

## The Problem

Conservative legislators have difficulty in advancing meaningful legislation due to several factors, including lack of time, staff, research, project management, coalition building, and fundraising surrounding their issue.

Unlike special interest issues, these policy issues are ones of justice that benefit the people generally; therefore there is not a natural funding stream without thorough legislative preparation, coalition building, public relations, and organizing efforts. Not only does serving as a legislator become a great personal and financial sacrifice, but progress can be slow or even go backwards.

## What's needed

To succeed long term we must combine first-class legislative efforts, effective communications, and diligent fundraising that's aimed at an objective.

When special interest groups desire to move an issue across the finish line, they engage in a multi-year, fully staffed, fully funded effort – a full court press. And they are usually successful – I have seen a bill go down in flames one year pass nearly unanimously with a similar set of legislators, because the right amount of effort was put in.

We must have the support team necessary to consistently put forward thoroughly researched & prepared legislative efforts, properly coordinating with national policy groups, experts, and activists. Second, we must effectively locate and communicate with to supporters of your issue about your efforts and invite them to join in your team. Third, we must raise the funding necessary to ensure that your efforts and your team can grow.

## Who we are

Wilberforce is a group of passionate professionals with experience in legislative strategy, bill drafting, issue advocacy, and effective grassroots activism. We exist to preserve the rights outlined in the Constitution and give you the support you need to liberate our fellow citizens from oppressive policy regimes.

Our inspiration is William Wilberforce, who worked strategically and tirelessly over 2 decades in Parliament to liberate Great Britain from the slave trade. We seek to follow his passionate & dedicated approach, helping you grow a support base and a movement to achieve your long-term policy objective.

## What we do

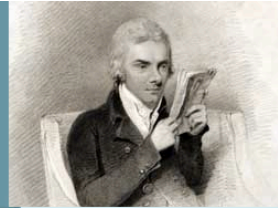
For you to be an effective legislator and get results, it is imperative to sustain quality effort at all three levels:

1. Ensure you are thoroughly researched, resourced, & prepared to present a quality legislative proposal
2. Communicate effectively to people who care about your issue and get them involved with your effort
3. Galvanize, organize, grow, and amplify the voice of your supporters to influence other leaders.

Wilberforce will assemble quality research, help you craft legislative communications, and galvanize a growing movement of supporters behind you to make your liberty-based policy goal a reality.

## The Goal

Success is when you are able to be a much more effective champion of your issue, and when people in your community and across the state become involved in supporting your efforts with their finances, time, and advocacy. You will have the funding necessary to hire the correct support staff, and over time grow the team of legislators who believe in freedom and can work together toward your common goals.



## The Process

We will be the Legislative Assistant you have always needed and can rely upon to support you on your issue without having to hold our hand. We have been there, done that, and we know who to contact and how to get the job done. Some examples are as follows:

- Ensure the particulars of your bill are free of unintended consequences, statutory and unknown constitutional conflicts, and assist you in crafting a policy strategy
- Advise you on legislation drafting so that it is as easy to understand as possible by legislators and the public
- Talk with Legislative Services on your behalf to ensure faster turnaround and quality drafts.
- Find as much relevant research as possible to provide to other legislators and the public
- Coordinate with national policy organizations who may be helpful at providing support on your issue
- Prepare talking points, one page overview, and Q&A in a legislative packet for your use
- Help write and plan committee testimony, invite experts from the country who may be willing to testify

We will then begin to engage your supporters to let them know that you are championing this issue and encourage them to donate, get involved in the effort, and share with their friends. Examples include:

- Connecting with your supporters and acquiring their e-mail and other contact info for a digital system
- Directing them to sign up with your e-mail update list so they can stay connected with your efforts
- Writing communications that are effective, motivating, urgent, action oriented, and sharable
- Growing your list of supporters and growing the awareness of the public that you are pushing this issue forward

The goal is for our process to be sustainable and over time, cost much less than the influx in support we are able to generate for your efforts. This will allow you and your team members to become stronger over time and achieve greater results.

## Plan

The cost is \$2400, per person, per issue, for the legislative and messaging support, and an additional \$1200 to cover fundraising system setup, but which is collected after successful fundraising efforts. (June)  
This initial amount is to recoup expenses with setting up the system and locating the email addresses of your supporters, getting them subscribed, etc. Fundraising fees will be based on % after that.

If a payment plan is needed, \$1200 is due at contract signing, and \$1200 toward the end of session. This is the minimal amount I can possibly charge and pay the people to do the work and fundraising. The goal is for the fundraising to be so successful that the fee will double next year.

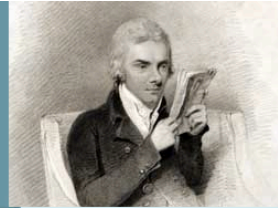
The last \$1200 for fundraising is a setup fee that will not be collected until after we have helped you bring in additional funds. After we have raised the initial \$1200, any amounts over will be split by percentage between your campaign and the fundraiser.

## Get Started

Begin by signing the engagement agreement detailing the items the group agrees to handle for you, then have your campaign treasurer submit a check for \$2400 or the first payment of \$1200. Checks payable to Wilberforce, Ltd.

# WILBERFORCE

Ltd.



## **Isaac Latterell** Director of Strategy & Policy

Isaac grew up as one of nine siblings. Because of the special dose of Love God placed in his two sisters with down syndrome, he developed a passion to defend the rights of the unborn and served 4 terms in the South Dakota House of Representatives. His legislative service has been marked by standing on principle against party power structures and corrupt special interests. Isaac has been a consistent advocate for the right to life and a staunch defender of the Constitution and federalism. He holds a degree in Finance from Northern State University and owns a technology consulting business.



## **Korry Lewis, Esq.** Legislative Director

Korry grew up on her family's cattle ranch in southeast Colorado. She graduated with honors from the University of Wyoming College of Law in 2013, finishing in the top ten of her class. Korry is licensed to practice in Colorado, Nebraska, and Wyoming. She has over seven years of experience representing private landowners, small businesses, municipalities, special districts, and nonprofits. She worked closely with her mother, the late Colorado Rep. Kimmi Lewis, on her campaigns and legislation from 2016 through 2019. Korry co-founded the Colorado Freedom Force in 2019, a grassroots army of freedom fighters who are united in a coordinated effort of legislative action and strategic engagement to protect Coloradans' economic opportunity and constitutional liberties.



## **Mya Olson** Operations Director

With over 20 years of experience in business management and issue advocacy, Mya Olson has been a part of several world class organizations and filled multiple roles including, Major Account Executive, IT Manager, Project Manager, and President of a grassroots medical freedom advocacy group. She also serves as Operations Director in the Olson household, where her 3 girls share the responsibility of CEO and her Farming husband is CFO. Mya also teaches Yoga, showing others how to maintain her signature fierce calm.



## **Daniel Woodard** Legislative Policy

Daniel graduated from Ava Maria University with a degree in Government & Politics. He went on to The Catholic University of America Columbus School of Law, and has worked at Family Research Council in Washington, D.C. He has been a tireless advocate of right to life issues and is an excels at legislative policy, bill drafting, and legal strategy regarding issues which require navigating the federal judicial system. He has been involved in many legislative and congressional campaigns as well as ballot issue campaigns in the Dakotas.



## **Robbie Leggett** Communications & Research

Robbie grew up in Sioux Falls South Dakota where he graduated from the University of Sioux Falls with a degree in history. With over 8 years of experience in public affairs, Robbie has worked for campaigns at the presidential, congressional, and state legislative level with election wins in 8 states. He has also worked as a policy staffer for over 6 years. As a foster child himself he specializes in legislation specific to foster children, addiction treatment, and criminal justice reform. Most recently Robbie worked on campaigns in Alaska, Oregon, Minnesota, Michigan, and South Dakota. Robbie and his wife Amy have two sons, Liam and Rivers.



## **Alexa Straub** Communications & Multimedia

Lexi is a self-starting entrepreneur who excels at written and multimedia communications. She has worked on multiple State Senate campaigns, and has created and marketed multiple successful businesses before finishing high school. Lexi has been elected Statewide President of Kansas 4-H Youth Council and in that role has experience in team leadership, written communications, public speaking, event planning, and organizing statewide fundraising efforts. Alex is currently pursuing a degree in business at Kansas State University.

**Others** We have secured an agreement with a fundraising firm to provide services for all our clients and are in talks with other former legislators and LRC staff regarding joining the force.