



Dear conservative leader,

At the moment Republicans are looking good because of Biden's bad polling numbers. In a short time, Republicans may have an opportunity to lead again. Republicans must have a simple and popular platform or else the advantage of the moment will vanish and then the position of the country will truly be dire.

The platform outlined below is popular and winning, and reflects what propelled President Trump to victory in 2016 and Virginia Governor Glenn Youngkin to victory in 2021. These positions are reflected in the leadership of Governor Ron DeSantis in Florida. By following their lead, Republicans can win elections and then maintain popularity once in office. More importantly, this platform is what is needed to restore America's greatness and leadership in the world.

With great hope,
The Team at **Affirm America**

The Ten Parts of a Winning Platform in 2022 and Far Beyond

(1) Support law and order, ending the Democrat crime wave

Democratic pro-crime policies have led to a nationwide surge in crime. Reducing crime is a winning message. Governor DeSantis just declared, "These soft-on-crime policies have been tried in communities throughout the country to disastrous results. We will not allow law enforcement to be defunded, bail to be eliminated, criminals to be prematurely released from prison or prosecutors to ignore the law."

(2) Parents Matter, Excellence in Education

Governor Glenn Youngkin won a stunning victory against popular former governor Terry McAuliffe in Virginia by standing with parents for excellence in education. "Education, not indoctrination" and "parents matter" were his slogans. We are against CRT — but it isn't winning to simply be against something. We are FOR excellence in education, and putting parents and children first. This wins back suburban moms!

(3) Freedom

The left has shown during the last two years that they will happily take away every freedom. Freedom is what we are about as Americans. Free speech. Freedom for parents to choose what is best for their kids, freedom to make health choices, freedom in work and faith. A right to bear arms. All of these are foundational for American success.

(4) Family

A new crisis has emerged in recent years in America and most other developed countries: families are having very few children. Births are now well below replacement in America. We are pro-life but that isn't enough. Pro family policies like family leave matter too. President Trump led the way with the Federal Employee Paid Leave Act (FEPLA) signed in December 2019 to offer paid maternity and paternity leave to millions. Pro-family policies like these are popular and great for supporting family formation. First time homebuyer programs and programs favoring homeownership are similarly good for families.

(5) Faith

Faith is America's first freedom and the reason America was founded. Faith has seen America through its most difficult times. President Trump, Governor DeSantis and Governor Youngkin all model personal faith. Trump and DeSantis stood by faith leaders during the pandemic, recognizing churches as essential and successfully stopping church lockdowns in Florida and across America.

(6) Taking care of the economy

Ron DeSantis gets to take a huge victory lap as the Florida economy has FAR outperformed the national economy during the two years of the pandemic. The numbers are incredible: On all economic measures, Republican-controlled states have outperformed Democrat-controlled states dramatically, while COVID outcomes have been similar. Meanwhile Democrat-led lockdowns and reckless spending have sent inflation to a 40-year-high. The economy is better with Republicans in charge.

(7) Deep appreciation of working-class people and "Made in America"

A big part of President Trump's extraordinary victory in 2016 was his love for working-class people. The left looks down on the factory workers, truckers, blue-collar tradespeople and miners? Not us! We know how much we rely on those who work hard and we are so proud to express our gratitude to truckers, farmers, miners, and those who produce and deliver the things we need!

Likewise, we want to revive "Made in America." Trump was criticized harshly for imposing tariffs in the beginning, but now their purpose is appreciated. We have to collect taxes somewhere, and tariffs can help us rebuild our manufacturing base while standing up to China.

(8) Securing our border

Few are in favor of the Democrats' lawless open-border situation. It is absurd that we should care more about the borders of other countries than our own border. Even most immigrants do not favor open borders without limit.

(9) Strength that commands respect in the world

America has an incredibly powerful military. But America's military strength is useless if the American President is feckless and (literally) asleep at the switch. Does anyone think an America led by Democrats is respected in the world? Trump gave us victory over ISIS. Biden brings one defeat after another. When America has strong leadership, the world is at peace, but when America is weak, there is chaos.

(10) Environment

The left shouldn't own environment issues. The environment matters tremendously to young people. President Trump advocated for the Trillion Tree Initiative, a global collaboration to plant one trillion trees worldwide over the next several decades. He also was focused on cleaner cities. Did you ever notice that conservative led areas are far cleaner than the filthy cities controlled by Democrats? We aim to be proud stewards of a cleaner world and we have the track record to prove it!