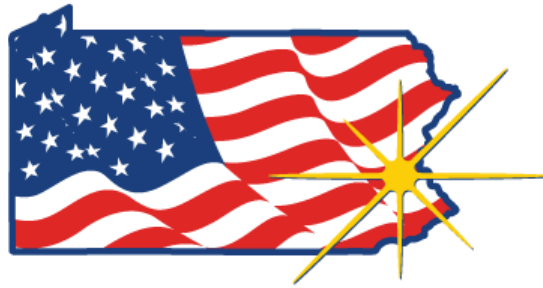


Lehigh Valley MAGA

Business Plan for Years 2026-2030



LEHIGH VALLEY MAGA

UNITED BY TRUTH ★ DRIVEN BY FREEDOM

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Executive Summary

The most important political issue that we face today is corruption. Corruption permeates the system from the top down and bottom up. Corruption is defined as the abuse of entrusted power, authority, or position through dishonest, unethical or illegal acts in order to benefit one's self or one's associates.

Lehigh Valley MAGA's goal is to squeeze as much of this corruption out of the local political system as possible and to fill that space with righteousness instead. This is accomplished by squeezing corrupt people out of the system, and replacing them with people who run for office to serve their community instead of themselves.

We will find honest, service-minded people from each community in the Lehigh Valley, vet them, train them, support them, help them win, and once they take office, we will continuously monitor and coach them to ensure they remain loyal to MAGA principles.

Lehigh Valley MAGA is membership funded and currently run by volunteers. However. The 2026-2030 business plan does call for hiring 2 or 3 professional people to run the organization and to deliver on the goals as set forth.

Today, the two parties own the political 'game'. They wrote the rules and they enforce the rules. At times, it gets very ugly. Both parties will go to almost any extreme to leverage people and to bend them to their will. We see numerous examples of this in the news every day, but those are usually federal government examples. What most people don't realize is that the same corruption happens locally, which has a huge impact on their local 'Quality of Life'.

The corrupt system seeks to "own" all of those within it. In fact, the system attracts those who run for office in order to serve themselves (money, power, fame, etc.) rather than those who run to serve their community.

So, this plan seeks to fill the system with LV MAGA people, each staying in office for 1 or 2 terms and each being monitored and coached to keep them out of the hands of the corrupt system.

Our initial plan is to meet with community leaders, introduce the overall plan, and convince them to get their people to join our organization. In this way, all demographics will be involved early on and will help build an organization that they can call theirs.

We will then begin holding seminars in the various communities that address specific popular issues such as Right To Life, 2nd Amendment, Parental Rights in Education, etc. From the seminars we will recruit people to run for local office, primarily by promoting the concept that they must govern their own community and not leave it to others.

We plan to build membership mostly by marketing directly to roughly 200,000 voters in the Lehigh Valley who identify as MAGA. As an official America First Works coalition member, we have access to in-depth consumer data for identifying our target audience.

We also have a strong relationship with L2 Data, which is a massive data collection company that tends to get the highest quality political data possible, We can purchase this data from them when and where we need to backfill.

The plan calls for testing various messages to various demographics, using various distribution methods such as Robocalls, Text messages, postal mail, lit-drops, radio ads, local cable ads, billboards, and even door knocking.

Our goal in year one is to double paid membership in order to develop a sustainable revenue stream that allows us to hire the 2 or 3 people who will execute the plan for years two through five.

Section 1: Mission, Vision, and Values

Mission Statement

To unite the Lehigh Valley in pursuit of truth and freedom by supporting public officials who prioritize the people over the establishment and holding them accountable.

Vision For Change in Local Government

The number one issue with politics today is corruption. The entire US political system is corrupt from the top to the bottom, which of course includes the Federal Government, State Governments and Local Governments.

Lehigh Valley MAGA's ultimate goal is to squeeze as much of this wickedness out of the local election system as possible and to fill that space with righteousness instead. In its most fundamental form, this equates to filling the system with people who are in it to serve the community, not themselves.

Once we fill an elected seat with a MAGA candidate, it is intended that this person will serve just one term (possibly two depending on circumstances) and during this time the elected person will be supported by a MAGA Coach (or a MAGA Coaching Team depending on the level of office). This support includes routine communication to be sure that the elected official remains committed to MAGA principles, has the tools needed to resist recruitment by the corrupt system and periodic measurements to be certain that this person is resisting recruitment by any organization outside of Lehigh Valley MAGA.

Further, once our plans are proven successful (most likely beyond the time line of this plan) we will do all we can to export our strategies and tactics to other groups across the state that wish to duplicate our success. The first geographic area to be targeted is Southeastern PA which is the most politically powerful Major Metro Area in the state.

This expansion would likely require additional levels of funding and the formation of a Southeastern MAGA PAC. Doing so would likely provide sufficient political capital to begin scrubbing the election system at the state level.

Clearly, the Federal government is most in need of eliminating corruption. However, this would require a nation-wide effort. Lehigh Valley MAGA has no plans to take any action at this level, but rather, has full faith in the Trump Administration and any subsequent MAGA administration, to get the job done.

Value Proposition For Paid Members

LVMAGA puts you back in control of local government and replaces wide-spread corruption with wide-spread honesty.

Core Principles of Lehigh Valley MAGA (herein LVMAGA)

- LVMAGA is committed to local support of the America First policy.
- LVMAGA shall serve the local community from a place of truth, honesty and compassion.

- LVMAGA shall take action to eliminate any forces that seek to deprive the people of their individual freedoms.
- Within the community, LVMAGA shall promote the values of:
 - Kindness and respect toward one's neighbor
 - Strong, healthy relationships between communities
 - Proper stewardship of natural resources within the community
 - Development of healthy, strong, honest and independent community members

Section 2: Organizational Overview and Structure

Legal Structure

Lehigh Valley MAGA is a DBA for the 9/12 Project of the Lehigh Valley, Inc which is a 501(c)(4) social welfare, non-profit Pennsylvania corporation that was formed in 2009.

Members and Volunteers - Overview

Currently, Lehigh Valley MAGA has about 7500 members. Of these, roughly 500 are paid members. These are called Regular Members, while the others are called Associate Members.

We have a custom built-to-spec Membership system (.Net 9 Razor Server Application) that allows us to easily communicate with members using four methods. They are: postal mail, email, text messaging and text-to-speech (or recorded voice) over voice line.

The size of our membership base along with our communications ability allows us to leverage the notion that we “Control a Block of Voters” which is of course, a true metric of political power.

Currently we need about 100 volunteers to run the organization professionally. However, only about 40% of the jobs are filled. This is mainly due to the fact that having just recently transitioned from a Tea Party group most of our current member volunteers are “older” and lack either the skills, or the time that a given job requires.

We have only two people who receive any compensation for their time. One is a bookkeeper. The other is the current Chairman. Each is compensated as an independent contractor (1099) about \$6.00 per hour for their time, which they then pay employer/employee tax on.

We have a monthly membership meeting which draws an average of about 150 people per event making us the largest MAGA group in the state and probably in the country.

Board and Officer - Overview

Our bylaws allow for a flexible board size of 8 to 12 people. We are currently configured with the minimum 8 people. Board members are elected by the membership at our Annual Meeting, which is in March. In turn, the board elects the Chairman and Vice Chairman from those on the Board. The Chair is also the corporate President. The board member term is 2 years with no limit on the number of terms that can be served. The Chair/Vice Chair term is 1 year with a 3-year maximum.

Our Secretary and Treasurer are appointed by the Chairman and are subject to Board approval. There is no specific term defined for these two positions.

The Board makes all major directional and appropriations decisions. The Chairman serves the will of the board and is responsible for routine operations. The Vice Chairman assists the Chair. The secretary and Treasurer fulfill classic corporate roles.

Steering Committee - Overview

The Steering Committee is an advisory committee to the board that fundamentally provides stability and direction for the organization. It is designed to compensate for the frequent changes in board membership and the Chairmanship. This committee is headed by a Chairman and currently, has 4 committee members who are primarily responsible for the implementation of the current business plan.

Steering Committee long-term accountability:

- Vision development and proposal of the fully developed vision to the board and membership.
- Vision Implementation management (of the approved vision)
- 501(c)(4) compliance
- PA Election Law compliance
- Federal Election Law compliance
- PA Small Games of Chance compliance
- Roberts Rules of Order compliance
- Bylaws compliance
- Candidate vetting, training and support
- Lawmaker relationships
- Support of MAGA Elected Office holders
- Appointment of a Compliance Officer

Note: The board may assign a specific responsibility (e.g. Legislative Director) to a board member. However, if that member's seat is vacated, the role falls back to the Steering Committee.

Other Committees and Organizational Groups

Other committees and organizational groups such as the Finance Committee or Communications Group fill internal roles. Generally, these committees and groups report directly to the board. However, a few such as the Audit Committee report to a parent committee. Committees and groups are formed (or dissolved) by the chairman with board approval.

See the organization chart (Appendix - Section 9 page 1) for a complete list.

Delegations

Delegations are groups of 3 to 5 people who represent a specific issue that has high community interest. They appeal to single issue voters such as the Second Amendment community, Right To Life community, and the Medical Freedom community. Rather than filling internal roles, Delegations face outward and are charged with advancing their assigned issue within the community. This includes holding issue-based seminars in appropriate neighborhoods or locations, working with the Steering Committee on issue legislation, making sure that local governments are compliant with current law on their issue and recruiting single issue voters into the ranks of LVMAGA membership.

See the organization chart (Appendix - Section 9 pages 1 & 2) for a complete list.

Key Partnerships

As the Tea Party group, our partnerships have been rather limited. However, LVMAGA will be built upon a foundation of multiple key partnerships. First, we plan to grow LVMAGA with the help of various local community groups. We seek deep connections to these groups in order to make the community our primary stakeholders. We want LVMAGA to be a true community organization.

Secondary partnerships will be with no more than 3 national organizations that are able to provide business expertise, connection to local leaders, or general implementation guidance. Currently, we are in discussions with America First Works, Turning Point Action and Run Gen-Z.

Section 3: The Political Issue We Seek To Resolve

Political Corruption

If we look at how much the government has grown in just the past few decades, we begin to see why we are all so heavily burdened by taxes and regulation. The popular statement that “government is out of control” is, however, the exact opposite of what is truly going on. The fact is that the government is in “total control” of our lives. And, the same government is controlled by the Democratic and Republican parties.

Today, the two parties own the political ‘game’. They wrote the rules and they enforce the rules. At times, it gets very ugly. Both parties will go to almost any extreme to leverage people and to bend them to their will. We see numerous examples of this in the news every day, but those are usually federal government examples. What most people don’t realize is that the same corruption happens locally, which has a huge impact on their local ‘Quality of Life’.

Corruption Defined

Corruption is the abuse of entrusted power, authority, or position for private gain, often through dishonest or illegal behavior such as bribery, embezzlement, or fraud. It typically involves someone who is trusted to act for the public, or an organization, who use that power to benefit themselves or their associates in ways that violate laws, rules, or ethical standards

How People Are Corrupted

One of the first LVMAGA goals is to help residents of the Lehigh Valley understand that the system is corrupt right down to the most basic levels of government and that the corrupt system seeks to “own” all of those within it. In fact, the system attracts those who run for office in order to serve themselves (money, power, fame, etc.) rather than those who run to serve their community. Further, if a person with righteous intent wins office, the system will do all it can to corrupt them. And eventually, it will do just that,

The tactics that the corrupt system uses fall into three main categories. The first tactic is “Select Moldable Candidates”. The second is “Perks that Boost the Ego”. The Third is “Reelection Support”. So, the corrupt system first selects and supports people who it believes it can control while blocking those who it cannot control.

Once the corrupt system candidate wins office, the perks begin to flow. They are invited to parties with VIPs. They get VIP tickets to sporting events. Perhaps they will get a nice office. They receive attention and praise. Before long, their ego becomes inflated. They now believe they themselves are very important and they crave more ego building attention.

At this point, they are literally hooked. Now, as it approaches reelection time, they ask “how much money have you raised for reelection?” No matter the answer, it’s not enough. So, the party will partially fund the campaign and promise more. If they win, they are told they could not have won without the money. And now, they are fully owned and must comply with all further ‘requests’ made of them.

Personality Traits of People Who Easily Fall Prey

If we look at the Big Five Personality Traits, those who score lower in Agreeableness and higher in Neuroticism tend to be less honest and therefore more easily corrupted.

Often times, those who are attracted to the corrupt system score higher than average in one or more Narcissistic traits. Typically, they are very high in the specific traits of 'Sense of Entitlement' and 'Need for Admiration'. The corrupt system tends to attract this personality type and systemically creates a "dopamine dependency" by inflating the target's ego with invitations to VIP parties, VIP seats at sporting events, etc.. This is normally followed by a period of withholding these rewards thereby creating a "dopamine starvation" condition.

The dopamine rush/starvation cycle quickly creates a dependency and those people who are low in Agreeableness and high in Neuroticism are easily controlled through this dependency.

(For more on controlling behavior by creating a dopamine addiction see: [Dopamine, behavior, and addiction - Roy A Wise & Chloe J Jordan.](#))

Armed with this knowledge, the LVMAGA plan includes a "Work Style Assessment" (WSA) of all LVMAGA candidates who we directly invest in. This WSA is based on the standard Big Five assessment along with a supplemental, "Integrity and Work Ethics Assessment" tool.

Section 4: Planned Initiatives and Membership Program

Primary Initiative – Fill The System With LV MAGA People

It is important to understand that the current corrupt political system is designed to attract people who are easily corrupted. And, if an ‘outsider’ decides to run for office, this person will likely get no support from the system.

Our plan begins with developing relationships with Lehigh Valley community leaders, securing their support and securing opportunities to hold townhall styled issue-based discussions at community events. For example, there might be a town hall regarding ‘Parental Rights in Public Education’ where things like what subjects are taught in school, what books are used, and to what extent the Leftist agenda is promoted. If this townhall is in a Latin-based community it would be conducted mostly in Spanish.

With community members now having a better understanding of what is going on in schools, our message will be “If you don’t like what is happening in your school, **you** must change it by running for School Board.” We will make it clear that running for office is their civic responsibility and that a School Board seat is a great place to start.

A similar approach will be used across various issues and various communities. As we get people to step up and run for office, we will administer a Candidate Assessment for each in order to determine their ability to stand strong against manipulation by the corrupt system. We will of course also look at background information as well.

Assuming a person is successful in the vetting process, we will provide a campaign manager, a campaign treasurer, a platform, candidate training (public speaking, how to dress, issues to discuss, MAGA principles, Constitution classes, etc.) brochures, signs, advertising, interviews, appearances at local events, door knocking days, phone banks, and so on.

With this substantial investment in the candidate, we will expect from each of them their unwavering loyalty to our MAGA principles. Toward that end, when our candidate is elected, we will provide a LV MAGA coach who will monitor their voting record and who will hold regular meetings with them to resolve any issues. The coach will look for any evidence that the corrupt system is taking control of our person. In the case of higher offices such as the state Senate we will likely assign a coaching team.

We expect to start off with just a couple of candidates for select offices. Once we are comfortable with the process, we will ramp up quickly in an attempt to overwhelm the system with LV MAGA candidates and keep them coming, year after year.

It is worth noting that in precincts where Democrat voters heavily outnumber Republicans, we will seek Democrats who mostly align with our principles and promote them, especially if the race is otherwise uncontested.

Secondary Initiative

The second most wide-spread form of corruption is the use of government mandates to perpetuate unethical (and possible unlawful) money flows. Using a fictitious example, let’s say that in response to a national viral outbreak, the federal government mandated that the states issue certain vaccinations within state-owned facilities such as nursing homes. Then,

sometime later, the federal government told the states that they need to vaccinate all state government employees, but the state refused to do so. The federal government might then say “if you don’t do what we demand, we will withhold your money for vaccinating the people in nursing homes, which will then cost you \$3 billion per year”.

By definition, this is legalized-blackmail, but it happens all the time. To make matters worse, these threats typically go undetected by authorities and unreported by the media.

The solution is for LV MAGA elected officials to report all attempts of manipulation to their assigned support group as well as to authorities and the media.

Our Commitment to Truth

As we squeeze corruption out of the current system, it only makes sense that we need to fill that space with something else, or risk corruption coming back in to fill the void. Our intention is to fill that space with Truth.

To that end we plan to have a Truth Council that will seek to fight the lies that are so often created to damage a non-system candidate. Today, the target of the attack is told, “Don’t fight back, rise above it. But no one steps up to defend the candidate, so the lie stands.

We intend to have a council of five people who will call the originator of the lie before them, to provide evidence. If none is provided, the council will circulate the truth which might be “no evidence was provided” or “the originator failed to appear and defend his accusations.”

Project Management

At an absolute minimum, the execution of this plan requires one experienced project manager and two experienced project team members. While it would be ideal to get these people from the volunteer base, there will be little effort made to do so. Sixteen years of trying to get experienced, skilled volunteers has taught us that professional roles must be filled by professional people and professional people will not give away the number of hours required to do these jobs, for free.

That said, we are equally confident that we can find the professionals needed at about 50% of market price. Simply by screening for those who believe in the mission. True professionals know their value and don’t work for free, but they will discount heavily for a project that they want to put their heart into.

With this in mind, our plan calls for doubling our revenue from about \$65k per year to \$130k per year by the end of 2026 so that we can hire a project team on 1/1/2026.

Doubling our revenue will require doubling our membership from roughly 500 paid members to 1000. While this is no easy feat, we know it is possible because we finished 2021, which was the year that our supporters were upset over a stolen election, with 1167 paid members. Additionally, we are in the process of moving to a monthly subscription format whereby people will sign up by credit card for one year and have \$4,99 automatically charged each month for that year. This of course equals \$60 per year rather than the current \$25 in one lump sum.

By doubling membership, we will also double Small Games of Chance revenue and member donations. Further, we expect to secure another \$10k per year in major-donor funding (see Section 7 for financial projections).

Membership, Recruitment, Engagement, & Retention

Growth of paid membership is critical to the success of LVMAGA. We have two levels of membership, paid (Regular) and not paid (Associate). Regardless of level, we request 3 current forms of contact information and require at least 2, to be considered a member. The three forms of contact are: home address, email and cell phone.

Historically, about 90% of our annual revenue has come from membership. Members pay dues, buy raffle tickets, attend meetings, make donations and buy merchandise,

Our strategy since about 2014 has been to attract single issue voters, enroll them at no charge as Associate Members and then, through meetings and messaging, convince them to become 'paid' members. To date, this strategy has served us reasonably well, but as a Tea Party group, we have not offered a real value proposition, which has made conversion difficult.

In addition to revenue contributions, membership is critical in terms of raw numbers. Since about early 2015, we have been focused on "Members & Money". That is, we've focused on the size of our membership base and the size of our treasury. Together these two metrics define an organization's political power. This is what has made Trade Unions so powerful, the size of their membership and treasury. The understanding is that an organization can tell its members how to vote (directly controls a block of voters) and can use its money to buy advertising to non-members (indirectly controls another block of voters).

Our plans are to continue with this focus on Members & Money in order to increase our political capital and to fuel our target of doubling revenue in 2026.

In terms of recruitment, we will continue with the tried and proven method of issuing no-charge Associate memberships and working to convert them, but with LVMAGA we now have a value proposition which should make the conversion task much easier.

Further, we will test a couple of direct-to-consumer programs. Based on the widely accepted profile of the typical MAGA voter, we will purchase lists of people in our geographic area and market to them directly using either postal mail, literature drops, email, or text messaging.

The core component of any engagement and retention program is of course, communications. We plan to continue use of our custom built, Membership Management System (MMS). This .Net 9 Web server application allows us to not only manage member records, but to communicate via postal mail, email, text or text-to-speech voice calls.

It should be noted that as of January 1, 2026, our membership dues will be subscription based only. The obligation will be for a 1-year membership, but payment will be by credit card only and billed at the rate of \$4.99 per month. This will eliminate the need for paper-based transactions while reducing the need to handle cash. Most important, going to a "subscription only" dues payment format is in keeping with "how people pay for services" these days.

Community Engagement

Starting immediately upon membership approval of this plan we seek to engage as many community leaders as we can. By community leaders, we mean leaders of various social groups. For example, the Allentown Christian Syrian community is comprised of about 7

different factions, each with its own leadership. The Latino community is made up of dozens of factions.

We seek to meet with leaders of each of these factions and to make the offer that they and their followers help us build Lehigh Valley MAGA. In this way, these factions become stakeholders and the people take 'ownership' of what they have helped build.

The challenge here will be the fact that many of the factions are rivals, while we seek unity. It is our strong position that we will show no favorites. If a group wished to get involved, we welcome them. If they state that their involvement is dependent on us disassociating with any other group, we will refuse. They will then need to decide for themselves whether they wish to participate, or be left out in the cold.

Section 5: Market Context

In order to achieve our annual revenue goals, we need to double paid membership in 2026 and grow that membership by 25% each year for 2027-2030. This is no easy feat in today's environment considering 49% of membership organizations have reported declines in their membership rolls for the past few years.

The key to our planned growth is the fact that currently we have a very small share of the local MAGA market (about 2.5%) and literally zero competition. So, the upside potential is incredible.

In April of 2025 an [NBC News poll](#) found that 36% of "all voters" identified as MAGA. Between Lehigh and Northampton Counties there are 480k registered voters. In addition to these two counties, our service area includes Upper Bucks County, eastern Berks County, Lower Carbon County and Lower Monroe County.

When looking at our total service area (Appendix - Section 9 page 6) we find the total number of registered voters is roughly 560k. Of the 560k voters in our service area, 201k therefore identify as MAGA (560*.36).

Our goal by the end of 2030 is to have captured 10% of the market which is very doable provided we can win at least three elections with MAGA candidates over that period.

As mentioned in a prior section, the basis of our growth plan is in using consumer data (rather than party registration data) to identify MAGA voters. The plan is to purchase this data from L2 Data, a major industry provider. (for Data Map examples see Appendix - Section 9 pages 7 & 8)

In doing so, we will get street addresses, email addresses and phone numbers for those who fit the MAGA profile. We will then have our membership system remove any current members from that list and then run multiple campaigns against that list, First will be a live phone call campaign, then text message and finally postal mail.

The key to converting MAGA voters to LVMAGA paid members is our ability to articulate a value proposition. Our core message is: "LVMAGA puts **you** back in control of local government and replaces wide-spread corruption with systemic honesty."

We plan to appeal to the MAGA voter's sense of responsibility and to get them to do their part in bringing Truth and Justice back into local government by becoming paid members of LVMAGA. Understanding that students are accustomed to getting special deals, our marketing strategy offers them a 50% discount.

All paid members receive an official LVMAGA membership card and a name tag which is to be worn at all LVMAGA events. Further, there are plans to sign up local retailers who will give our members a shopper discount. In that way, members can easily offset their monthly membership fee.

Notes:

For a map of our Service Area see Appendix - Section 9 page 6

The NBC poll: <https://www.nbcnews.com/politics/trump-administration/polling-shows-growing-number-republicans-identify-maga-movement-rcna201071>

Section 6: Timeline – Implementation of Vision

From the time of our Plan’s approval vote through the end of 2025, we obtained rights the use of our DBA (Lehigh Valley MAGA) secured the domain name LVMAGA.com, launched a ‘starter’ website, updated bank account records, developed a logo, updated our name on various vendor accounts, held a kickoff Bash and developed this business plan.

Goal for 2026: Double Revenue to \$100k & Paid Membership to 1000

January 2026

- Membership subscription becomes the only payment type.
- Release Business plan
- Monthly meeting: sign up student members
- Monthly meeting: recruit election workers (greeters, judges, inspectors, etc.)
- Meet with Community leaders to recruit members and to layout a seminar schedule
- Determine what is needed to get Latino Community in Allentown on board

February 2026

- Finalize relationships with America First Works, Turning Point Action & Run Gen Z
- Purchase consumer data from L2 Data or AFW
- Member Drive; develop messaging for voice calls & text design Postal mailer
- Member Drive; Phone Bank to 1000 MAGA voters
- Recruit 3 people for Speaker Committee
- Get commitment for MAGA Congressman or (Trump Dept Head) to speak in March
- Get student members to distribute flyers on campus for March meeting

March 2026

- Monthly meeting, petition signing
- Monthly meeting, Members & Approved guests only, grow membership - no intruders
- Member Drive; Trial of Text Message blast to 1000 MAGA voters
- Launch Raffle Mailer – Spring 2026
- Switch to Members & Approved guests only at monthly meeting
- MAGA Congressman to Speak am monthly meeting
- **Goal check:** Q1 Measure Revenue and Membership against goal

April 2026

- Member Drive; Trial of Postal Mail blast to 1000 MAGA voters
- Design Candidate training program with Dolley Madison Project
- Design Candidate Work Style and Integrity and Work Ethic - assessment programs
- Assign election workers (Greeters, Judges, Inspectors etc.)
- Pre-primary: Podcasts with any candidates who we may be comfortable with. (It is too early in our development for a full-support program)

May 2026

- Primary election “Get Out The Vote” initiative, Call & text members
- Post election: select a few nominees who we will give limited support (decide what support that is and put in writing)
- Design first “Single Issue” seminar (Parental Rights in Education) get Simon Campbell help
- Trial run: Candidate training program
- Consider August picnic

June 2026

- Draw winners of Raffle Mailer – Spring 2026
- Begin to fill volunteer jobs: speaker Committee, A/V team
- Begin search for Steering Committee Chairman
- Market August picnic
- **Goal check:** Measure Revenue and Membership against goal

July 2026

- Test final assessment tools: Candidate Work Style and Integrity and Work
- Deliver first “Single Issue” seminar (Parental Rights in Education”) in Latino community
- Final marketing of August picnic
- Donor meeting: 5-year plan review, progress report and support request

August 2026

- Design “Firearms in The Home” seminar
- Early August picnic
- Special meeting: of board: discuss any adjustments to plan

September 2026

- Launch Raffle Mailer – Fall 2026
- Deliver Parental Rights in Education seminar to Latino community
- **Goal check:** Measure Revenue and Membership against goal

October 2026

- Deliver “Firearms in The Home” seminar in multiple locations
- Formation of Truth Council and council procedure
- Oct 27, last day to request mail-in or absentee ballot

November 2026

- General Election - Get Out The Vote” initiative, Call & text members
- Deliver Parental Rights in Education seminar to Latino community

December 2026

- Draw winners of Raffle Mailer – Fall 2026
- Deliver “Firearms in The Home” seminar in multiple locations
- Search for next Board Members, Chairman & Vice Chairman (March 2027 elections)
- **Goal check:** Measure Revenue and Membership against goal

Goal for 2027: Increase Revenue to \$125k & Paid Membership to 1250

1st Quarter 2027

- Hire 2 or 3 project Managers to execute the plan through the end of 2030.
- Design and begin a radio advertising program to enroll new members.
- Launch Raffle Mailer – Spring 2027

2nd Quarter 2027

- Select 5 candidates for local office and begin training
- Draw winners of Raffle Mailer – Spring 2027
- **Goal check:** Measure Revenue and Membership against goal

3rd Quarter 2027

- Membership and Revenue goals, status review
- Launch Raffle Mailer – Fall 2027

4th Quarter 2027

- Last minute push for 5 candidates to be elected
- Draw winners of Raffle Mailer – Fall 2027
- **Goal check:** Measure Revenue and Membership against goal

Goal for 2028: Increase Revenue to \$155k & Paid Membership to 1500

1st Quarter 2028

- Start full swing search for 2028 candidates, Include county committee, state reps, state senators and Congressional.
- Launch Raffle Mailer – Spring 2028

2nd Quarter 2028

- Petition signing events for candidates and form Presidential support groups
- Draw winners of Raffle Mailer – Spring 2028
- Design Get Out The Vote program
- **Goal check:** Measure Revenue and Membership against goal

3rd Quarter 2028

- Launch Get Out The Vote program
- Launch Raffle Mailer – Fall 2028
- Organize flag waves and sign up new members.

4th Quarter 2028

- Review Revenue and Membership goals.
- Draw winners of Raffle Mailer – Fall 2028
- **Goal check:** Measure Revenue and Membership against goal

Goal for 2029: Increase Revenue to \$195k & Paid Membership to 1800

1st Quarter 2029

- Launch Raffle Mailer – Spring 2029

2nd Quarter 2029

- Draw winners of Raffle Mailer – Spring 2029
- **Goal check:** Measure Revenue and Membership against goal

3rd Quarter 2029

- Launch Raffle Mailer – Fall 2029
- Launch Get Out The Vote program

4th Quarter 2029

- Draw winners of Raffle Mailer – Fall 2029
- **Goal check:** Measure Revenue and Membership against goal

Goal for 2030: Increase Revenue to \$220k & Paid Membership to 2000

1st Quarter 2030

- Launch Raffle Mailer – Spring 2030

2nd Quarter 2030

- Draw winners of Raffle Mailer – Spring 2030
- **Goal check:** Measure Revenue and Membership against goal

3rd Quarter 2030

- Launch Raffle Mailer – Fall 2030
- Launch Get Out The Vote program

4th Quarter 2030

- Draw winners of Raffle Mailer – Fall 2030
- **Goal check:** Measure Revenue and Membership against goal

Section 7: Financial Projections

(the baseline numbers that were used for generating these projections are 2025 totals and are found in the Appendix.)

Fiscal Year	2026	2027	2028	2029	2030
Revenue (dollars)					
Membership Dues (2026 excludes \$10k in renewals)	35,000	50,000	62,000	80,000	95,000
Small Games of Chance Sales	50,000	60,000	75,000	90,000	100,000
Donations (General)	12,000	13,000	15,000	18,000	19,000
Donations (General): Contributions (corporate)	900	1,125	1,200	1,500	1,800
Merchandise Sales (logo hats shirts etc.)	2,000	2,500	3,000	3,750	4,000
Interest Income	15	18	19	23	25
Total Revenue	99,915	126,643	156,219	193,273	219,825

Cost of Goods Sold (dollars)	1,200	1,300	1,500	1,700	2,000
Gross Profit	98,715	125,343	154,719	191,573	217,825

Expenses (dollars)					
Advertising, Non -Political	100	125	155	200	250
Bank Fees	100	125	155	200	250
Donations To Other Non-Profits	0	0	0	0	0
Equipment (Audio Visual & Computer)	0	0	1,000	0	500
Fundraising Direct Expense	0	0	0	0	0
Furniture & Fixtures	0	0	0	0	0
Independent Contractors (bookkeeper & event producer)	14,400	14,400	16,000	17,000	18,000
Insurance: Directors & Officers Indemnification	500	625	750	750	1,000
Insurance: General Liability	700	875	1,100	1,400	1,750
Meals & Ent (General): Meals Board of Directors	1,500	1,875	2,000	2,500	3,000
Meals & Ent (General): Volunteers: work-break	1,500	1,875	2,300	3,000	4,000
Meals & Entertainment: Member events	100	125	155	200	250
Misc. Expense	100	125	155	200	250
Office Supplies (Paper toner labels etc.)	1,000	2,000	2,500	3,000	4,000
Payroll, 3 employees, including employer tax	45,000	65,000	72,000	90,000	100,000
Postage & PO Box (non-raffle related)	600	750	938	1,200	1,500
Political Expenditures (Independent): Ads	200	250	300	400	500
Political Expenditures (Independent): Printing	400	500	625	800	1,000
Political Expenditures (Independent): Yard signs	500	625	800	1,000	1,250
Printing (non-political: forms brochures etc.)	600	750	938	1,200	1,500
Professional Fees: Email Service to Members	50	65	80	100	125
Professional Fees: Domain Name Reg & Renew	300	375	400	450	500
Professional Fees: Speaker Fees	500	600	750	1,000	1,250
Professional Fees: Video Conferencing	200	250	300	400	500
Professional Fees: Web Hosting	300	375	500	600	750

Rent: Meeting Hall	5,000	6,200	8,000	10,000	12,500
Repairs & Maintenance	0	0	0	0	0
Small Games of Chance Direct Expense	150	175	175	175	225
Small Games of Chance: Cash Prizes	0	0	0	0	0
Small Games of Chance: Non-Cash prizes	10,000	10,750	14,000	19,000	23,000
Small Games of Chance: Printing stuffing postage	3,000	3,750	4,700	5,800	8,000
Telephone: Robo-Calls & Text Msg to Members	3,800	4,750	6,000	8,000	10,000
Training & Vetting: Candidate	2,500	3,000	9,000	12,000	15,000
Travel & Lodging	2,000	2,500	3,000	3,750	5,000
Total Expenses	95,100	122,815	148,775	184,325	215,850
Net Profit/Loss	3,615	2,528	5,944	7,248	1,975

Section 8: Challenges

Like any other business, Lehigh Valley MAGA is not without its challenges. The most important challenge is a substantial leadership gap. Operations have continued over the past few years because one person (the current Chairman) has been providing his skilled labor at a rate of about \$6 per hour for roughly 140 hours a month on a 1099 basis.

This Chairman is performing about 90% of the administrative work that is required across the organization. The remaining work, a combination of administrative and non-administrative, is performed by volunteers. However, the organization overall is staffed at about 40% of requirements. This is due to the fact that only a couple of dozen volunteers are sufficiently motivated to give their time voluntarily,

This begs the question “who will manage the implementation of this plan?” The plan’s author (Campione) has donated a decade of his life building what is now considered the largest local MAGA group in the nation. He will be unavailable to donate further energy after January 2026.

Looking ahead, there are three or four people who currently make up our Vision 2030 Team that are clearly capable of implementation, as a team. However, it is not clear whether they are willing to take on this commitment right now.

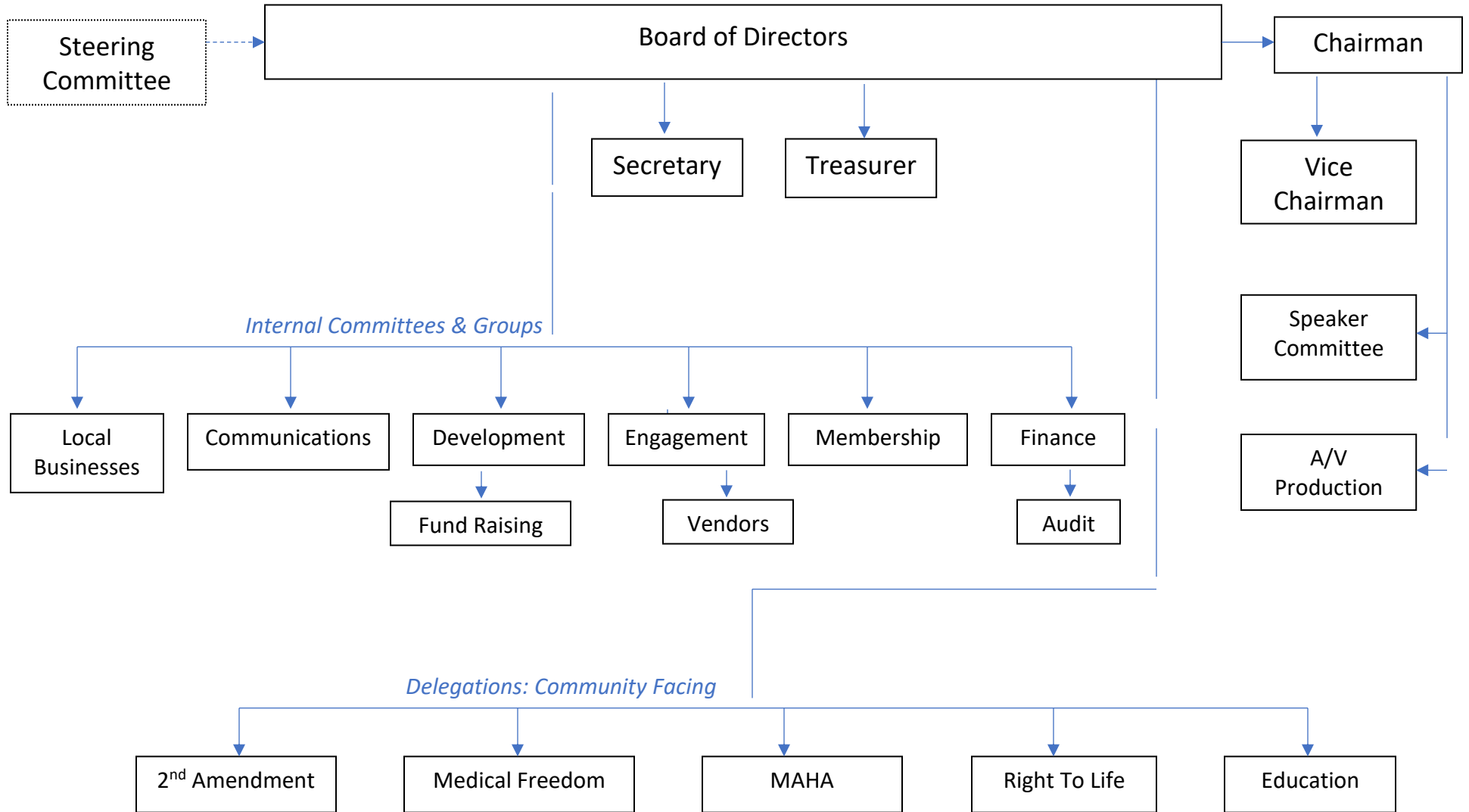
The bottom line is that the Vision 2030 Plan calls for doubling paid membership in Plan Year 1, in order to pay 3 people to run the organization from Plan Year 2 forward. As an alternative, if \$45k – \$65k can be raised in Plan Quarter 1, the 3 new hires can be moved from Year 2 to Q2.

In either case, Campione will be available on a limited basis in a strictly support role.

A secondary challenge is reaching membership & revenue goals if the Trump administration continues to succeed at its current “breakneck” pace.

The downside of that success is widespread voter complacency. And since LV MAGA is highly dependent on a motivated voter base, membership plans are purchased less frequently. The solution is to get into the various communities and get voters to understand that running for office and supporting those who do, is their **Civic Responsibility**.

Lehigh Valley MAGA Organizational Structure



Note: For unit descriptions, roles and responsibilities, see below.

Board of Directors

The board is made up of 8 to 12 directors who are elected by 'Active Members' and serve a two-year term. Board members elect a Chairman and Vice Chairman from the then current board. The Chairman and Vice Chairman serve a one-year term. Board members are expected to take responsibility for a major business area (e.g., communications, finance, membership, etc.) which may be assigned by the Chairman.

Chairman

The Chairman executes the will of the board and is also the corporate President and CEO.

Vice Chairman

The Vice Chairman assists the Chairman and assumes the role of Chairman in the event that the Chairman is unable to serve.

Steering Committee

The Steering Committee, led by a Committee Chairman and Committee Vice Chairman is an advisory committee to the Board of Directors with long-term accountability for:

- Vision development and proposal of the fully developed vision to the board and membership.
- Vision Implementation management (of the approved vision)
- 501.c.4 compliance
- PA Election Law compliance
- Federal Election Law compliance
- PA Small Games of Chance compliance
- Roberts Rules of Order compliance
- Bylaws compliance
- Candidate vetting, training and support
- Lawmaker relationships
- Support of MAGA Elected Office holders
- Appointment of a Compliance Officer

Secretary

Performs typical corporate secretary duties and is appointed by the Chairman with board approval.

Treasurer

Performs typical corporate treasurer duties and is appointed by the Chairman with board approval.

Local Businesses

The Local Businesses Team is responsible for developing and maintaining relationships with local businesses.

Communications Team

The Communications Team reports to a Board Member (Communications Director). This team is responsible for the distribution of organizational messaging to members and external platforms (i.e. social media).

Development Group

- The Development Team is responsible for:
- Staffing of the LV MAGA organization (volunteers and paid)
- Training of volunteers and paid personnel
- Fund Raising
- Partner Relationships

Fund-Raising Committee

Reporting to the Development Group, the Fund-Raising Committee is the responsible for driving funding efforts and for achieving funding goals.

Engagement Group

The primary responsibility of the Engagement Group is to manage all community facing relationships. For example, establishing a presence at community seminars, parades, fairs, etc. When the event is hosted by LV MAGA, this team is responsible for vendor relations.

Membership Committee

The primary responsibilities of the Membership Committee are; maintaining member records, recruiting new members and meeting membership goals.

Finance Committee

The Finance Committee is responsible for preparing an annual budget, compliance with the budget and overseeing the audit committee.

Audit Committee

The Audit Committee is responsible for auditing the Treasurer's monthly reports and the audit for the Annual Report.

Speaker Committee

The Speaker Committee is responsible for securing high quality speakers for monthly membership meetings.

A/V Production Team

The A/V Team is responsible for the production aspect of all meetings.

Delegations

Delegations are small teams of 3-5 people who promote a single issue within a community with the intention of not only educating people, but increasing community involvement by signing up seminar attendees as up LVMAGA members and identifying those who will run for local office to affect the issue at hand.

LV MAGA ROADMAP 2026 - 2030



REBRAND

Rebrand As MAGA To Expand Market 10x Allows Us to Double Our Revenue

PROJECT MGRS.

Hire The Managers To Run The Organization and Implement The Plan

FILL THE SYSTEM

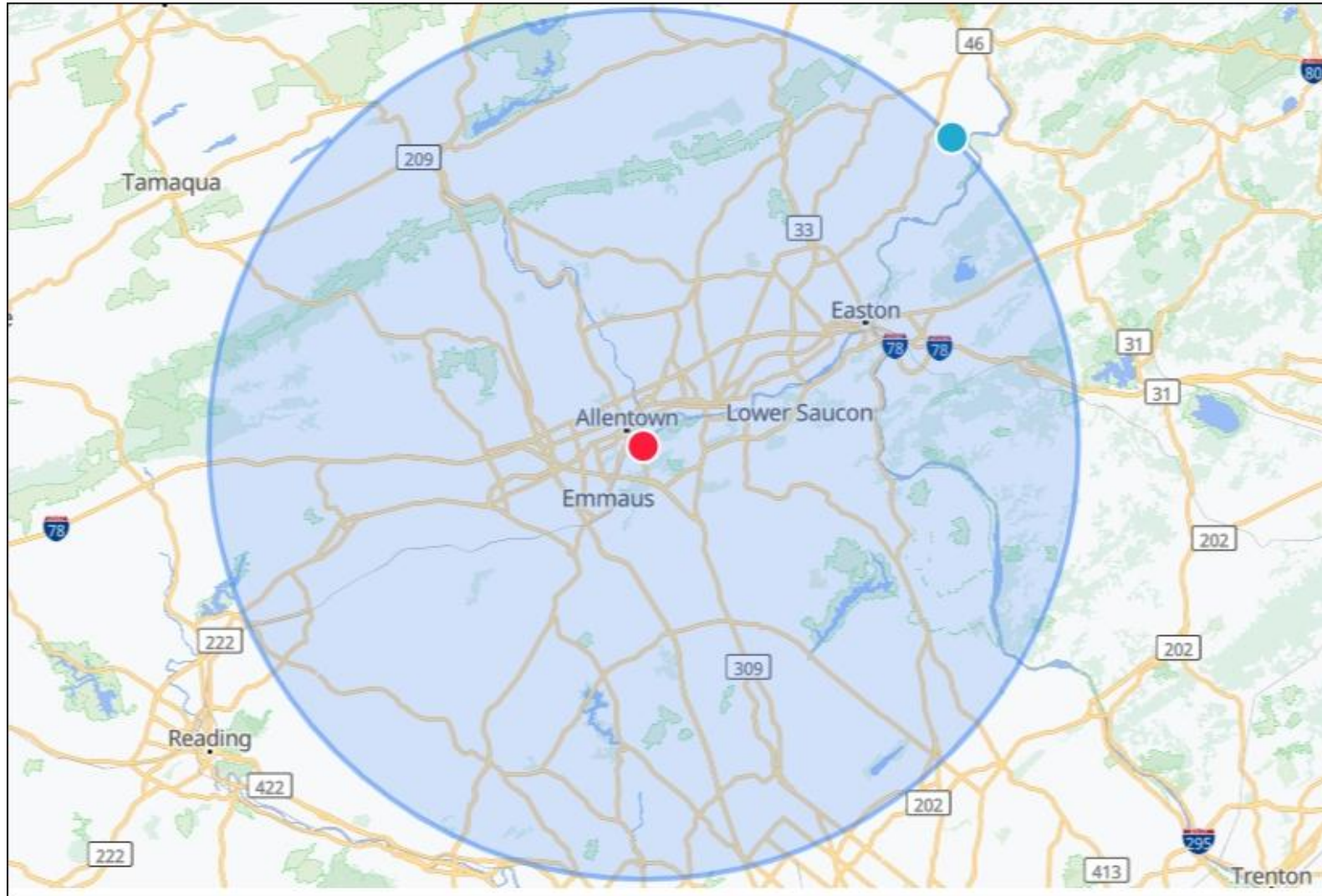
Fill the System With People Who Will Serve Community, Not Themselves

POSITIVE CHANGE

Achieve Long Lasting Positive Change By Replacing Corruption With Truth

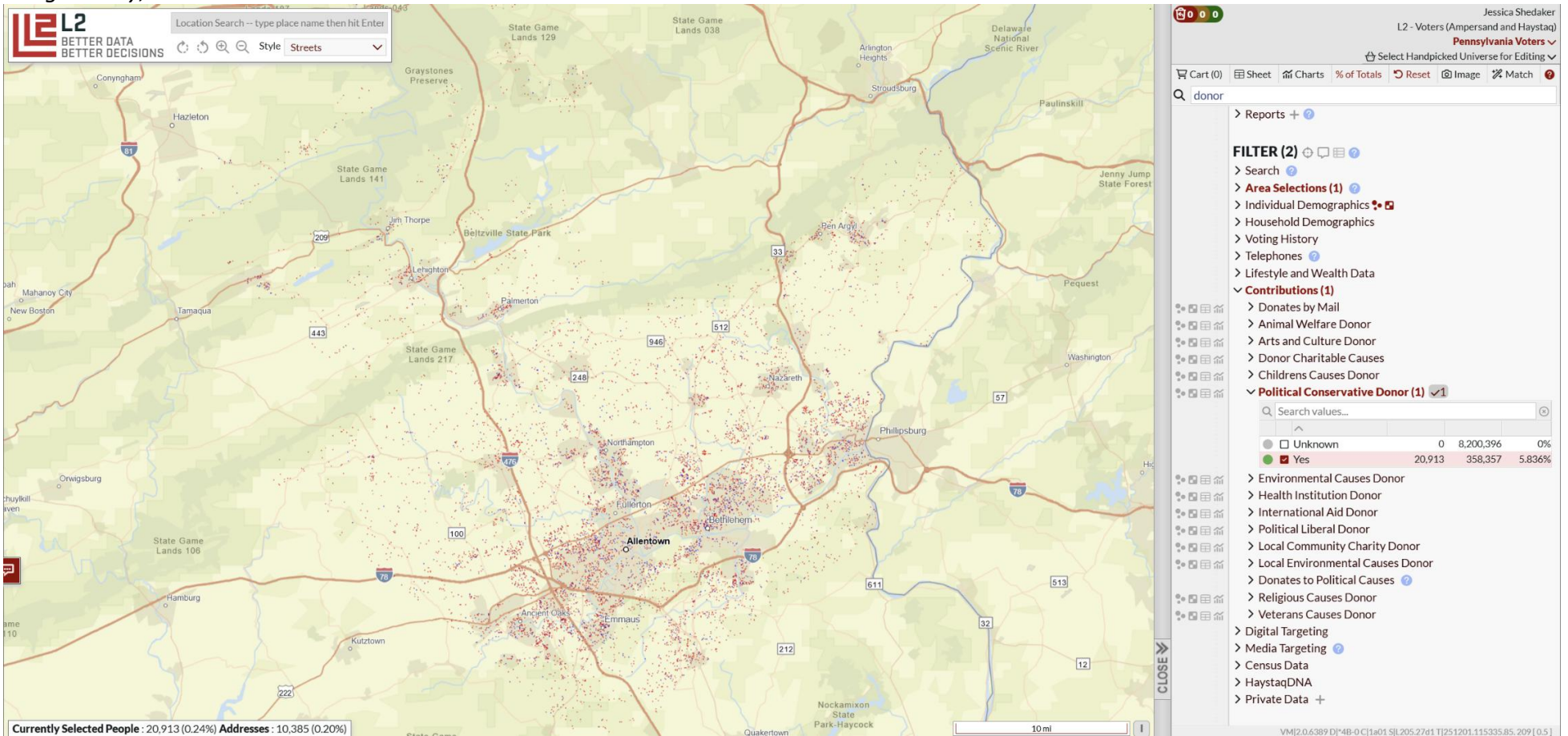
Lehigh Valley Maga - Service Area

Our service area is roughly a 25-mile radius of our meeting location in Allentown, PA. While we do have members who drive from much farther away, they are the extreme case and therefore not included in any numbers referenced.

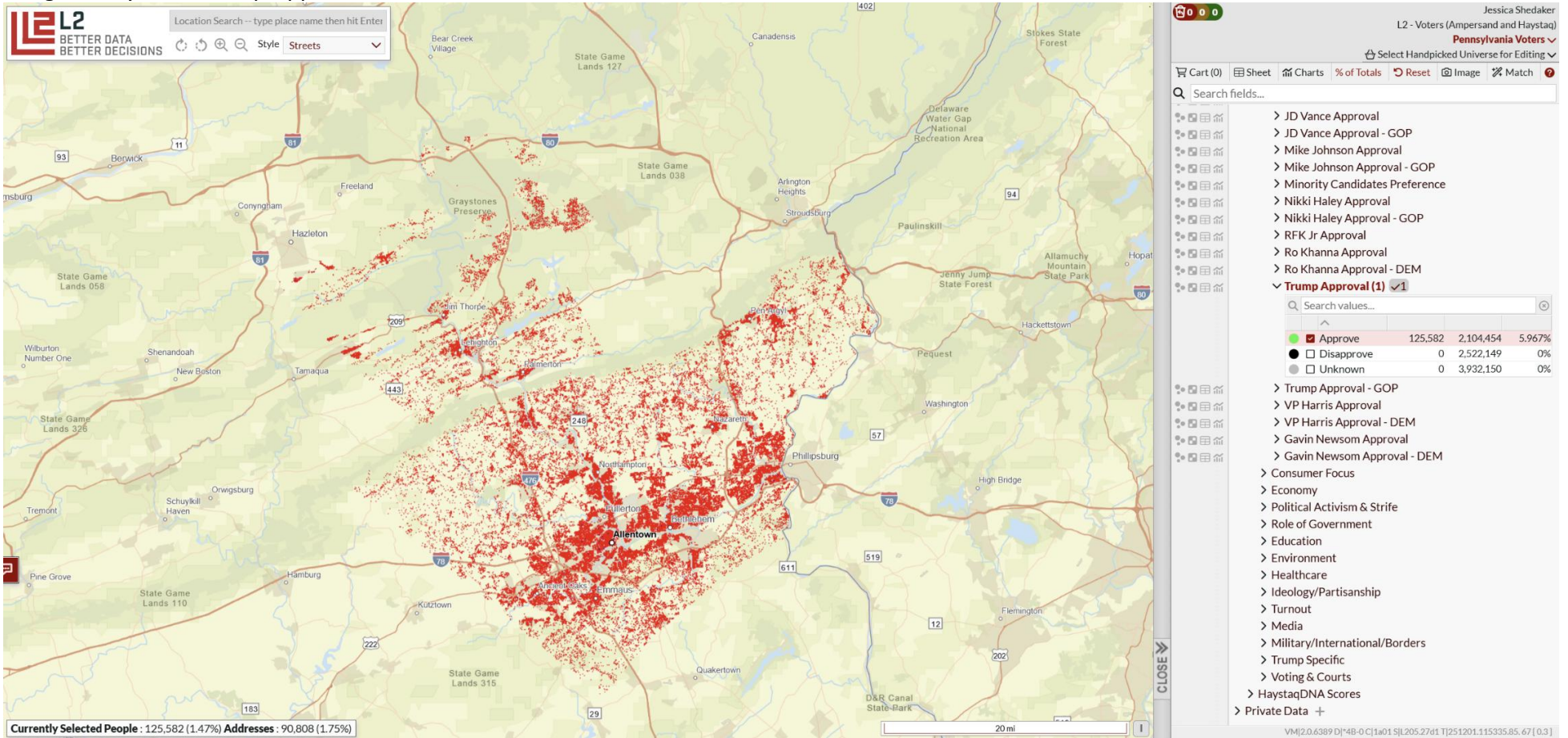


L2 Data -Consumer data API...

Lehigh Valley, PA - Political Conservative Donors



Lehigh Valley, PA - Trump Approval



Financial Baseline 2025 Totals

Fiscal Year	2025
Revenue (dollars)	
Membership Dues	16,946
Small Games of Chance Sales	19,078
Donations (General)	8,519
Donations (General): Contributions (corporate)	800
Merchandise Sales (logo hats shirts etc.)	879
Interest Income	11
Total Revenue	46,233

Cost of Goods Sold (dollars)	1,433
Gross Profit	44,800

Expenses (dollars)	
Advertising, Non -Political	68
Bank Fees	149
Donations To Other Non-Profits	0
Equipment (Audio Visual & Computer)	365
Fundraising Direct Expense	0
Furniture & Fixtures	0
Independent Contractors	12,580
Insurance: Directors & Officers Indemnification	486
Insurance: General Liability	703
Meals & Ent (General): Meals Board of Directors	1,740
Meals & Ent (General): Volunteers: work-break	1,415
Meals & Entertainment: Member events	49
Misc. Expense	2,899
Office Supplies (Paper toner labels etc.)	3,951
Payroll, 3 employees, including employer tax	0
Postage & PO Box (non-raffle related)	551
Political Expenditures (Independent): Ads	0
Political Expenditures (Independent): Printing	0
Political Expenditures (Independent): Yard signs	0
Printing (non-political: forms brochures etc.)	423
Professional Fees: Email Service to Members	2,900
Professional Fees: Domain Name Reg & Renew	259
Professional Fees: Speaker Fees	211
Professional Fees: Video Conferencing	211
Professional Fees: Web Hosting	309
Rent: Meeting Hall	4,646

Repairs & Maintenance	0
Small Games of Chance Direct Expense	125
Small Games of Chance: Cash Prizes	100
Small Games of Chance: Non-Cash prizes	3,288
Small Games of Chance: Printing stuffing postage	6,109
Telephone: Robo-Calls & Text Msg to Members	3,649
Training & Vetting: Candidate	0
Travel & Lodging	1,567
Total Expenses	48,754
Net Profit/Loss	-3,954