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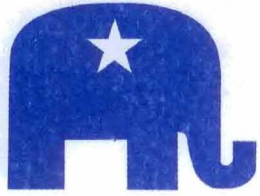


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Inside: Our plan to stop Obama by striking where he's most vulnerable.

Mrs Esther Lofton





# BLACK REPUBLICAN PAC

Dear Fellow Republican,

If you think there's nothing in the world that will convince black Americans to vote Republican...

**...then throw this letter away right now.**

You are part of the problem!

But if you realize that the slow motion train wreck of the current White House occupant is giving us an unprecedented opportunity to reach out to black voters, then I humbly request your undivided attention for the next five minutes.

First, please let me introduce myself. My name is Edward Cousar and I'm the executive director of Black Republican PAC.

And I'm dedicated to spreading the Republican message of low taxes, family values, better education, free enterprise, and economic opportunity throughout the black community.

Many black Americans I know already share these values.

Yet even though their values are already Republican values, they've never thought twice about voting for a Republican.

And let's face the hard facts. Electing the first black president in 2008 was a historic moment that many in the black community longed to see.

As a result, the votes of black America supplied the crucial margin of victory for Barack Obama on Election Day.

**But now reality is hitting black America.**

Throughout his campaign Obama promised to restore the economy when he had no idea how to do that, ran as a moderate when in truth he was a far-left radical, and claimed he would heal old racial wounds.

He's failed on every count.

And now disappointment and disillusionment with "the One" are setting into the black community.

In fact, Obama's policies have been especially disastrous for black Americans -- even more so than white Americans.

Just consider how the recession and Obama's failed "stimulus" and economic program have hurt the black community.

Overall, under Barack Obama's term, the black unemployment rate is 5 points higher than the average for the country.

And 16-to-24-year olds have been devastated by the recession -- 48% of these young black Americans are unemployed compared to 20% of white Americans of the same age.

Under Obama, America may be in a recession, but black America is in a **DEPRESSION**.

There's only so long that Obama's silver tongue can gloss over the fundamental failing of his policies.

And a black man or woman without a job is not going to vote for a president or his party that promises more of the same failed policies no matter what the color of his skin.

My friend, this is why we Republicans have an opportunity to reach out to black Americans and show them the superiority of our Republican ideas and policies.

Obama is messing up so royally we have a chance to bring large chunks of black America inside our big tent.

**We were the party of black America before.**

Until Franklin Roosevelt's New Deal, most blacks favored the Republican Party because it was the party that freed the slaves and then helped the black community after the Civil War.

And even as late as 1960, Richard Nixon won 32% of the black vote.


Yet in the last 50 years no Republican candidate for president has gotten more than 15% of the black vote.

As a result, the Democratic Party has had a lock on the black community on Election Day.

But the floundering presidency of Obama and the misbegotten policies of the Democrats are causing the black community to realize that it has **gotten a raw deal**.

For starters, many blacks are increasingly disturbed at the radical positions of the Democrats -- support of gay marriage, hostility to religion, backing of failed socialist economic policies even after they destroyed the black family and many

once vibrant black urban communities.

 **Black Americans are realizing that the Democratic Party is not their ticket to a better life.**

But just because the black community is disappointed in the Democratic Party doesn't mean they will vote for Republicans.

We Republicans need to extend a welcoming hand.

The biggest problem that the Republican Party faces is that we have few credible voices working inside the black community to make our arguments.

That's why BLACK REPUBLICAN PAC is the best weapon to take on the Democratic Party machine in decades.

**BLACK REPUBLICAN PAC's mission is to cultivate up and coming black Republican leaders and recruit black voters.**

Because if we can show just 25% of black voters that the Republican Party offers better solutions than the Democrats, we can break the back of the Democrat Party.

We have a proven strategy for bringing black Americans back to the party of Lincoln.

As a lifelong Republican who also happens to be black, I know that I can communicate our Republicans ideals to the black community better than anyone else.

**(( Quite frankly, black Republicans can go places and say things in the black community where it is impossible for other Republicans to get a hearing. ))**

That's why BLACK REPUBLICAN PAC provides resources for aspiring black Republican leaders and candidates.

We equip these natural community leaders to make the case for Republican ideals from within the black community.

Black Republicans will carry the Republican Party message of hope and economic empowerment through strong families, education, and ownership of homes and small businesses.

And as a black-led organization, Black Republican PAC can get its foot in many doors that the Republican Party has a hard time even getting opened.

I would not write this letter if I didn't have untold numbers of enthusiastic black leaders and candidates coming to me asking me to give them the tools they need to get the job done.

They're ready to spread the Republican Party's message of family, faith, education, and economic opportunity back to the black community...

...But they can only do it if they have the tools.

So I need to ask you today -- **will you help me stop Obama's far left agenda by peeling off just 25% of black voters from the Democrats' coalition?**

Your urgent donation of \$100, \$250, \$500, \$1,000 or more will help me equip black leaders and candidates today to go out and spread our Republican message tomorrow.

BLACK REPUBLICAN PAC has the potential to permanently transform American politics in favor of the Republican Party.

Obama is stumbling. His economic policies are destroying the black community and sending unemployment skyrocketing.

This is a golden opportunity for us to reach out to black voters and cripple Obama's political base.

**An investment of \$35, \$50 or \$75 in our grassroots outreach will help us get the ball rolling in the right direction.**

Whatever you can give -- whether it's \$35, \$50, \$75, \$100, \$250, \$500, or \$1,000 -- will be a vital contribution to the Republican Party's political future.

The iron grip of the Democratic Party on black voters will only be loosened when we Republicans go to the black community and unabashedly make our case.

BLACK REPUBLICAN PAC is going where the Republican Party has feared to tread. And now is the moment of truth...

**...do I have your support for the most important political undertaking of our generation?**

Sincerely,



Edward Cousar  
Executive Director

P.S. As Obama's presidency sinks, we Republicans must reach out and bring disenchanted black voters onboard. It is our best chance to stop Obama's radical agenda. Please rush an urgent donation of \$35 or \$50 to support black Republican candidates and community leaders.