**Roads to Freedom Foundation**

**Mission**: Inspire and empower individuals, provide clearinghouse for ‘Open Tent’ Libertarian projects

**Corporation**: 501(c)(4) nonprofit staffed by **salaried employees** and pro-Bono volunteers

**Motto**: Freedom, Nothing More, Nothing Less

**Funding**: Self-sufficient fund-raising from outreach events, project service charges and donors

**Timeline**: 501(c)(4) conversion of LLC after May 25-27 2018 Omaha Roads To Freedom Un-Convention

**Initiatives**:

* Build on foundation of successful promotion of Libertarian and freedom-friendly events and projects
* Provide inspiration designed to foster ‘Take the bull by the horns’ individual empowerment
* Privatize government overreach, facilitate move of social services back into private sector
* Support social service entrepreneurs and volunteers
* Collaborate with Libertarian institutions on projects, top-down regulatory reform required in the short-term and mutual goals of inspiration and individual empowerment
* Employ public opinion to scald empire-building authoritarian institutions at every opportunity
* Serve as clearinghouse for freedom advocacy outreach projects:
* Provide networking service and speaker bureau to facilitate outreach event speeches
* Promote forums, lectures, debates and panel discussions
* Sponsor outreach tours
* Spread the word via newsletters, social media, press releases and letters to the editors
* Provide talk show hosts and volunteer for guest appearances
* Create outreach videos and podcasts
* Write white papers, fiction/non-fiction books, articles, poetry
* Distribute brochures, rack cards, handouts
* Develop labeled items and apparel to sell at events and on website store
* Develop a two-pronged winning messaging strategy for freedom initiatives:

1. Develop unapologetic heroic message designed to challenge core and wannabe Libertarians, scald and roll back government encroachments on our freedoms
2. Revamp antiquated outreach to non-Libertarians that know and care little about our message
3. First make emotional connection focused on where they are at, not where we are at
4. Then plant seeds of doubt by asking them what is not working for them in our present system
5. Wait patiently for their questions on how our strategy will meet their governance needs

* Provide education, training, support:
* Offer freedom leadership recruiting, training and support
* Deliver organizational and project management best practices training
* Develop ‘Build the farm team’ candidate recruiting, training, endorsement and support
* Promote top-down regulatory reform best practices
* Embrace fund-raising activities and best practices training:
* Leverage electronic crowd-funding, money bombs
* Host fund-raising events
* Utilize smart correspondence solicitation techniques
* Foster deep-pocket fund-raising relationships
* Pursue online and tabling sales of labeled items and apparel
* Create think tank to generate new big ideas and support above initiatives