



NEWT GINGRICH

Dear fellow Patriot,

The Democratic party and its radical base is playing a dangerous game of slander and false indignation. They are desperate to regain control of the Congress in five weeks – and we must stop them.

We must fight with every new tool we have available. When the battlefield changes, we must adapt to win.

Please allow me to recommend one new way to succeed: Supporting Valor America SuperPAC. I ask that you donate generously. Valor America SuperPAC is a conservative election effort that has developed revolutionary methods. It is the first conservative effort to master the science of data and experimentation that the Democrats have been quietly – but powerfully – using against us for the last 12 years.

My top aides and I have been watching this election method on the Left closely since 2012, and we have also gotten to know the team at Valor America over these years. Joe Arlinghaus and his chief scientist, Adam Schaeffer, demonstrated in 2014 and 2016 that they can duplicate the science of the Left. However, they need more resources now to do all that can be done.

Let me be clear: What they do allows access to a population of voters who normally vote for Democrats. Their methods allow them to determine in advance, with an accuracy not possible 20 years ago, what messages will persuade these Americans to vote for our Republican candidates. The Democrats have covertly used these techniques against us for five election cycles. Valor America is ahead of every other conservative effort with this science. They have the trained team to duplicate and outperform the efforts of the Left.

The result, with sufficient funding, is new votes. In some elections it is a bump of as much as 5 percent – which can turn a close loss into a close win.

With very modest funding in 2014, Valor America helped create a massive shift in Hispanic voting in the 2014 Texas gubernatorial race. Again, with very minimal funding, they helped win blue collar, historically Democratic voters in Pennsylvania in 2016.

Rarely in life do we get a chance to bring a new weapon to the field of battle. This is such an important moment.

Your Friend

A handwritten signature in blue ink, appearing to read 'Newt', written in a cursive, stylized script.

Newt