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**MAKE
AMERICA
JUST AGAIN!**
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Operational Overview

April 2024

Voters Know Both Candidates

- **A Presidential general election rematch has not occurred since 1956**
- **Voter opinions of Joe Biden and Donald Trump are already settled**
- **Top-of-mind issues, like Law and Order, will play a large role in 2024**



A System of Injustice

- **Joe Biden and his allies have weaponized the Justice System**
- **Democrats are trying to end or disqualify Trump's candidacy**
- **Four different legal cases are still being pursued to stop Trump**

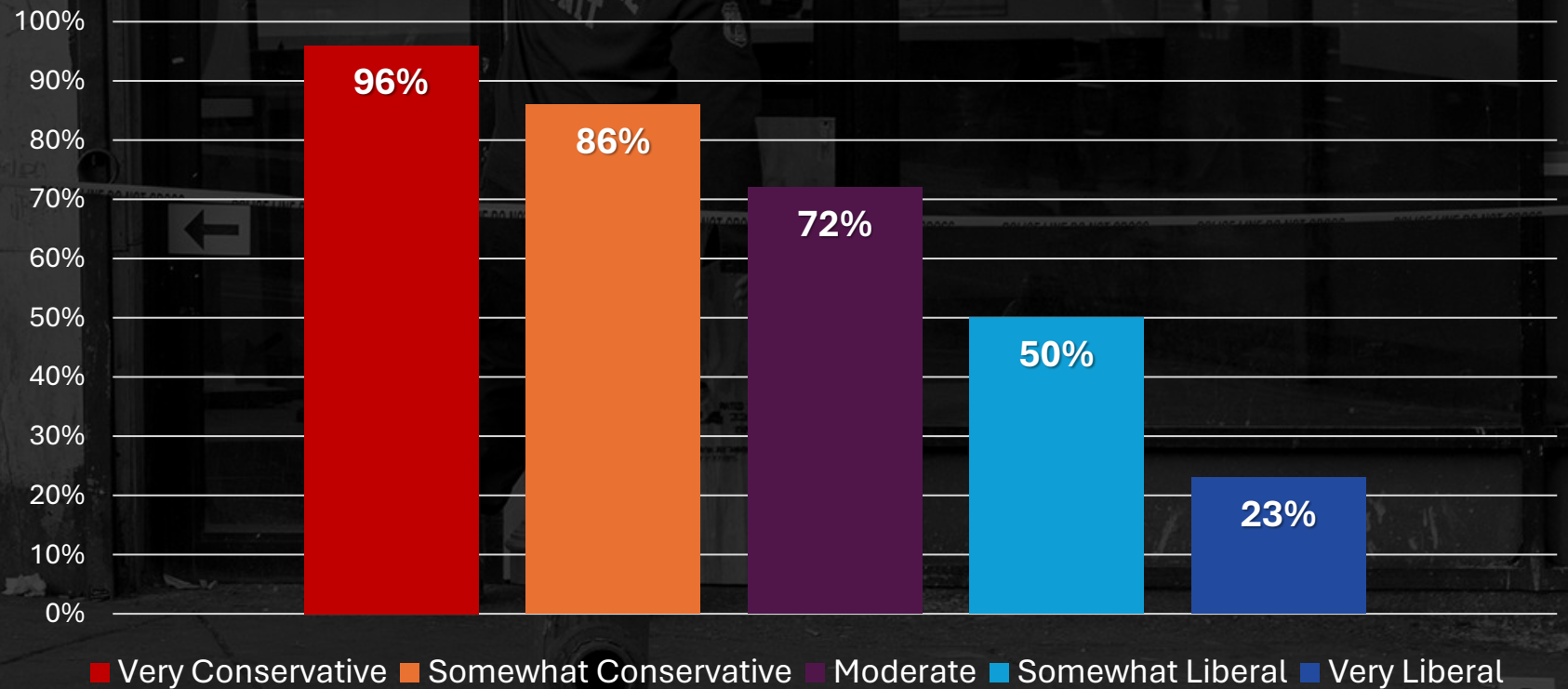
Crime Ravaging Cities

- **Crime rates continue to rise across the country**
- **Woke DA's still refuse to prosecute many criminals**
- **Voters are increasingly concerned about public safety**

This is, in fact BS.
Crime is down 71%
between 1993-2022

Crime a Very Powerful Issue

Nearly all voter say progressive criminal justice policies have likely led to an increase in crime – including self identified moderates & liberals



Source: Rasmussen Reports Survey, Aug 2023

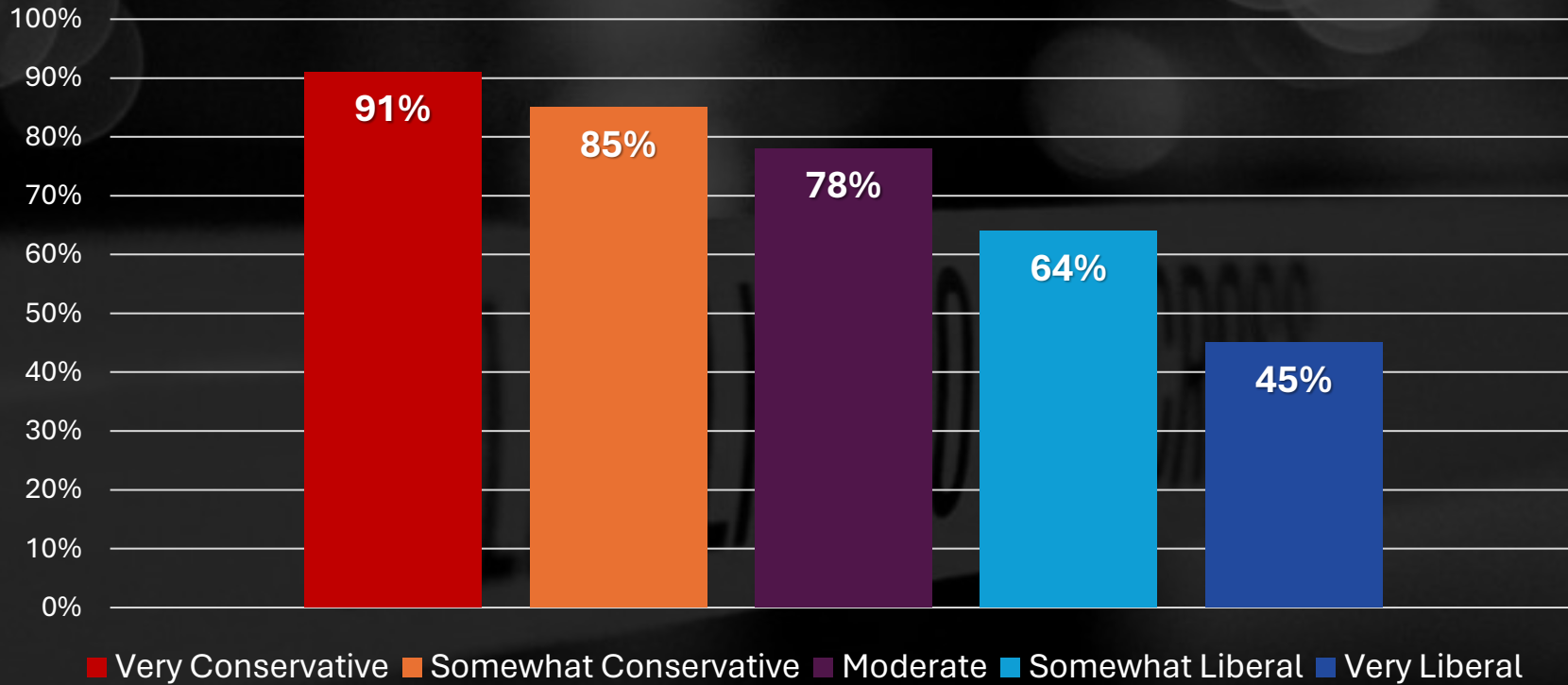
Hack outfit

Accuracy Matters! As of April 2024, voters say the economy, abortion and immigration are there top three issues.



Voters are Ready for Change

Nearly all voter segments also support legislation to allow the removal of prosecutors who refuse to follow the law – also including moderates & liberals



Source: Rasmussen Reports Survey, Aug 2023



Our First Phase

- **Broadcast the radical agenda of liberals using the Justice System**
- **Expose the extreme hypocrisy and bias of their posture**
- **Target swing voters in key states and battleground regions**

Our Second Phase

- **Target specific District Attorneys with failing woke policies**
- **Counter the left's use of abortion with potent law & order issues**
- **Build support of swing voter blocks in battleground states**

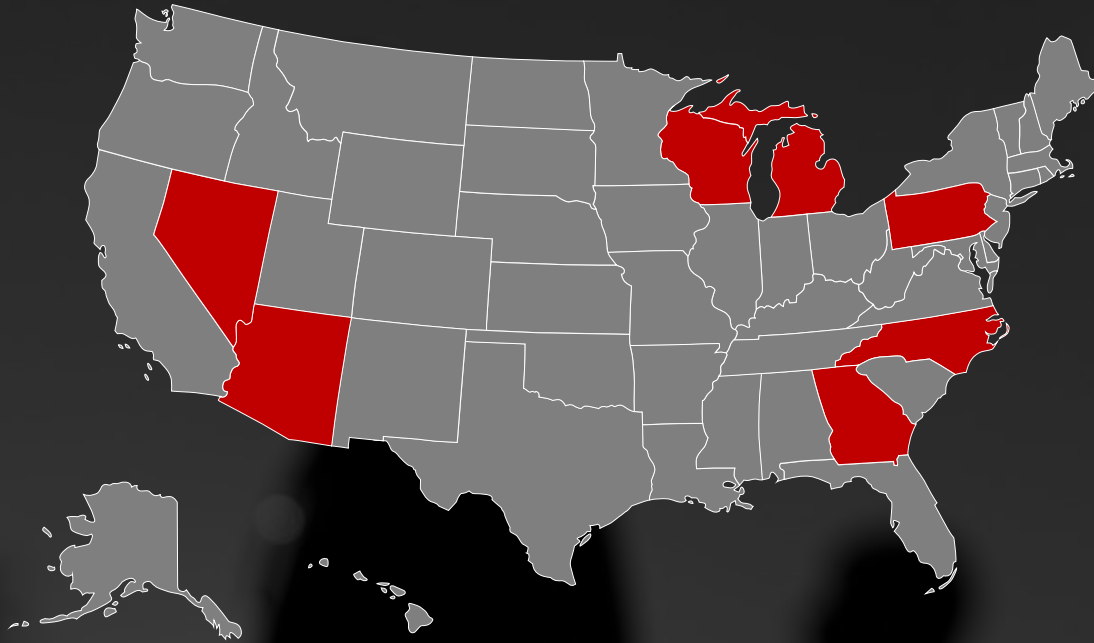


Ensure Trump Victory

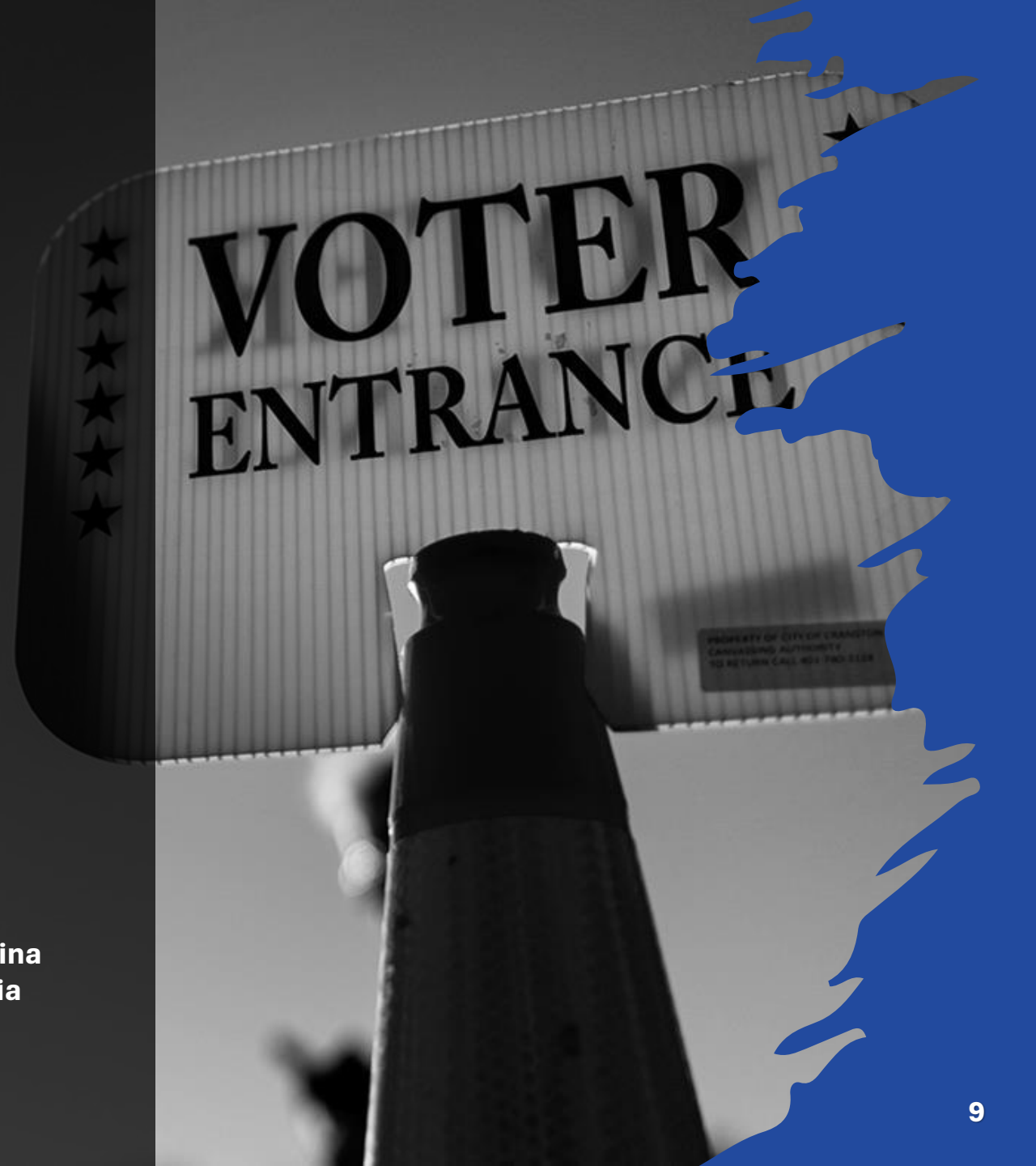
- **Defend Donald Trump from runaway Lawfare attacks**
- **Mobilize swing voters in key battleground states**
- **Defeat Joe Biden and deliver a second term to Donald Trump**

Win Key Swing State

Our work will focus in seven swing states that will decide the 2024 election



- ✓ Arizona
- ✓ Georgia
- ✓ Michigan
- ✓ Nevada
- ✓ North Carolina
- ✓ Pennsylvania
- ✓ Wisconsin



Arizona



Electoral Votes: 11
2020 Biden Vote Margin: +11K
Est. 2024 Voters: 3.333M
MAJA AZ Budget: \$1.52M

Arizona General Election Results

General election	Winner	Party	Margin of Victory		Loser
2020	Joe Biden	Democrat	49.4%	49.1%	Donald Trump
2016	Donald Trump	Republican	45.1%	48.7%	Hillary Clinton
2012	Mitt Romney	Republican	44.6%	53.7%	Barack Obama
2008	John McCain	Republican	45.1%	53.6%	Barack Obama
2004	George W. Bush	Republican	44.4%	54.9%	John Kerry
2000	George W. Bush	Republican	44.7%	51%	Al Gore

Source: US News & World Report & 270 to Win

POLLSTER	DATE	SAMPLE	MOE	TRUMP (R)	BIDEN (D)	SPREAD
RCP Average	3/7 - 3/24	—	—	49.0	44.5	Trump +4.5
Wall Street Journal	3/17 - 3/24	600 RV	4.0	47	42	Trump +5
The Hill/Emerson	3/12 - 3/15	1000 RV	3.0	52	48	Trump +4
Bloomberg/MrmConsult	3/8 - 3/14	796 RV	3.0	48	43	Trump +5
FOX News	3/7 - 3/11	1121 RV	3.0	49	45	Trump +4

Source: Real Clear Politics 4/8/2024

Down-Ticket Factor

After Sen. Kyrsten Sinema – a Democrat-turned-independent – announced recently that she would not run for a second term, the race for her seat in Arizona became a competition between Democratic Rep. Ruben Gallego and Lake, a former television anchor. This is Lake's second attempt to claim a major seat of power in Arizona, after losing the gubernatorial election to Gov. Katie Hobbs, a Democrat, in 2022.



Georgia



Electoral Votes: 16
2020 Biden Vote Margin: +12K
Est. 2024 Voters: 4.934M
MAJA GA Budget: \$2.26M

Georgia General Election Results

General election	Winner	Party	Margin of Victory		Loser
2020	Joe Biden	Democrat	49.5%	49.3%	Donald Trump
2016	Donald Trump	Republican	45.6%	50.8%	Hillary Clinton
2012	Mitt Romney	Republican	45.5%	53.3%	Barack Obama
2008	John McCain	Republican	47%	52.2%	Barack Obama
2004	George W. Bush	Republican	41.4%	58%	John Kerry
2000	George W. Bush	Republican	43%	54.7%	Al Gore

Source: US News & World Report & 270 to Win

Declining Biden Support

The Peach State is one of several swing states where Biden's campaign believes he could be particularly vulnerable, as Democrats have been losing support among Black and Hispanic voters. Unlike in 2020, when Biden was on the ballot with popular Democratic Senate candidates Jon Ossoff and Raphael Warnock, it'll be largely up to the president's campaign to galvanize voters, which may prove challenging.

POLLSTER	DATE	SAMPLE	MOE	TRUMP (R)	BIDEN (D)	SPREAD
RCP Average	3/4 - 3/24	—	—	49.4	45.6	Trump +3.8
Wall Street Journal	3/17 - 3/24	600 RV	4.0	44	43	Trump +1
Marist	3/11 - 3/14	1171 RV	3.7	51	47	Trump +4
Bloomberg/MrnConsult	3/8 - 3/12	788 RV	3.0	49	42	Trump +7
CBS News	3/4 - 3/11	1126 LV	3.9	51	48	Trump +3
The Hill/Emerson	3/5 - 3/7	1000 RV	3.0	52	48	Trump +4

Source: Real Clear Politics 4/8/2024



Michigan



Electoral Votes: 15
2020 Biden Vote Margin: +155K
Est. 2024 Voters: 5.453M
MAJA MI Budget: \$2.49M

Michigan General Election Results

General election	Winner	Party
2020	Joe Biden	Democrat
2016	Donald Trump	Republican
2012	Barack Obama	Democrat
2008	Barack Obama	Democrat
2004	John Kerry	Democrat
2000	Al Gore	Democrat

Source: US News & World Report & 270 to Win

POLLSTER	DATE	SAMPLE	MOE	TRUMP (R)	BIDEN (D)	SPREAD
RCP Average	3/8 - 3/24	—	—	48.0	45.2	Trump +2.8
Wall Street Journal	3/17 - 3/24	600 RV	4.0	48	45	Trump +3
The Hill/Emerson	3/14 - 3/18	1000 RV	3.0	50	50	Tie
MIRS/Mitchell Research	3/15 - 3/16	627 LV	3.9	47	44	Trump +3
CNN	3/13 - 3/18	1097 RV	3.6	50	42	Trump +8
Bloomberg/MrnConsult	3/8 - 3/12	698 RV	4.0	45	45	Tie
Quinnipiac	3/8 - 3/12	1487 RV	2.5	48	45	Trump +3

Source: Real Clear Politics 4/8/2024

Key Voter Groups

Nearly three-quarters (74%) of Michiganders are white, but the state is also home to a sizable Black population (14.1%). The next-largest group by race or ethnicity is the Hispanic population, which comprises 5.7%. Michigan also has experienced slow population growth over the years – having had 21 Electoral College votes in the 1970s and now standing at 15, after losing one more vote from 2020 to 2024.



Nevada



Electoral Votes: 6
2020 Biden Vote Margin: +34K
Est. 2024 Voters: 1.372M
MAJA NV Budget: \$630K

Nevada General Election Results

General election	Winner	Party	Margin of Victory	Loser
2020	Joe Biden	Democrat	<div style="display: flex; align-items: center;"><div style="width: 50.1%; background-color: #007bff; height: 10px;"></div> 50.1% <div style="width: 47.7%; background-color: #dc3545; height: 10px; margin-left: 5px;"></div> 47.7%</div>	Donald Trump
2016	Hillary Clinton	Democrat	<div style="display: flex; align-items: center;"><div style="width: 47.9%; background-color: #007bff; height: 10px;"></div> 47.9% <div style="width: 45.5%; background-color: #dc3545; height: 10px; margin-left: 5px;"></div> 45.5%</div>	Donald Trump
2012	Barack Obama	Democrat	<div style="display: flex; align-items: center;"><div style="width: 52.4%; background-color: #007bff; height: 10px;"></div> 52.4% <div style="width: 45.7%; background-color: #dc3545; height: 10px; margin-left: 5px;"></div> 45.7%</div>	Mitt Romney
2008	Barack Obama	Democrat	<div style="display: flex; align-items: center;"><div style="width: 55.2%; background-color: #007bff; height: 10px;"></div> 55.2% <div style="width: 42.7%; background-color: #dc3545; height: 10px; margin-left: 5px;"></div> 42.7%</div>	John McCain
2004	George W. Bush	Republican	<div style="display: flex; align-items: center;"><div style="width: 47.9%; background-color: #007bff; height: 10px;"></div> 47.9% <div style="width: 50.5%; background-color: #dc3545; height: 10px; margin-left: 5px;"></div> 50.5%</div>	John Kerry
2000	George W. Bush	Republican	<div style="display: flex; align-items: center;"><div style="width: 46%; background-color: #007bff; height: 10px;"></div> 46% <div style="width: 49.5%; background-color: #dc3545; height: 10px; margin-left: 5px;"></div> 49.5%</div>	Al Gore

Source: US News & World Report & 270 to Win

Biden's Age Concerns

Biden's age appeared to be more concerning for Nevada voters than the criminal charges against Trump. About 6 in 10 voters (61%) said the president's age raises serious doubts in their minds about voting for him in November, while a lower 53% said Trump's criminal indictments raise doubts about their support.

POLLSTER	DATE	SAMPLE	MOE	TRUMP (R)	BIDEN (D)	SPREAD
RCP Average	2/27 - 3/24	—	—	47.5	44.3	Trump +3.2
Wall Street Journal	3/17 - 3/24	600 RV	4.0	48	44	Trump +4
The Hill/Emerson	3/12 - 3/15	1000 RV	3.0	51	49	Trump +2
Bloomberg/MrnConsult	3/8 - 3/15	447 RV	4.0	46	44	Trump +2
Noble Predictive Insights	2/27 - 3/5	829 RV	3.4	45	40	Trump +5

Source: Real Clear Politics 4/8/2024



North Carolina



Electoral Votes: 16
2020 Trump Vote Margin: +74K
Est. 2024 Voters: 5.442M
MAJA NC Budget: \$2.49M

North Carolina General Election Results

General election	Winner	Party	Margin of Victory	Loser
2020	Donald Trump	Republican	48.6% vs 49.9%	Joe Biden
2016	Donald Trump	Republican	46.2% vs 49.8%	Hillary Clinton
2012	Mitt Romney	Republican	48.4% vs 50.4%	Barack Obama
2008	Barack Obama	Democrat	49.7% vs 49.4%	John McCain
2004	George W. Bush	Republican	43.6% vs 56%	John Kerry
2000	George W. Bush	Republican	43.2% vs 56%	Al Gore

Source: US News & World Report & 270 to Win

POLLSTER	DATE	SAMPLE	MOE	TRUMP (R)	BIDEN (D)	SPREAD
RCP Average	2/14 - 3/24	—	—	49.2	44.6	Trump +4.6
Wall Street Journal	3/17 - 3/24	600 RV	4.0	49	43	Trump +6
Marist	3/11 - 3/14	1197 RV	3.6	51	48	Trump +3
Bloomberg/MrnConsult	3/8 - 3/12	699 RV	4.0	49	43	Trump +6
WRAL-TV/SurveyUSA	3/3 - 3/9	598 LV	4.9	50	45	Trump +5
The Hill/Emerson	2/14 - 2/16	1000 RV	3.0	47	44	Trump +3

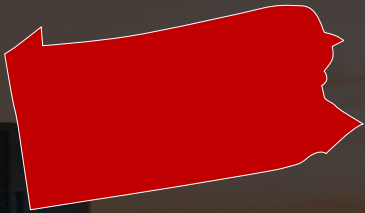
Source: Real Clear Politics 4/8/2024

Down-Ticket Factor

With Cooper term-limited, North Carolina's gubernatorial race is between Republican Lt. Gov. Mark Robinson and Democratic state Attorney General Josh Stein. Robinson, a strong supporter of Trump and vice versa, will work to rally conservatives in the state. Democrats will of course argue that he's too polarizing to lead North Carolina.



Pennsylvania



Electoral Votes: 19
2020 Biden Vote Margin: +81K
Est. 2024 Voters: 6.837M
PA MAJA Budget: \$3.13M

Pennsylvania General Election Results

General election	Winner	Party	Margin of Victory	Loser
2020	Joe Biden	Democrat	50% vs 48.8%	Donald Trump
2016	Donald Trump	Republican	47.5% vs 48.2%	Hillary Clinton
2012	Barack Obama	Democrat	52% vs 46.6%	Mitt Romney
2008	Barack Obama	Democrat	54.5% vs 44.2%	John McCain
2004	John Kerry	Democrat	50.9% vs 48.4%	George W. Bush
2000	Al Gore	Democrat	50.6% vs 46.4%	George W. Bush

Source: US News & World Report & 270 to Win

POLLSTER	DATE	SAMPLE	MOE	BIDEN (D)	TRUMP (R)	SPREAD
RCP Average	3/7 - 3/31	—	—	46.3	46.2	Biden +0.1
Franklin & Marshall	3/20 - 3/31	431 RV	5.7	48	38	Biden +10
Wall Street Journal	3/17 - 3/24	600 RV	4.0	44	47	Trump +3
CNN	3/13 - 3/18	1132 RV	3.8	46	46	Tie
Bloomberg/MrnConsult	3/8 - 3/12	807 RV	3.0	45	45	Tie
The Hill/Emerson	3/10 - 3/13	1000 RV	3.0	48	52	Trump +4
FOX News	3/7 - 3/11	1149 RV	3.0	47	49	Trump +2

Source: Real Clear Politics 4/8/2024

Key Voter Groups

Pennsylvania has an older population, with 19.6% of people at least 65 years old to exceed the national mark of 17.3%. The state lost one electoral vote, as well as a congressional seat, after the 2020 census, and saw its population decline by about 10,400 people in 2023. Because of Pennsylvania's demographics, white working-class voters are a key group for both candidates there.



Wisconsin



Electoral Votes: 10
2020 Biden Vote Margin: +20K
Est. 2024 Voters: 3.240M
WI MAJA Budget: \$1.48M

Wisconsin General Election Results

General election	Winner	Party
2020	Joe Biden	Democrat
2016	Donald Trump	Republican
2012	Barack Obama	Democrat
2008	Barack Obama	Democrat
2004	John Kerry	Democrat
2000	Al Gore	Democrat

Source: US News & World Report & 270 to Win

POLLSTER	DATE	SAMPLE	MOE	TRUMP (R)	BIDEN (D)	SPREAD
RCP Average	1/24 - 3/24	—	—	47.8	47.2	Trump +0.6
Wall Street Journal	3/17 - 3/24	600 RV	4.0	46	46	Tie
The Hill/Emerson	3/14 - 3/18	1000 RV	3.0	52	48	Trump +4
Bloomberg/MmConsult	3/8 - 3/14	697 RV	4.0	45	46	Biden +1
FOX News	1/26 - 1/30	1172 RV	3.0	47	47	Tie
Marquette	1/24 - 1/31	930 RV	4.2	49	49	Tie

Source: Real Clear Politics 4/8/2024

Key Voter Groups

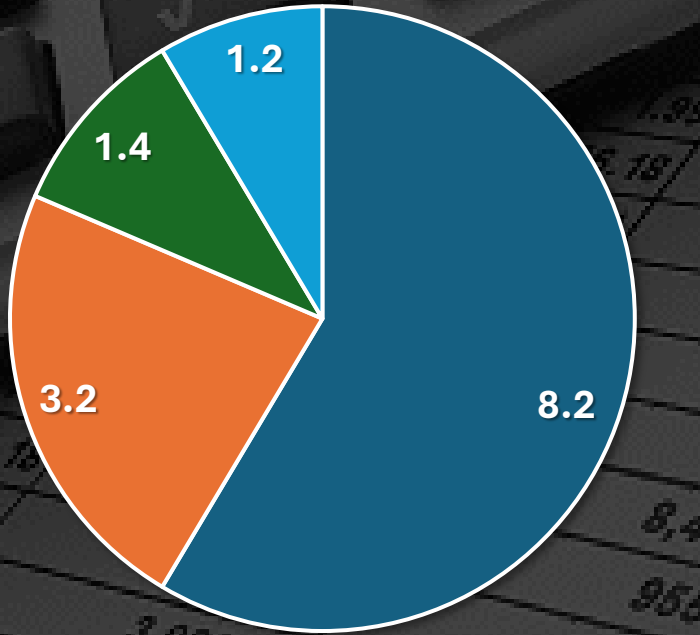
About 4 in 5 Wisconsinites (80.1%) are white, according to July 2023 estimates by the U.S. Census Bureau. The next-largest groups by race or ethnicity are the Hispanic (7.6%) and Black or African American populations (6.6%). The state's relative lack of diversity means white working-class voters are a key group for both candidates there. They were crucial supporters of Trump in 2016, though Biden made some inroads with the bloc more broadly on his way to victory in 2020.



2024 Budget

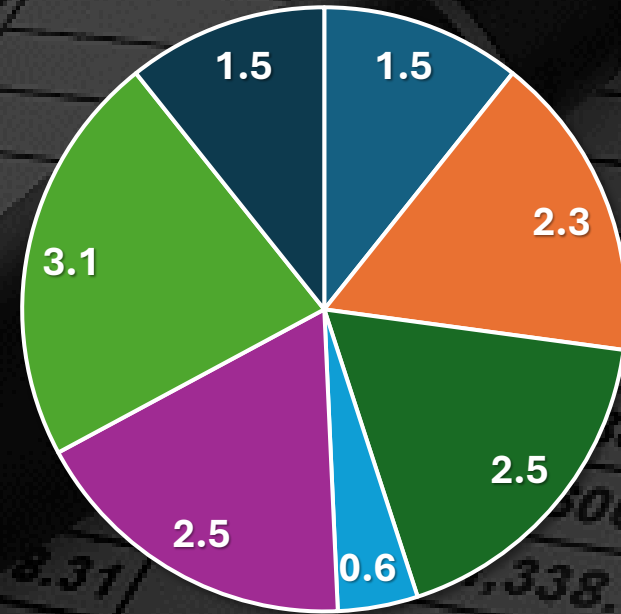
Our combined 2024 budget totals \$14 million

Budget by Voter Contact Method



TV Streaming Digital Texting Ground Ops

Budget by Target State



Arizona Georgia Michigan Nevada
North Carolina Pennsylvania Wisconsin

Our Team



Larry Elder

Larry Elder—the Sage from South Central—is a New York Times best-selling author, award-winning documentary filmmaker, and one of the best-known media figures in America today. His flagship daily radio program, “The Larry Elder Show,” was heard every weekday in all 50 states and on more than 300 stations.



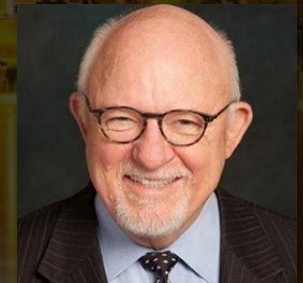
Larry’s unique style, personal background, and professional experience combine to inspire, inform, and persuade his listeners, readers, and viewers to embrace the timeless American principles of personal responsibility and public accountability. In his words: “The question is not which party has my back, but which party can get government off our backs—so that we might all realize our God-given capabilities.”

Larry was born and raised in South Central Los Angeles, and his family’s story represents every bit of the American Dream. His father was born in Athens, Georgia, served in the U.S. Marine Corps during World War II, and moved to California to open his own restaurant—Elder’s Snack Bar. Larry’s mother, originally from Huntsville, Alabama, was a clerical worker for the U.S. Department of War (now the U.S. Department of Defense) and raised three boys as a stay-at-home mom.

After running for Governor of California in 2021 and securing millions of votes and running for President of the United States, Larry is now dedicated to ensuring President Donald Trump defeats President Joe Biden in 2024 along with retaining and attaining conservative majorities in the House and Senate. We’ve got a country to save!

Ed Rollins

Ed Rollins has long been considered one of America's premier political strategists and communication experts. He has managed political campaigns for candidates and initiatives in this country and around the world. He also specializes in image and crisis campaigns for corporations.



Mr. Rollins managed President Ronald Reagan's 49 state landslide re-election campaign in 1984. President Reagan won more electoral votes than any President in history. He has had major managerial roles in eight other Presidential campaigns and has served in the administrations of four United States Presidents.

Mr. Rollins has also run winning campaigns in Korea, Pakistan, the Philippines, Brazil, Costa Rica and Colombia. He serves as a Senior Political analyst for Fox News and currently resides in New York City

Brent Lowder

Brent Lowder has over 26 years of experience working in the national and California political arenas. During this time, he has served in senior positions on dozens of national and state political campaigns, led the largest state Republican Party in the country, and run some of the most successful conservative national PACs and issue advocacy groups. Brent also has an impressive track record in the financial and corporate sectors.

From 2016 to 2020, Brent served as Executive Director of Great America PAC and Great America Alliance. Under his leadership, the organizations raised and spent over \$50 million and were two of the most influential conservative organizations of the period.

Over the past three decades, Brent has served in senior positions in several Presidential, U.S. Senate, and Gubernatorial campaigns. During this period, he worked as an investment banker in the New York and San Francisco offices of Morgan Stanley, helping to manage over \$3 billion of municipal bond financings. Most recently, Brent served for 3-year as CEO of One Team Youth, which became one of the fastest-growing youth sports companies in North America during his term. Born and raised in California, Brent graduated from the University of California, Los Angeles, and lives with his wife and their two children in northern California.



Steve Baric

Steve Baric has tried over 100 cases in both State and Federal courts. Steve's courtroom strategies and methods are battle-tested. As a former Orange County Gang Prosecutor and part of the TARGET gang task force, Steve prosecuted the toughest, most hardcore criminal street gangs.

Moreover, in 2005, he was honored with the prestigious Diligent Prosecutor award by Mothers Against Drunk Driving (MADD). Having briefed and argued cases in the California Supreme Court and California Courts of Appeal, Steve is also experienced in appellate advocacy.

An experienced and adept problem solver, he has also successfully helped clients navigate their legal issues while in the media spotlight. Steve thrives when the lights are bright and pressure is on. Many of Steve's cases have been "high-profile" and required enduring significant media scrutiny. Steve is licensed to practice in California, has been quoted by almost every major news publication in California, and has appeared on several national news stations discussing legal issues.



Eric Branstad

Eric Branstad is a Partner at Matchpoint Strategies, where he specializes in developing and managing public relations campaigns, government relations, negotiation consulting, international trade, political strategy, and earned media.

Eric most recently served as Senior White House Advisor at the U.S. Department of Commerce, where he was the chief aide for United States Department of Commerce Secretary Wilbur Ross. In this role, Branstad worked directly with other Department officials and was responsible for special projects as directed by the President, Vice President and other White House agencies. Branstad also previously served as Liaison to the Nation's Governors for the 58th Presidential Inaugural Committee.

Prior to his work with the Administration, Eric held the role of Iowa State Director of the Donald J. Trump for President Campaign, where the President had the largest margin of victory in the State since President Reagan's election in 1980. He also served as Rules Committee Whip and Floor Whip at the 2016 Republican National Convention. Branstad has had a long career in Republican politics in Iowa, dating back to the Bush-Cheney re-election campaign in 2004, as well as earlier work for the state GOP during 2002 midterms.

He got his start in consulting with Lincoln Strategies Group in 2006, where he helped lead a successful caucus-oriented campaign for the Gates Foundation centered around education. Eric is married to Adrienne Branstad and they have four daughters, Mackenzie, Bridget, Alexis and Cameran. He lives in Iowa, where he is a coach, USTA 4.0 Tennis, and certified Spinning instructor.



Jennifer Kerns

Jennifer Kerns heads up our media team as a former FOX News producer who helped produce record-high-ratings shows and events for the network. She served on the FOX News Debate Team which shattered records with “the most-watched Presidential debate in American history.”

In her political career, she has won the votes of nearly 60 Million voters — second only to Kellyanne Conway in terms of female GOP strategists — on hard-to-win conservative issues in Blue States & Swing States. She is the ONLY Press Secretary - Republican or Democrat - to ever beat Gavin Newsom @ the ballot box during his 30-year career. (Source: November 2008)

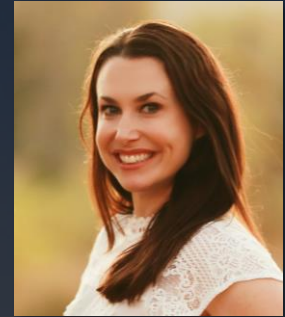
Jen also served as Spokeswoman for the California Republican Party; public relations director for the Howard Jarvis Taxpayers Association where she helped win battles over California's Prop. 13; and she specializes in winning the women's vote on issues of public safety, crime, and more. She lives in New York City.



Julie Ackman

Julie Ackman started Ackman Consulting Group in 2015 and has quickly become a successful and valued finance consultant for candidates, non-profits, political action committees and membership-based organizations. With more than 17 years of experience in the industry and millions of dollars raised, she is an expert in strategic finance plan development, membership expansion and event management.

Julie founded ACG with a commitment to keeping clients organized and focused by handling tasks such as donor relations, database management, donor recruitment and communication strategy. Finance goals are set and achieved with her exceptional follow through and attention to detail.



The Gober Group

Our legal counsel, the Gober Group, have represented political candidates, elected officials, political parties, political action committees, Super PACs, high-net worth donors, influencers, and activists, political consulting firms, lobbyists, trade associations, tax-exempt organizations, and for-profit companies ranging from innovative blockchain and cryptocurrency startups to the Fortune 500 companies.



Rightside Compliance

RightSide Compliance was established by a group of the nation's premier political compliance professionals who have provided recordkeeping and reporting services to numerous presidential campaigns, the National Republican Senatorial Committee, the National Republican Congressional Committee, dozens of U.S. Senators and Representatives, and countless PACs and tax-exempt organizations.

RightSide Compliance's political compliance professionals transacted over \$1 BILLION to three presidential campaigns and dozens of other clients.

