

EXECUTIVE SUMMARY

Problem: America is headed in a direction that does not position us well for the future and our historic institutions have thus far been unable to formulate a plan to correct that course.

Solution: It is time for a real solution - A Strategy to Strengthen America by Protecting the Role of Faith, Reducing Animosity, Restoring Civility.

Background

There currently exists a well organized, well-funded, strategic anti-faith effort in the United States that is focused on destroying faith as an institution. While these attacks extend to almost all faiths, the primary attacks have been focused on Christians. The bottom line is that those driving this effort know that the United States cannot be driven where the anti-faith want it to go, so long as faith is a stabilizing force.

Summary

1. America is headed in a direction that does not position us well for the future and our historic institutions have thus far been unable to formulate a plan to correct that course.
2. America's traditional institutions are under assault both from within and without.
3. Hatred has become the predominant energy in politics, dwarfing every other energy source. There is a direct correlation between the reduction in the role of faith and the rise in the energy of hatred.
4. Despite its shortcomings, religion plays the dominant role in keeping faith alive. Faith is the most effective countermeasure to hatred. Hatred will destroy the institutions that have kept America on the right course.
5. The traditional patterns such as blaming others, believing it is inevitable, or seeking the perfect solution will continue to fail us.
6. Faith and Freedom may not have been born together but their marriage built America and divorcing the two would be its demise.
7. The defense of faith has fallen primarily to the churches but they have been ill equipped to develop a winning strategy.
8. It is time for a strategy, not just a response.
9. A strategy is not written, it is built. The building blocks are good facts and they are woven together with the goal of changing the balance of power by effectively getting the most from your ways and means.

Strategy

The road we are on as a nation is not inevitable. We can change it, but it will require the right strategy. A good strategy must start with a vision and the vision needs to make clear what you are doing, why you are doing it, and then inspire people to make it a reality. So what is the vision of this plan?

There is a temptation to look at what the anti-faith groups have done and try to emulate their efforts but that will fail. We should be looking not just at what the anti-faith groups have done or even what they intended to do, but rather at the effects of their actions and ask how to counter those effects.

There are four (4) effects resulting from anti-faith actions:

1. They have tarnished the Christian brand,
2. They have distorted the Christian message,
3. They have isolated Christian leaders, and
4. They have dramatically increased the costs of obeying what Christ taught.

The goal is very simple: We must **"Keep Faith In America."** Why? Because:

1. America is important to the world and America is defined by Freedom.
2. Hatred is freedom's worst enemy.
3. Civility is more powerful than hatred.
4. Faith is the most effective source of civility.

When you unravel the thread of faith in America, you unravel the thread of freedom. When you protect the fabric of faith, you protect the fabric of freedom.

Strategy

For months a core group of strategists has been working to build a hub that will assist in formulating, articulating, and implementing a strategic initiative to dramatically change the playing field in America. This Hub has now grown to a network reaching over 1,000 federal and state elected leaders, 100,000 churches, 1,900 campus groups, and multi-millions through social and traditional media.

This Strategy is designed to unite a core group of Christians with a passion and commitment sufficient to begin to change the direction of the country. It will be implemented through a broader circle of core partners. The most efficient way to begin this is by uniting leaders with the right message and the right call to action that involves – **Stand. Pray. Move.** The use of #KeepFaithinAmerica and #IStandForFaith will help generate a viral campaign. The strategy will continue to evolve and grow but will begin with:

JANUARY 2018: Launch the ‘Keep Faith in America’ movement with a bi-partisan kick-off event on national Religious Freedom Day, January 16th, with events at capitols across America hosted by federal and state elected leaders, and broadcast to millions through Facebook Live. There will be a month of Proclamations, Resolutions, Pledges, speeches and teleconference calls about the importance of faith in America, of prayer for the country, of restoring civility and of protecting religious freedom, including an emphasis on passing religious freedom legislation.

FEBRUARY 2018: Continue ‘Keep Faith In America’ in the churches. Reach 100,000 churches, and provide multiple videos to play each Sunday that will focus on key messages, and a pledge to pray for our country and stand for faith. We will encourage people to tell the stories of how people of faith are positively impacting America and post them online.

MARCH 2018: Equip faith-based groups on university campuses who will discuss the key topics in their meetings supported with discussion questions and 4-5 minute videos by celebrities, sports figures, government leaders, and faith leaders. Additionally each campus group will be challenged to create an ‘I Stand For Faith’ video designed to take the message across social media to millions of millennials. Throughout the movement discussion groups and panels will be encouraged to talk about key topics, and media coverage will be generated on television, radio, magazines, newspapers etc. across the country.

APRIL 2018: Efforts will focus on helping people Stand For Faith in their business, local governments, and school boards. The focus will be to expand the current robust movement to display America’s national motto, In God We Trust, in schools, businesses and city councils. We will equip educators to include America’s Christian heritage in their teaching.

MAY 2018: Focus will be on advancing the National Day of Prayer activities and events.

LIFT AMERICA GROUPS:

Throughout the movement small groups will be established around the country that will meet regularly to pray for the country and discuss what they can do to stand for faith in their community or spheres of influence, and how they can help restore civility to our nation. These groups will be networked together to form a large action community to share ideas and initiatives.

TOMORROW:

This strategy is not the end, it is the beginning. It begins to lay the foundation to continue this fight strategically, civilly, and in a bipartisan way to prepare a new generation of Americans to say “WE STAND FOR FAITH.” Strategies will be developed to help ‘Keep Faith in America’ and to position America to meet its future.

Many Americans are watching the current hatred filling America and they are appalled. Christians cannot afford to sit this one out. These are spiritual, political and cultural battles. It is time for Christians to embrace tomorrow and help shape our future instead of living in fear of it. This is what we are called to do. We must be willing to embrace this challenge and not hide from it. We must be relevant. If we believe faith is the answer for the world, we must talk and live as if it is. It is time for us to stand together, then pray together, and finally to move forward together. We hope you will join us.