economic growth across the board.

The creatives will emphasize the positives as well, showing that freer societies have increased economic growth, which leads to greater prosperity and a higher standard of living.

Overall, the creatives should not mention specific policies in particular, but rather how the lack of intervention allows the United States to prosper.

These creatives can be pushed on social media, especially Twitter, where we already have a large following, featuring pictures of well-known individuals (i.e. major CEOs, investors, athletes, and entrepreneurs) who owe their success to free markets.

Tamny's recent book, *The End of Work*, has plenty of examples that would be perfect for these creatives.

By fostering a larger audience on social media for the CEF brand, FreedomWorks can grow the CEF's online presence, which will lead to further media hits and audience exposure.

Overall, the CEF is essential to FreedomWorks' mission in 2019.

With Democratic control of the House of Representatives, and the looming 2020 Presidential Election, FreedomWorks must work hard to push back against the "government knows best" narrative from the Left.

The Center for Economic Freedom is unique in that it allows FreedomWorks to push back in an apolitical way. Tamny's examples in *The End of Work* are perfect for this because they are rarely political in nature.

By remaining apolitical in its messaging, the CEF will be vital to capturing and ultimately mobilizing a non-partisan (or politics-averse) audience in 2019 and 2020.



While keeping the U.S. Senate was an important achievement on election night 2018, we've had time to analyze losses to position ourselves better for 2020.

The GOP's failure to keep promises on issues like ObamaCare repeal certainly played a role in the 2018 results.

But despite the Democrats' takeover of the U.S. House, the 2018 elections can't honestly be called a "wave" election or even a repudiation of the President.

With a net of two Republican pick-ups in the U.S. Senate – including FreedomWorks' endorsed candidate Josh Hawley in Missouri and Mike Braun in Indiana – conservatives are still in a strong position to remake the federal judiciary and continue to unwind the Regulatory State in 2019.

And the 36-seat loss by Republicans in 2018 is far less than what President Obama lost in 2010 (63) or President Clinton lost in 1994 (54).

The good news is, there were many other races decided by just a few thousand votes that we simply would not have won without FreedomWorks' efforts – especially our Activism Modernization Plan.

2018 was our biggest political year since 2014. And with the help of our supporters, we're hopeful that 2020 will be even bigger.



FREEDOMWORKS PAC & FREEDOMWORKS FOR AMERICA

BY THE NUMBERS

- ✓ **LAUNCHED OVER 600 ADS REACHING OVER THREE MILLION VOTERS** an average of five times with messages that were positive, negative, as well as those aimed at turning out voters.
- ✓ **SENT MORE THAN 1,430,000 INDIVIDUAL PEER-TO-PEER TEXTS**, targeted at likely voters in battleground districts.
- ✓ **HOSTED MORE THAN 22 GRASSROOTS GET OUT THE VOTE (GOTV) EVENTS** covering all 5 of our Tier One races in the final 30 days of the cycle.
- ✓ **RAISED AND SPENT UPWARDS OF \$800,000** in support of principled, conservative, and pro-liberty candidates across the nation – our biggest cycle since 2014.

DENVER RIGGLEMAN

WILL FIGHT FOR THE 5TH DISTRICT
AND BRING **COMMON SENSE** BACK
TO WASHINGTON.



LOOKING AHEAD

Since the 2018 midterms, we have pages upon pages of analysis – as is true with every election.

It's clear that House Democrats placed a massive bet on women in their plan to retake the majority. Dozens of Democratic female candidates jumped into races across the country.

Democrats tailored much of their messaging on health care, on taxes, on everything to appeal to female voters – especially in the suburbs. Women made up 52% of the overall electorate, according to exit polls, and they went for Democratic candidates over Republicans by 20 points.

A big part of the problem is that many Republican consultants and campaign professionals failed to talk to female voters with their focus on traditional campaign tactics like U.S. Mail and TV ads.

Undecided female voters aren't glued to Fox News, CNN, or MSNBC. Neither are young people – a growing and increasingly important slice of the electorate.

They're online. They're on social media. They're listening to what their friends and family have to say. So no matter how many millions of dollars conservatives spend, Republicans cannot win their votes with TV ads.

We need a bigger and more effective presence online in 2020. So we need to continue AMP'ing up in 2019 in every way we can.

The second big lesson from 2018 is that texting works.

FreedomWorks for America's activists sent over 1.4 million personalized text messages to voters in the three weeks before the elections.

Texting clearly made a difference in several races, and will become an even bigger part of our program in 2020, provided we can keep recruiting activists who are willing to contact their friends, family, and acquaintances for the cause of freedom.

Looking ahead to 2019, our top goals are designed to create conditions for a successful 2020 election cycle.

We are proactively working towards next year by anticipating our needs – including recruiting candidates, building an army of small dollar donors to back our efforts, and training activists to support of our efforts.

With our donors' continued support, we're hopeful for many victories throughout both 2019 and 2020. We look forward to sharing our progress with you.

TEXTING WORKS

98%

OF TEXTS WERE OPENED

17%

OF VOTERS RESPONDED

TEXTING IS

68X

FASTER THAN A PHONE CALL

TEXTING IS

250X

FASTER THAN DOOR KNOCKING

FUTURE EFFORTS

- ➔ **RECRUIT AND VET CANDIDATES** - this is already beginning. We are focusing on the 31 key districts that we lost in the 2018 midterms but Trump won in 2016. The goal is to take back the U.S. House in 2020. These races are where we'll start, but we will be widening our targets as we move closer to 2020.
- ➔ **CREATE OUR POLITICAL/CANDIDATE BOOK** - our first draft of this book will be ready in the first quarter of 2019, and we will be updating it periodically for our supporters' review. This book outlines our strategy and offers donors insight into target races. Many of our supporters donate to political candidates and will no doubt want as much information on candidates as possible.
- ➔ **CONDUCT POLITICAL INTELLIGENCE** - this will be a mix of polling, analytics, district data, and voter stories gathered from our travels over the course of the year to ensure we stay the best possible stewards of our supporters' contributions.
- ➔ **LAUNCH "TRIAL RUN" ELECTION PROGRAMS FOR 2019** - to ensure we're as prepared as we can be for 2020. Over the past decade, there have been 5-6 special elections for Congress per year on average. There will also be state legislative races in Virginia in 2019. These off-year elections will give FreedomWorks an opportunity to fine-tune our programs ahead of 2020 – an opportunity we plan to take full advantage of.



U.S. Senator
Steve Daines (R-MT)

FREEDOMWORKS ANNUAL REPORT

FREEDOMWORKS FAMILY OF ORGANIZATIONS



Donations of any amount	✓	✓		✓
Gifts of stock	✓	✓		
Confidential giving (no public disclosure rules)	✓	✓		
Contributions used to pass/defeat legislation	✓			
Donations to support or oppose candidates			✓	✓
Tax-deductible		✓		
Federal contribution limit of \$5,000 per individual, \$10,000 per couple			✓	
Donations from corporations	✓	✓		✓
Type of Organization	501(c)(4) ORGANIZATION	501(c)(3) ORGANIZATION	FEDERAL POLITICAL ACTION COMMITTEE *	SECTION 527 "SUPER PAC" *

* We are required to report the name, address, occupation and employer of all donors who contribute over \$200 in a calendar year

LEADERSHIP AND BOARD

LEADERSHIP



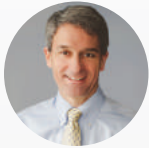
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PRESIDENT



STEVE MOORE
SENIOR ECONOMIC
CONTRIBUTOR



MAC STODDARD
VICE PRESIDENT
OF MARKETING



KEN CUCCINELLI
DIRECTOR OF THE
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JASON PYE
VICE PRESIDENT
OF LEGISLATIVE AFFAIRS



JOHN TAMNY
DIRECTOR OF THE CENTER
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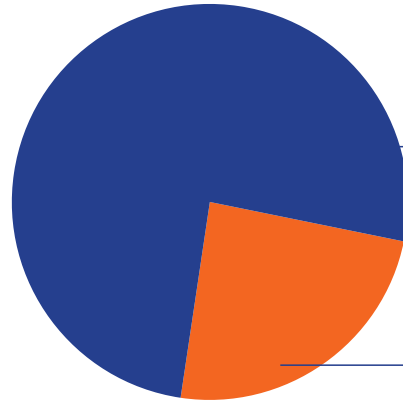
FUNDRAISING

FREEDOMWORKS INC.

TOTAL RAISED:

\$4,239,252

from **26,996** donors



73% RAISED FROM **INDIVIDUALS**

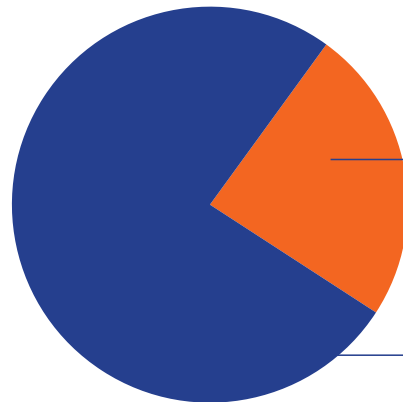
27% FROM **CORPORATIONS**

FREEDOMWORKS FOUNDATION

TOTAL RAISED:

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from **4,174** donors



24% FROM **FOUNDATIONS AND CORPORATIONS**

76% RAISED FROM **INDIVIDUALS**



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Whether it's engaging with elected officials online, contributing generously, or involving yourself in the regulatory process, FreedomWorks offers endless opportunities for you to ensure your voice is heard in Washington, D.C.

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"Like" us on Facebook at [Facebook.com/FreedomWorks](https://www.facebook.com/FreedomWorks)

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Please feel free to contact Emily Stack, Grassroots Coordinator, to find out more ways to get involved. She can be reached at estack@freedomworks.org

Restore Liberty Legacy Society

Thanks to the support of FreedomWorks' donors, conservatives have won some essential battles over the years to advance freedom, but we've also learned that progressives and special interests never stop looking for ways to grow government and restrict liberty.

To that end, you're invited to leave a permanent legacy for liberty by including FreedomWorks in your will or trust. Joining our Restore Liberty Legacy Society will ensure that whatever new challenges we face in the fight for liberty, FreedomWorks Foundation will be prepared to meet them.

Please contact FreedomWorks today, so we may enroll you as a founding member of our Legacy Society at (202) 942-7645 or PSedghi@freedomworks.org.





Adam Brandon, President
111 K St NE, 6th Floor
Washington, DC 20002

QUESTIONS?

Please contact Parissa Sedghi at 1.888.564.6273



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