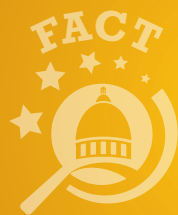


# A Time For Action







**iVoterGuide covers  
candidates in every  
FEDERAL ELECTION  
NATIONWIDE.**

# Who will determine our future?

In 2013, Houston, Texas, became the largest U.S. city to elect an openly gay mayor.

Just 83,000 votes from a city of 2.3 *million* people put her in office. That was 8 percent of Houston's registered voters.

8 percent.

In her final term, she authored the Houston Equal Rights Ordinance, which quickly became known as "The Bathroom Law." It allowed people to choose the public restroom of the gender they identified with, even in schools. In other words, men claiming to be women could not be stopped from using women's bathrooms.

The action galvanized Houston's conservative Christians. Still, it took two years, multiple lawsuits, and hundreds of thousands of dollars before the regulation was overwhelmingly repealed in a citywide vote.

But what if...

## A Time

## For





... a coalition of voters with Judeo-Christian values had been knowledgeable and motivated to turn out the first time? Had elected a mayor consistent with their values? Had ended this fight before it began? (There are 97,000 members in Houston's four largest churches alone, more than enough to have won the election.)

Who determines our future?

The answer is simple ... the people who vote! The people who put in office those who make our laws, choose our judges, and shape our culture.

Houston is just one city. But its story is being repeated every day across the country:

- Attacks on religious liberty are up 133 percent in the past five years, according to a study by FirstLiberty.org.
- A California law requiring pregnancy crisis counselors — even pro-life Christians — to tell clients about abortion made it all the way to the Supreme Court before finally being overturned.
- A high school football coach in Washington state was fired for a private, personal, 15-second silent prayer on field after a game. The liberal Ninth Court of Appeals upheld his firing.

Clearly, this is a time for action.

The men and women we elect enact such laws and become or appoint such judges.

The 2018 election cycle will be among the most important in our time. And we are only two years from the presidential election.



It's time now to stand up by voting for candidates who support the principles and values that are important to you.

It's time to identify, equip, and motivate a coalition of Christian voters to turn the tide rising against them.

It's time for iVoterGuide.

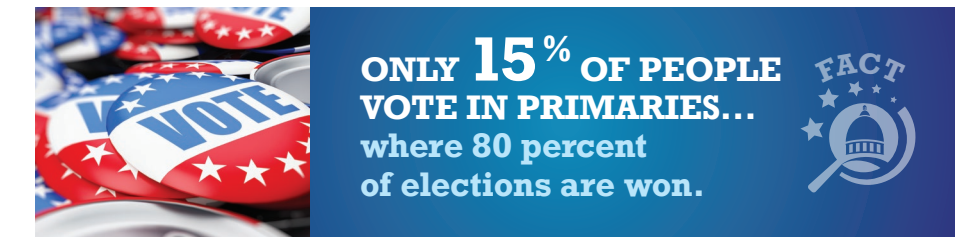
## The Coalition Model

At iVoterGuide, we're changing the way elections are won.

Currently, in political activity in the U.S.:

- Voters focus on a couple of top-of-the-ballot candidates in general elections.
- Conservative organizations focus on legislation ... not the candidates who will write it.
- Businesses support candidates who support their industry.
- Churches rarely encourage members to be good stewards of their God-given authority to vote.
- Donors support one candidate for one election.

The result? Elected officials operate independently of those they represent and are almost always re-elected.



The new Coalition Model put in action by iVoterGuide turns this upside down ... and voters with Judeo-Christian values win.

### Values vs. Issues

In this new model, coalitions of conservative voters, organizations, businesses, and churches can easily identify candidates who support their Judeo-Christian values. Positive action on issues will follow.

### Primary vs. General Election

Only 15 percent of people vote in primaries ... where 80 percent of elections are won because gerrymandered legislative districts favor one party. So, a small number of values-driven voters can make a huge difference.

### Actions vs. Words

For most voters, political ads and candidates appearing on radio and TV are the main source of information on those seeking office. But it's not what candidates say that matters ... it's what they do. iVoterGuide compiles reliable, easy-to-understand data on candidates' voting and spending records and endorsements. Voters know what candidates have done, not just what they've said.





We are **DATA-DRIVEN**  
and non-partisan.



### Impact vs. Activity

In the 2018 Republican primary election, iVoterGuide reached more than 150,000 voters in Texas alone. And we reached hundreds of thousands more across the country through partnerships with trusted organizations that share our research with their members, such as the **American Family Association Action, Family Research Council Action**, and many others.

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In the 2018 mid-term primary elections, where fewer people typically vote, iVoterGuide usage has grown by 78 percent over the same point in 2016.

Even more encouraging is comparing iVoterGuide voters with the turnout numbers in key states we target.

iVoterGuide was used in the 2018 Republican primaries by:

- 3 percent of voters in Pennsylvania
- 4 percent of voters in Indiana
- 5 percent of voters in Florida, Ohio and Wisconsin
- 9 percent of voters in Texas

In the contested Republican primary House races in Texas, an average of 10 to 12 percent of voters used iVoterGuide. That's up from just 2.4 percent of voters using iVoterGuide in 2016.



## Grounded in God. Rooted in Research.

iVoterGuide is an in-depth, high-quality, web-based, user-friendly resource developed by Christians to inform Judeo-Christian voters.

“We are data-driven and non-partisan,” says iVoterGuide Executive Director Debbie Wuthnow. “We equip and empower concerned Christians so that they become informed voters.”

At election time, voters are inundated with the noise of never-ending news cycles, seemingly endless campaign advertisements, and deceptive media practices.

iVoterGuide stops that chaos so you can learn the truth.



**I vote because I want a strong and free America for my children and grandchildren. Using iVoterGuide allows me to see which candidates share my values and will fight as hard as I do for their future.**

**James & Susan Sutton  
Florida Voters**

From immigration and healthcare to family values, religious liberty, and fiscal responsibility—iVoterGuide covers all the issues most important to you, and backs it with quantifiable research.

iVoterGuide is grounded in biblical, Judeo-Christian values. We don't make endorsements or try to tell voters who to vote for. Instead, through painstaking, vetted research, we clearly present the information you need to decide for yourself and educate others.

iVoterGuide lets you compare candidates side by side and identify which ones most closely share your values—and who has the record to back up their campaign promises.

Make no mistake, far too many politicians make promises on the campaign trail... then break those promises in office. The result? Lawmakers decry Obamacare then fail to repeal it. They rail against rising national debt then add to it. They promise secure borders and backtrack on paying for it.

“Every government problem we face in our country is the result of an election,” says Wuthnow. “We have bad laws because we elect people with the wrong values. We get bad judicial decisions because we have judges with the wrong values. A surprisingly small number of informed voters can make an amazingly big difference in elections from the nation's capital to your state's legislature.”

A great example of that occurred in Texas State House District 114 where a conservative challenger defeated a moderate incumbent. Of the 12,031 votes cast (6,417 for the conservative), 2,375 of total voters used iVoterGuide—40 percent of the winner's votes!

As we equip more conservatives to vote wisely in the party primaries, that story can be replicated in key districts across the nation. It should also encourage conservative candidates to run for office, knowing that the record of each candidate will be clear to the growing universe of engaged iVoterGuide voters.

And we're just getting started.



**WE GET BAD JUDICIAL DECISIONS** because we have judges with the wrong values.



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**IMMIGRATION  
HEALTHCARE  
FAMILY VALUES  
RELIGIOUS  
LIBERTY  
FISCAL  
RESPONSIBILITY**







**“THE MOST IMPORTANT THING IS TO  
BRING PEOPLE TO CHRIST. THE SECOND  
MOST IMPORTANT THING IS TO PRESERVE THE FREEDOM  
TO DO THE MOST IMPORTANT THING!”**

**William J. Federer**

**It helps a great deal to  
have critical information  
on candidates readily  
available and easy  
to access.**

**Jenny Taylor  
Texas Voter**



iVoterGuide now covers candidates in every federal election nationwide.

Following iVoterGuide’s *Vision 2020* plan, we will add new coalition partners and greatly expand the states where we cover all statewide and state legislative races. This year alone we added 21 new coalition partners for a total of 33 and expect to continue that trend.

By the close of 2018, we’ll include all statewide and state legislative races in seven important states, plus *selected* statewide races, such as governor and lieutenant governor, in *four* more.

In the 2019 off-year election, we’ll add more coalition partners, roll out an improved website, and target four additional states with off-year elections.

By 2020, we plan to be helping voters with information on statewide races in up to 20 states and state legislative races in up to 15 states.

Eventually, iVoterGuide will be *the* critical resource for a coalition of Judeo-Christian voters, offering vital information nationwide on candidates up and down the ballot in all 50 states.

Financial support of iVoterGuide is the most cost-effective way to put people in office and on judicial benches who reflect your values and will protect your freedom.

It is a time for action, perhaps like no other in our history.

iVoterGuide founder Richard Ford points to “the second most important thing.”

“Author William Federer says the most important thing I can do is lead people to Jesus, the second most important thing is preserving the freedom to do that,” Ford says.

Yet every day, that freedom is under attack, along with the principles and values on which it is founded.



**There is no voter guide  
available today that is as  
valuable as iVoterGuide.**

**Kerby Anderson  
Host, Point of View Radio**



Our nation stands at a crossroad. One way leads to freedom based on cherished values. The other to continued cultural decline and increased government control.

With your partnership, iVoterGuide will equip voters to elect those who will lead us on the right path.

## A TIME OF OPPORTUNITY

There is a reason that a small number of people voting can have a huge impact. Here's why.

As mentioned, gerrymandering creates electoral districts that favor one political party over another.

Pennsylvania's 7th Congressional District and Maryland's 3rd Congressional District are prime examples of gerrymandering. Since 1863, in Pennsylvania's strongly Republican 7th District, only four Democrats have held office and that was just for 20 total years. In Maryland's Democratic 3rd District, only three Republicans have ever held office.

This is legal, common, and widespread.



And here is the key point: Because of gerrymandering, 80 percent of state and federal elections are decided *in the primary*. In other words, because a district tilts toward one party, the candidate who wins that party's primary, wins the general election.

About 60 percent of voters turn out for presidential general elections, dropping to 40 percent for off-presidential years. But only 15 percent typically vote in the primaries . . . where the legislative election is most often decided!

This means voters in relatively small numbers can change the face of Congress and state legislatures.

**IF YOU WANT ANY SAY IN WHO YOUR REPRESENTATIVES WILL BE, you must vote in the primary and encourage others to do so as well.**



iVoterGuide is building a coalition of Judeo-Christian voters to vote in primaries for candidates who reflect their values. Again, we don't make endorsements. We share research.

We estimate that if just 15 percent of voters in a primary are armed with iVoterGuide research, it will tip that election to the true conservative candidate.

If you want any say in who your representatives will be, you *must* vote in the primary and encourage others to do so as well.

### The iVoterGuide Difference

Texas House District 128 had been held for 11 years by one of the most liberal Republicans in the legislature.

iVoterGuide targeted that district where a young, conservative attorney—Briscoe Cain—challenged the incumbent.

With a modest budget, iVoterGuide crafted a get-out-the-vote effort using social media, robocalling, and the help of our partners to mobilize conservative voters and make them aware of our research. To inform them, not endorse a candidate.

About 500 people used iVoterGuide in the district.

Briscoe Cain received 3,045 votes. He won by just 23.



**IF JUST 25%** of voters in a primary are armed with iVoterGuide research, it will tip that election to the true conservative candidate.



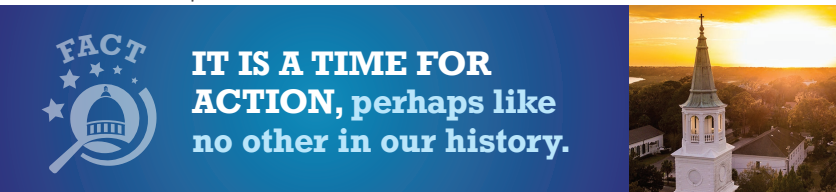
iVoterGuide's 500 voters made the difference.

By the way, Rep. Cain ranked as the No. 1 most conservative legislator in the Texas House for the 2017 legislative session.

That's one example of the iVoterGuide difference. And we want to repeat it across the country. With your help, iVoterGuide can be impacting even more federal, state, and local elections.

If you financially support one candidate . . . you impact one race. By giving to iVoterGuide, you're not just affecting one race, but thousands of races across the country.

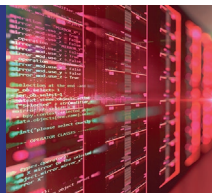
The stakes are high, and the case is clear: iVoterGuide is the most efficient, cost-effective, and impactful way to turn the tide for our country.







**WE HAVE 62 MILLION**  
donation records in  
our data base.



## HOW iVOTERGUIDE WORKS

iVoterGuide is a lean and efficient organization with a small, permanent staff augmented by dedicated part-time researchers during election cycles. Additionally, we put technology to work to develop a volume and depth of data on candidates that would be extremely difficult for an individual to duplicate.

We've gathered:

- 62 million donation records
- candidate endorsements from over 1,000 organizations
- legislative voting records from 100-plus organizations.

The process of creating a candidate profile begins with our proprietary computer program that finds, downloads, and sorts campaign finance data from both federal and state donations. That data shows where candidates have donated money and who has donated to them.

The iVoterGuide team then links those donations that were made to legislators with their vote ratings

to create a "Virtual Voting Record" for candidates based on the organizations and individuals they have supported.

"Our goal is not to see how much is raised or spent but to find the candidates' ideological leaning by seeing who and what they support—and who supports them," Debbie Wuthnow says. "We dig for information about the money because it shows what's important to them."

Hands-on research plays a vital role in developing candidate profiles as well. If candidates have held office, iVoterGuide gathers ratings of their voting record by conservative and liberal organizations and posts them for review. Similarly, candidates' endorsements by conservative or liberal organizations are gathered and posted.

Each candidate receives an opportunity to respond to an iVoterGuide questionnaire, focusing on a broad spectrum of issues important to Judeo-Christian voters.

All of this data, plus relevant material from other sources, is then reviewed by a panel of vetted, trained and knowledgeable volunteers. They vet the research and assign a ranking to each candidate on a 7 point scale—from *Very Liberal* to *Very Conservative*. The data is then displayed on iVoterGuide.com in an easy-to-read format.

Each of these components—computer programming, research, vetting, and rating—requires financial resources.

**By giving to iVoterGuide you affect the outcome for thousands of candidates across the country. iVoterGuide is essential for voters and for candidates. There's no better way to influence politics today.**

**Each candidate receives an opportunity to respond to an iVoterGuide questionnaire, focusing on a broad spectrum of issues important to Judeo-Christian voters.**





In addition, when funds are available, we advertise on social media and radio to promote iVoterGuide, and we invest in developing partner relationships with leading organizations who promote our guide to their members.

The iVoterGuide method identifies Judeo-Christian voters and equips them with trusted information on where candidates stand. As people exercise their precious right to vote ... we make a difference.

We've seen this work time and time again.

With your support, we'll do it in more states, counties, and communities.

"Our culture is determined by elections," Debbie Wuthnow says. "But just one in four Christians vote. We're commanded to be 'salt and light' in the world, to stand up for timeless values and the freedom they support. Our way of life is at stake. Five million Christian households across the country could elect a majority in Congress."

## **NOW IS THE TIME**

Read the headlines. Watch cable news. Listen to talk radio.

We're at a national tipping point. Upcoming elections will determine what kind of America we will have for generations to come.

The battle for the hearts and minds of the American people is real. Elections have consequences, and we know God has called Christians to be good stewards

of their citizenship. We must put men and women in office who will take action to protect our freedom.

The only way to do this is to vote such candidates in.

This is why iVoterGuide is so important right now. It is a proven, effective way to mobilize a coalition of Judeo-Christian voters, present them with reliable facts about their candidates, and get their votes counted in the elections that count the most.

In the past century, there have been only a handful of opportunities to bring about robust conservative reform. We are in one of those times now, and history has shown the window for such opportunities can close quickly.

Now is the time for action. A time to put your support where it will do the most good.

iVoterGuide is grounded in God, rooted in research, and building a coalition to elect candidates aligned with the values you hold dear.

**Partner with us.**

**Starting now, by God's grace, we'll  
change America for the better...  
one vote at a time.**



**WE'RE AT A  
NATIONAL TIPPING  
POINT. The battle for  
the hearts and minds  
of the American  
people is real, and  
we may only have a  
short time to act.**

**TAKE ACTION**







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a project of Heritage Alliance