

MEMO

To: Interested Parties

From: Katie Packer Gage, Executive Director, Our Principles PAC

Date: February 22, 2016

Re: Defeating Donald Trump and his Conservatism of Convenience

There is an increasing worry among many Republicans that we are about to nominate a candidate who shares none of the values our Party has held dear for decades and who will lead our Party to general election ruin in November. That candidate is Donald Trump and that fear is well founded. Many have asked me, “What can be done to stop Trump?”

The answer is simple: TRY.

That’s right. No one has stopped him because no one has really tried.

In my nearly 30 years of political involvement, I have never seen a campaign where the frontrunner had no aggressive, strategic campaign launched against him. In this election, Republicans have spent over \$215 million in ads and voter contact. Just four percent (\$9 million) of that spent to challenge Trump. Compare that to the tens of millions spent to attack Marco Rubio, the tens of millions spent to attack Ted Cruz, and on it goes. **I’m proud of the fact that the *Washington Post* reported that Our Principles PAC (OPP) is the “biggest anti-Trump spender” to date – because the only way to win the White House is if Republicans nominate a principled, conservative candidate.**

As Republicans look to Nevada and Super Tuesday, it’s critical we come together to prevent Donald Trump from becoming the GOP nominee. From decades of comments – [see our research on our website by issues](#) – to just last week, when he *again* [supported government-mandated health care](#), Donald Trump has proven he is no conservative. We simply cannot count on him to stand up for our conservative principles. He is, to put it simply, a *conservative of convenience* – as his own words and actions over the past thirty years have made abundantly clear.

Donald Trump won South Carolina in spite of this, not because of it.

It’s time for Republicans to come together and share a roadmap on how to prevent Donald Trump from hijacking our great Party. Through extensive research, we’ve learned how to do just that.

1) There is no Silver Bullet. Running ads on a single issue won't stop Donald Trump. Rather, it's the cumulative effect of highlighting his positions on:

- Government-sponsored, universal health care.
- A \$5.4 trillion dollar tax increase he outlined in his book, *The America We Deserve* – recognized by independent analysts as the single biggest tax increase in American history.
- Open hypocrisy on his signature issue of illegal immigration, including a blatant flip-flop on the issue within weeks of his announcement and past use of illegal immigrants to help build his hotels.
- Support for partial-birth abortion, fervent praise for Planned Parenthood, and past pro-choice positions.
- Strong financial support for Democrats and glowing comments about Hillary Clinton, Nancy Pelosi, and others.
- A lack of support for the Second Amendment and a position that puts him more in line with President Obama than primary voting Republicans.
- Use of eminent domain for personal profit.
- Support for the trillion-dollar Obama stimulus & bailout of big banks and big business.
- The Attorney General of New York accused him of defrauding innocent victims through the now-defunct Trump University.
- Repeated bankruptcies, bailouts, and other business failings.
- Shallow and incoherent comments about serious issues relating to foreign policy and America's role on the world stage.

This is NOT the ideology of a conservative Republican candidate working to win the nomination of the conservative Republican Party. His beliefs are rooted in a conservatism of convenience in which he ignores his long history of supporting every liberal position over his entire adult life, and now purports to be conservative because it suits his needs. He is also not a candidate who can unite the Party or the country behind him, given his ideology and history of derogatory comments about women and non-white voters.

2) We Must Allow Voters to Draw their Own Conclusions. Our research shows, overwhelmingly, that putting out information, in his own words, and then asking voters a few questions such as – *How much do you really know about Donald Trump? Can we Trust him?* – is the most effective route to highlighting his conservatism of convenience and moving voters to other candidates. Telling voters Donald Trump is a liar, a fraud, a liberal is counterproductive. They will shut down and discount other accurate and valuable information.

3) The terrain is about to become more favorable. Thanks to closed primaries in upcoming states, we are moving to 14 states with 597 delegates at stake where only Republicans can vote in the month of March. These contests don't allow Independents and non-affiliated voters to participate. As we saw in Iowa, efforts like the one we describe above are more effective in GOP-only primaries.

Take Iowa for example. On January 21, when OPP opened its doors, Donald Trump was at 29 percent in the Real Clear Politics polling average. OPP spent over \$1 million on four television ads, which were supplemented with radio. We dropped six pieces of mail to micro-targeted universes of people who were considering Trump totaling 350,000 printed pieces. Our efforts culminated in a [“voter guide”](#) and [statewide newspaper](#) buy the day before the Iowa caucuses. We saw his negatives slowly rise and his positives drop. He ended up garnering 24 percent of the vote, which was enough to deprive him of victory. When this playbook is followed, DONALD TRUMP CAN BE DEFEATED. (See our ads at [TrumpQuestions.com](#).)

4) Success Requires Significant Resources Behind These Messages. To date, OPP has spent more than \$3.5 million. In Iowa, voters who decided on a candidate late in the process broke heavily against Donald Trump. In fact, only 14 percent of late-deciding voters cast their ballot in his favor, according to exit polls. We saw the same effect beginning to occur in South Carolina, where Trump’s support dropped by anywhere from 5 – 10 points, and only 17 percent of late deciders broke his way. Unfortunately, we didn’t have the time or resources to be as aggressive as we were in Iowa. Despite leading in the polls, much of his support is soft and our efforts have started to have an impact on Donald Trump’s image.

Conclusion

With so much at stake in this election, there is no doubt that more is needed to expose Donald Trump’s convenient conservatism. The next President will have to deal with a \$20 trillion debt, the appointment of several Supreme Court justices, a shaky economy, a government-run health care system that is failing the American people and our veterans, and great dangers from foreign threats. It is critical that the GOP candidate present a strong contrast with Hillary Clinton on policy, in order to unite our Party and the country and beat her in a general election. It’s time for all efforts aimed at exposing Donald Trump to follow the same strategy. If all of us join forces in a concerted effort to expose his record and his rhetoric, it is possible to stop him. If not, we will have the nominee we deserve.

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