

the LONG GAME

*Young America's
Foundation's plan to
persist for freedom
and rise to meet
the unprecedented
challenges facing
conservatives*





“Younger parents aren’t sure that an unambivalent appreciation of America is the right thing to teach modern children. And as for those who create the popular culture, well-grounded patriotism is no longer the style. Our spirit is back, but we haven’t reinstitutionalized it. We’ve got to do a better job of getting across that America is freedom—freedom of speech, freedom of religion, freedom of enterprise. And freedom is special and rare. It’s fragile; it needs protection.”

— RONALD REAGAN,
FAREWELL ADDRESS FROM THE OVAL OFFICE, 1989

We are seeing our country slip away, which makes the work of Young America’s Foundation (YAF), the nation’s largest and most effective conservative youth outreach organization, more urgent today than it has ever been in our history.

America is in a moment of crisis. Leftist hyperactivity and intolerance has torn our streets apart. Free speech is under attack—from Big Tech censorship, from leftist radicalism, and—above all—from a culture of fear and intimidation. Conservatives are shamed into silence for fear of social stigma and even economic ruin. Liberal public officials have too often thrown fuel on the fire instead of condemning hateful anti-American agitators. They ignore or even encourage the worst kinds of mob rule.

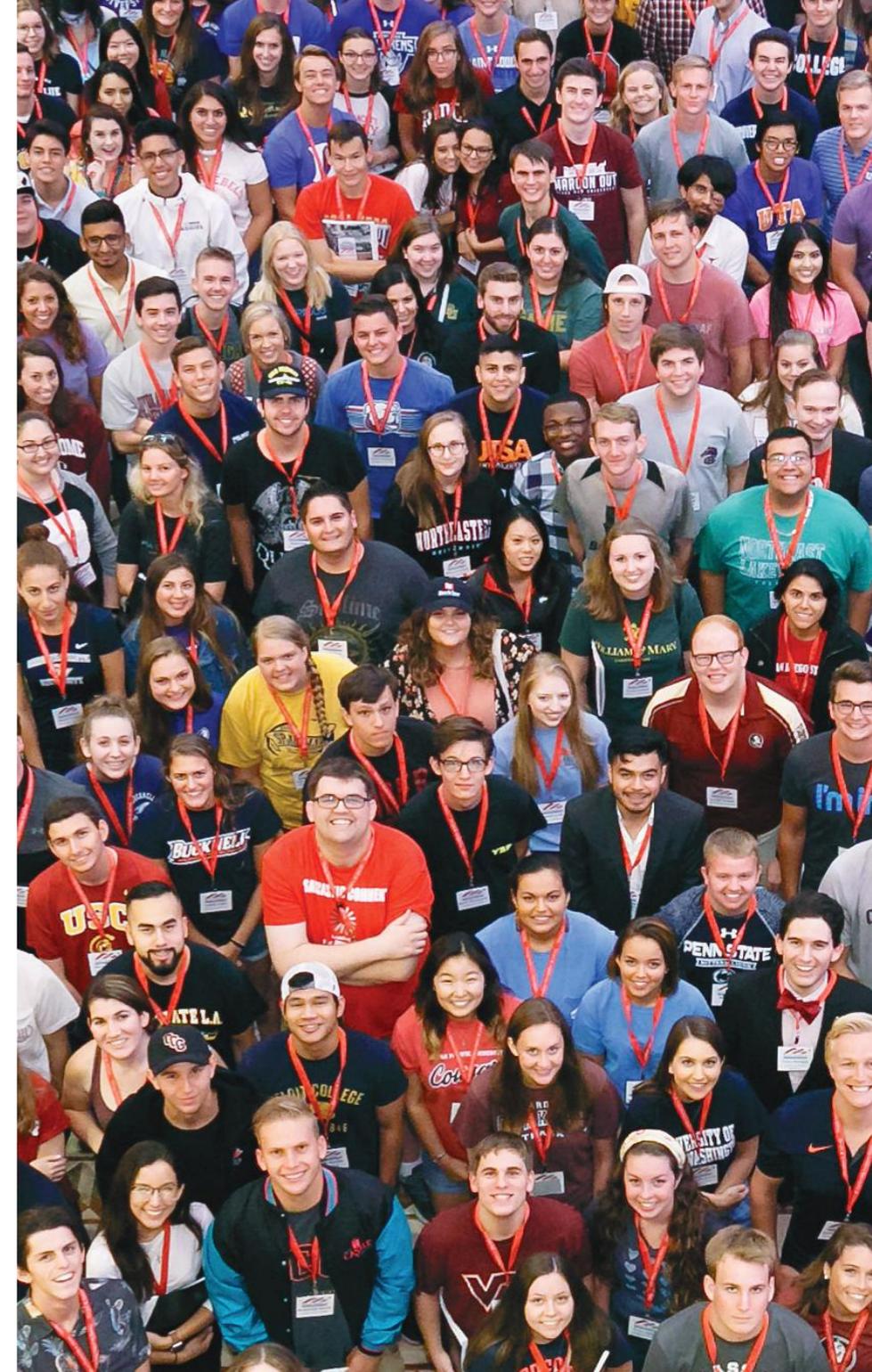
On many college campuses, the climate has become especially tense or even dangerous for conservatives and all who cherish the freedoms upon which America was founded. Conservative students risk being shouted down, attacked, and ostracized simply for expressing conservative values.

Young America’s Foundation’s mission is to reach increasing numbers of young people with the importance of limited government, a strong national defense, traditional values, and free enterprise. And we have a robust plan to do it.

YAF is the nation’s #1 youth outreach organization for your conservative ideas.

Young America’s Foundation has a long and impactful history of facing down these kinds of attacks—and fighting back successfully.

In 1988, we won a momentous Supreme Court victory, *Boos v. Barry*, overturning 50 years of precedent and defending the right of protestors to decry the evils of the Soviet Union.





YAF President Governor Scott Walker advocates for freedom over socialism during a speech at Stanford University.

Three decades later, YAF won a landmark case against the University of California, Berkeley, for discrimination against conservative views, forcing the school to pay a cash settlement to YAF and abolish its discriminatory policies against conservative speakers.

Now, as a wave of cancel culture sweeps the nation, we are continuing to hold colleges and radicals accountable.

YAF's headline-making Campus Bias Tip Line sounds the alarm and raises awareness about divisive indoctrination, as biased and hateful Critical Race Theory courses emerge in colleges and universities all over the country.

But more remains to be done. Campus radicals are openly hostile to conservatives and your freedom philosophy and, indeed, to America.

By aggressively expanding our programming, YAF can protect freedom and help bring our country and future generations back to sanity, reminding us of our higher purpose and common values.

With Young America's Foundation's new president, Wisconsin's 45th Governor Scott Walker, we are launching groundbreaking efforts to inspire America's youth. It's about winning the current battles while also looking forward to the larger war for control of our society.

To that end, YAF aims to have a presence on each of the more than 4,000 college campuses in America.

We intend to expand our digital and in-person reach to the tune of five million YouTube subscribers and one billion video views. We also aim to bring YAF speakers to campuses in every state and host a record number of student programs.

We have a vast array of new initiatives planned, including conservative resources and programs for even younger audiences, including elementary and middle school students.



A student asks Ben Shapiro a question during his lecture at the University of California, Berkeley.

President Ronald Reagan once said: “Freedom is never more than one generation away from extinction. We didn’t pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children’s children what it was once like in the United States where men were free.” We must heed his call and fight for freedom again today.

We invite you to read on to find out how YAF is changing the game, inspiring the next generation with your values, and taking back our country!

The Proud History of YAF

For 60 years, Young America’s Foundation has been committed to inspiring young people with conservative values and transforming campus culture. We specialize in bringing the Conservative Movement’s biggest names to campuses where their voices are sorely needed. We have a proven track record of organizing hundreds of life-changing events each year, with national leaders, policymakers, and media figures advancing our ideas while also challenging cancel culture, mob rule, and anti-Americanism through YAF’s campus lecture program. These in-person events also reach tens of millions of people online.

As *Time* magazine noted in a feature on YAF’s campus lectures, “These speeches have become the biggest event of the semester.” Even the *New York Times* acknowledged that YAF is “the conservative force” behind the free speech movement on campus and beyond.



At YAF’s first major rally in New York City in 1961, Senator Barry Goldwater calls young conservatives the nation’s leaders of tomorrow.

Now, in this moment of crisis, YAF is stepping up once again to expand our programs, defend free speech, and empower young conservatives to speak their minds.

YAF has its origins in an organization called Young Americans for Freedom, which began with a meeting of 100 young conservatives in 1960 in Sharon, Connecticut. They gathered at the family home

of William F. Buckley, Jr.—the father of the modern Conservative Movement—whose rallying cry to preserve America’s timeless values is even more urgent today.

In 1962, future President Ronald Reagan joined YAF’s national advisory board, eventually becoming our honorary national chairman and addressing numerous YAF audiences as he led America in its victory over the Soviet Union and communism. We seek to honor Reagan’s legacy of personal freedom, free enterprise, faith in God, and patriotism in everything we do.

In 1998, YAF deepened our connection to Ronald Reagan when we saved his Western White House—Rancho del Cielo outside of Santa Barbara, California. In 2006, YAF opened the Reagan Ranch Center in Santa Barbara to complement our work saving Ronald Reagan’s Presidential property. Today, this 22,000-square-foot facility has become the most important hub of conservative activity outside the Washington, D.C., area.

Young America’s Foundation recruits thousands of young people for transformative events and seminars at these incredible, unique venues. We are training the next generation of freedom fighters

In late 2020, YAF strengthened our efforts to protect Ronald Reagan’s legacy by saving his boyhood home in Dixon, Illinois. This historic site also allows YAF to establish a beachhead in the middle of the country, attracting students in the Midwest to programs that highlight the accomplishments of our 40th President and teach timeless conservative principles and values.

From addresses by prominent conservative leaders, including Ronald Reagan, Margaret Thatcher, and Milton Friedman, to our High School Conferences at the Reagan Ranch—which have become a rite of passage for all young conservatives—YAF ensures young people understand the importance of conservative values. And, most importantly, YAF’s unique educational programs empower students to embrace and boldly share those values throughout their lives.



William F. Buckley, Jr., whose leadership was essential to the success of Young Americans for Freedom, addresses a YAF gathering in the early years of the organization.



Young America's Foundation saves Rancho del Cielo in 1998, preserving the Western White House as a site to educate and inspire young people with Reagan's freedom philosophy.

Radicalism on Campus

As far back as William F. Buckley, Jr.'s days, university professors taught students to be skeptical of and even hate our traditions. The Ivy Leagues and America's other once-great Universities—founded as Christian, pro-American institutions—have gradually become hotbeds of atheism and anti-Americanism.

Campus riots and school administrators' weak responses to them prove that dangerous ideologies are driving students and professors to anarchy. Today, those ideologies are preached not only on campuses but also in boardrooms and through major media outlets.

YAF, too, has borne the brunt of the Left's attempts to silence conservative views—and we have fought back, successfully. In addition to our victory over UC Berkeley, Young America's Foundation has won free speech lawsuits against numerous universities, including California State University, Los Angeles, which censored a lecture featuring Ben Shapiro; the University of Florida, which denied funds for conservative student activities; and Kennesaw State University, which assessed discriminatory fees for conservative speaker events. In 2020, YAF partnered with the Binghamton University conservative club to file a lawsuit in defense of students who were attacked and threatened for hosting a campus lecture by economist Dr. Arthur Laffer.

America is suffering the consequences of radicalism, not only on college campuses but also in our city streets and at the highest levels of society. Hostility toward conservative views has grown drastically in recent years.

At Penn State University, professor Pete Hatemi informed YAF that “under



YAF does not allow leftist administrators and agitators to bully conservative students or speakers. When our activists' free speech rights are infringed, YAF does not hesitate to file lawsuits to protect the First Amendment for all Americans.

no condition” would he support the formation of a Young Americans for Freedom chapter on campus. So much for COEXIST.

In another instance, YAF uncovered that Cornell University's tyrannical student government disenfranchised representatives who voted against disarming Cornell's campus police.

At the University of Kentucky, YAF exposed racially-segregated resident assistant training—a blatant violation of America's deepest principles.

Those principles now face some of the greatest threats in our nation's history. America is, as President Abraham Lincoln said, “The last best hope of earth.” We must either “nobly save, or meanly lose” the traditions that have made us prosperous and free.



Thousands of students at University of Southern California wait hours in line to hear popular conservative speaker, Ben Shapiro. Often the numbers of students eager to hear conservative speakers greatly outnumbers the radical leftists opposing the event.

The radicals of Buckley's era have become the elites of today. The *New York Times's* 1619 Project, for example, teaches that the foundational creed of our country is a sham, and the Constitution and the Declaration of Independence were racist from the start. This message has received support from the Pulitzer Center and is being disseminated to schools across the country. The problems Buckley identified have only deepened and spread.

If conservatives faced censorship and intimidation in those earlier years, we face an even greater challenge now. At this pivotal moment, Young America's Foundation is rising to meet these new challenges: a new movement of radical Marxian leftism that openly rejects America's values. We know leftist educators preach this extremist philosophy as dogma at our nation's schools. We must counter with our unwavering, optimistic message of freedom, opportunity, and patriotism. There has never been a more crucial time for the work of Young America's Foundation.

“That every man may receive at least, a moderate education, and thereby be enabled to read the histories of his own and other countries, by which he may duly appreciate the value of our free institutions, appears to be an object of vital importance.”

— PRESIDENT ABRAHAM LINCOLN



Emmy Award-winning journalist John Stossel speaks to a standing-room-only audience at Kennesaw State University, where the administration assessed discriminatory fees for conservative speaker events.



More than 450 participants attend YAF's Nashville Freedom Conference, featuring an all-star lineup of conservative speakers.

YAF Today

YAF exists now, as it did at its creation, to promote freedom over collectivism on campus. At that first meeting in 1960, the members adopted the Sharon Statement. Described by the *New York Times* as a “seminal document in bringing different kinds of conservatives together,” the statement is a manifesto that shaped the Conservative Movement profoundly throughout the Reagan era and continues to do so today. “In this time of moral and political crises,” the statement begins, “it is the responsibility of the youth of America to affirm certain eternal truths.”

These truths include “that foremost among the transcendent values is the individual’s use of his God-given free will, whence derives his right to be free from the restrictions of arbitrary force” and “that the purpose of government is to protect [political and economic] freedoms through the preservation of internal order, the provision of national defense, and the administration of justice.”

This mission remains ours today. The crisis persists, and Young America’s Foundation is ready to meet it with devotion to those eternal truths.

One of the most damaging aspects of cancel culture is that it intimidates vulnerable people and prevents them from speaking their minds for fear of retribution. This isolates us from one another, making us believe we are the only ones who think differently. But when one person speaks up or organizes a successful initiative to push back against the prevailing narrative, then others feel more confident to do so as well. Even on the most extreme campuses, extremists may well be in the minority. There might be hundreds, even thousands, of students at those colleges who secretly oppose the modern Left’s radicalism but feel afraid to say so.

By having the courage to lead, YAF’s speakers and student activists create the opportunity for another voice to be heard. Throughout its history, YAF has organized events with the most effective leaders in the Conservative Movement—including **Ronald Reagan, Margaret Thatcher, Ben**

A Selection of YAF Speakers Through the Years



Ronald Reagan



Margaret Thatcher



Mike Pence



Newt Gingrich



Ben Shapiro



Jeane Kirkpatrick



Allen West



Michael Knowles



Katie Pavlich



Arthur Laffer



Walter Williams



Dinesh D'Souza



College students meet with Young America's Foundation's president, Governor Scott Walker, at YAF's National Conservative Student Conference.

Shapiro, Newt Gingrich, Michael Knowles, Katie Pavlich, Mike Pence, Jeane Kirkpatrick, Arthur Laffer, Walter Williams, Dinesh D'Souza, and hundreds of others—in the face of ridicule, protest, and opposition. We have faced down censorship, threats of violence, and angry mobs, all in the service of our belief that free speech must not be silenced.

Nothing is more transformative than the realization that you are not alone. Young America's Foundation opens the door for conservatives to gather and share ideas. Now more than ever, nothing could be more urgently important.

The Long Game

To meet the unique challenges of this new era, Governor Scott Walker is taking the lead as full-time president of Young America's Foundation. Governor Walker courageously advanced freedom in a state that once was a "progressive" bastion.

With hard-earned conservative credentials, Governor Walker's fearlessness to do the right thing—regardless of opposition—mirrors YAF activists' commitment to the principles of freedom. He took on the big government special interests and restored power to the hard-working taxpayers. In turn, they tried to intimidate him. When that did not work, they tried to recall him. But he did not back down.

Governor Walker's dedication to rooting out fraud and corruption in government also reflects YAF's work to expose the Left's schemes to corrupt higher learning and indoctrinate—rather than educate—today's young people.

YAF promotes positive conservative reforms. As Governor, Scott Walker enacted them. Schools in his state can staff based on merit and pay based on performance. That means they can put the best and brightest in the classroom. Because he trusts parents, Governor Walker expanded parental school choice statewide.

During his two terms as Governor, Scott Walker pushed for major reform on college campuses including freezing tuition, ending mandatory student fees that too often fund radical organizations, and enforceable free speech policies. YAF continues to be on the front lines of fighting for free speech for conservative students.

As the leader of YAF, Governor Walker will grow the organization's nationwide reach and oppose the radical Left on its own turf. His ambitious vision will meet not only this urgent moment but also the future challenges the country will face.

The lead-up to Governor Walker's transition has been dramatic: When COVID-19 and government restrictions transformed our daily lives, they made the usual business of YAF—hosting nationwide student programs—almost impossible. Thankfully, because of YAF's strong online presence, with more than 400,000 subscribers on YouTube ([YouTube.com/YAFTV](https://www.youtube.com/YAFTV)), we continued to bring the conservative message to students during unprecedented times.

Now, Governor Walker has announced Young America's Foundation's Long Game plan to capture the hearts and minds of the next generation:

The Long Game is the way we win not only the battle but also the war. It's investing in our children's children. It is about persisting for the cause of freedom and what we know to be true and right. This plan will help ensure future generations of Americans pass on the same love of country and freedom which our parents and our grandparents shared with you and me. This plan provides a road map for instilling in today's young people the essential ideals which safeguard the values upon which our great nation was founded.

YAF's Long Game plan will ensure we reach greater numbers of college students and aggressively expand our programming to recruit more high school and middle school students. In the years to come, we will:



YAF alumna, Fox News contributor, and Townhall Editor Katie Pavlich meets with a student at YAF's national headquarters following her remarks to the young audience.

1) Sponsor one million new participants to attend YAF programs.

Ronald Reagan said, "There is a flickering spark in us all which, if struck at just the right age...can light the rest of our lives." YAF's programs do just that.

Participating in a YAF program is a life-changing experience for students that pays dividends for our cause. Bestselling author, Fox News host, and *Townhall* Editor Katie Pavlich got her start in the Conservative Movement in 2008, when she attended a YAF student program at the Reagan Ranch in California and heard from the late YAF speaker Andrew Breitbart. As Pavlich says, "Young America's Foundation changed my life. I was one of those...kids who had no idea what I should have been studying or what field I should have gone into until I went to my first YAF conference...I immediately knew I wanted to do something that made a difference."

Today, our Movement is even stronger because of Katie Pavlich's work. We must continue to recruit and inspire future conservative leaders.

2) Establish a YAF presence on more than 4,000 college campuses in America.

Once YAF activates young conservatives, they can make a tremendous impact—regardless of their college's size or location. Indeed, YAF's campus programs have a multiplier effect, with one student activist recruiting their peers to our cause.

Take for example, Michael Scholl, who attended Denison University in Ohio, which enrolls just north of 2,000 students. Scholl contacted YAF for resources and support, and YAF subsequently helped him bring nine prominent conservative speakers to campus. In doing so, Scholl impacted thousands of students over the course of his college career and went on to work in the Conservative Movement after graduation.



Young Americans for Freedom chapter members at Southern Methodist University participate in YAF's 9/11: Never Forget Project.

We plan to replicate this model on the thousands of America's postsecondary campuses.

3) Bring a YAF speaker to campuses in all 50 states and add new speakers to the YAF roster, expanding our premier campus lecture program.

William F. Buckley, Jr. noted the importance of the YAF's breakthrough lecture program,

On the matter of your lecture series, these are experiences of infinite importance. As recently as last night, a 42-year-old affluent, influential conservative told an audience of 400 people that his orientation came from hearing such a talk (yes, by me) at Cornell when he was a sophomore. So, I do hope that your important Foundation will be able to continue to support such appearances in the years ahead.

YAF's lecture program is an incredible method for reaching new audiences—in part—because we work with the Conservative Movement's most prominent leaders to send them directly to college campuses.

Today, YAF's most popular speaker is also the nation's most sought-after conservative commentator. *Daily Wire* Founder Ben Shapiro began speaking for YAF in 2013, and he has since spoken on close to 60 campuses, drawing the largest audiences of any speaker. In addition, Shapiro's lectures reach beyond campus auditoriums, with online streams reaching millions of viewers during and after each event.

We know the importance of reaching young people in every part of the country and attracting new conservative leaders to partner with YAF. We expect to expand our efforts on both fronts.



Grand Canyon University (GCU) YAF hosts Ben Shapiro in front of a capacity audience despite campus administrators' initial efforts to block the chapter from bringing the nation's top conservative podcast host to campus.

Connect with Young America's Foundation Online



Youtube.com/YAFTV Through exclusive content—including full-length lectures and bite-sized videos featuring your favorite conservative speakers—YAF's YouTube channel provides you with live and on-demand access to conservative ideas and leaders.



Facebook.com/YoungAmericasFoundation YAF's Facebook page offers campus content, videos, and other timely information. Don't miss the chance to interact with the nation's leading conservatives, activists, and thought leaders through Facebook Live events!



@YAF Twitter is the #1 platform for breaking news, and YAF's Twitter page is the #1 place to hear about young conservatives' efforts to combat leftist bias on campus.



@YAFGaming YAF's Twitch channel is the newest platform for young conservatives to engage in online culture. Join YAF staff as they livestream today's most popular video games, discuss the news of the day, and host question-and-answer sessions.



@YAF_ YAF's official Instagram platform offers memes, IGTV videos, and the opportunity to engage with thousands of like-minded peers. Keep up to date with what students nationwide are doing to advance freedom.



Podcasts By subscribing to YAF's free podcasts, listeners can learn from YAF's speakers on a wide range of topics overlooked by educators, including economic history, the right to life, the U.S. Constitution, and more.



YAF.org/polling As the authority on young Americans, YAF regularly conducts surveys and polls of students nationwide. Visit our polling platform to view our exclusive findings now.



The New Guard The largest network of on-the-ground student activists makes YAF the best source for breaking campus news. Visit the *New Guard*, YAF's historic magazine-turned online news platform, at YAF.org for timely information about campus issues.



4) Grow YAF's digital and in-person reach to the tune of five million YouTube subscribers and one billion video views.

Despite the mainstream media and Hollywood's attempts to prevent young people from learning about conservatism, students discover conservative ideas through YAF's YouTube channel, [YouTube.com/YAFTV](https://www.youtube.com/YAFTV).

Through our expansive library of video content, millions of students learn about the importance of individual freedom, free enterprise, a strong national defense, and traditional values via YAF's exclusive, full-length videos featuring Ben Shapiro, Michael Knowles, Elisha Krauss, Dinesh D'Souza, and many others. YAF leads the Conservative Movement in YouTube subscribers, and we aim to reach millions more through all our social media platforms.

The increasing importance of online platforms means YAF must continue to invest in digital outreach while continuing to deliver transformative in-person programs.

5) Hold a record number of schools accountable for free speech violations, fighting back across the country against anti-conservative bias and discrimination.

YAF has a long history of supporting students' rights. We have taken on and successfully won lawsuits against several

universities, including the University of California, Berkeley case we mentioned earlier. Campus administrators severely limited conservatives' ability to speak. UC Berkeley mandated security fees and promotional regulations and even made conservative guest speakers address students at venues far removed from the main campus. YAF won this landmark case, forcing Berkeley to pay a cash settlement and correct its unconstitutional policies.

But more universities are stifling students' rights. YAF will fight these free speech violations by building out our legal team and aggressively monitoring actions by campus administrators, faculty members, and others. Check out our work at <http://www.yaf.org/tips>.



Students hear from more conservative speakers at YAF's week-long National Conservative Student Conference than they will encounter in all four years of college.



Local students help create YAF's 9/11: Never Forget Project flag memorial on West Beach in Santa Barbara, California.

6) Fight leftist indoctrination at the middle school-level by creating appealing programs for younger students and resources for parents to instill patriotic values in their children.

The Left is seeking to indoctrinate middle school children and even those in elementary school. YAF recently exposed an Iowa school district's plan for a Black Lives Matter "Week of Action" targeting

students as young as preschoolers. One lesson included "transgender affirming" coloring pages, which stated, "Everyone gets to choose if they are a boy or a girl or both or neither or something else." This is wrong.

Through the Long Game plan, YAF will develop new initiatives to recruit pre-teens and counter this leftist indoctrination. We cannot wait until students are in college or even high school to start making an impact on their beliefs. The Left is starting earlier and earlier. We have to fight back—and win.

7) Host a record number of YAF student programs nationwide, inviting a new generation into the Conservative Movement through unparalleled and impactful conferences and events.

YAF's history demonstrates that our programs make a lasting impression on young people. *New York Times* bestselling author and YAF Director Peter Schweizer, for example, credits Young America's Foundation for "igniting his interest in politics and ideas."

Schweizer became involved with YAF as a high school student when he attended the 1982 National Conservative Student Conference in Washington, D.C. He cites this conference as his first exposure to conservative books and thinkers. Today, Schweizer has authored nine books, including the explosive #1 bestsellers *Clinton Cash* and *Profiles in Corruption*.

By organizing more programs than ever before across the country, YAF can influence and inspire America's future conservative leaders. Over more than four decades, Young America's Foundation's previous president, Ron Robinson built a strong organization with an outstanding board of directors, remarkable staff, tremendous supporters, and inspirational student leaders. Now, we aim to grow the reach of these impactful programs.



High school students from across the country travel to Washington, D.C., for their introduction to the Conservative Movement at YAF's Gratia Houghton Rinehart National High School Leadership Conference.



The Foundation's longest-serving faculty member, Dr. Burt Folsom, inspires young people attending a seminar at the Reagan Ranch Center.

8) Support conservative professors and teachers—including those at the elementary, middle, and high school levels as well as college—by creating a national YAF network and providing critical resources.

Throughout our history, YAF has sought out and promoted conservative educators on the front lines of the battle for the hearts and minds of the next generation. Author and history professor Dr. Burt Folsom, YAF's longest-serving faculty member, is one such speaker who consistently receives top ratings from the young people he reaches at YAF's programs. Dr. Folsom partners with YAF because, as he says, "Young America's Foundation emerged to give students another way to learn the conservative ideas that were absent in their classrooms."

Young conservatives at schools nationwide are eager to find a teacher or professor they can seek out for mentorship and guidance as they pursue their educations and enter the professional world. As the leading conservative youth organization, YAF is in a prime position to identify and support these educators to guide the next generation.

9) Reinforce the strength of our founding principles and Judeo-Christian values—and combat the false narrative of liberal propaganda, including the 1619 Project—by distributing pro-America materials targeted to younger students.

YAF provides students with impactful educational materials about the importance of the Constitution and defending our nation's leading historic figures, including Christopher Columbus, Ronald Reagan, and our Founding Fathers. The Left is determined to influence students at even younger ages. To counter this, YAF will develop materials—targeted at middle and elementary school

students and their families—to defend American exceptionalism and the values upon which America was founded.

10) Educate young people on how to effectively debate and defend conservative principles in their classrooms and on their campuses by launching a digital system featuring easily accessible resources and information.

For decades, YAF has provided young people with written and recorded materials on how to challenge left-wing professors and counter radical activists. The next logical step is to create a searchable system for young people to access conservative arguments by topic. In doing so, they will learn how to defend our shared values in public discourse and through conservative activism.

11) Teach a record number of students about Ronald Reagan and the principles for which he fought using virtual and in-person tours of the Reagan Ranch in Santa Barbara, California, and Reagan Boyhood Home in Dixon, Illinois.

For more than 22 years, YAF has hosted students at the Reagan Ranch, where they walk in the footsteps of our 40th President and learn about his values and lasting accomplishments. YAF recently acquired the Ronald Reagan Boyhood Home in Illinois to provide similar opportunities—through tours, conferences, and seminars—for young people in America's heartland.

With tours and conferences limited during the pandemic, YAF quickly shifted to providing virtual tours for school groups across the country. We plan to market and expand both in-person and virtual tours to reach increasing numbers of home school students, private and charter school students, and public school students.



Young visitors enjoy learning about Rancho del Cielo and Ronald Reagan through the Timeline Table Exhibit at the Reagan Ranch Center.

Decades of poor education have deprived young Americans of the tools they need to understand their country and its values in an accurate and wholesome way. That must end now.

YAF is committed to fighting back against censorship and Marxism—not just at America’s universities, but also in high schools and middle schools where educators teach anti-Americanism to even younger students. A new era of leftist indoctrination calls for a new, expanded response from conservatives.

YAF’s goal is no less bold than the Left’s has been: take hold of the souls of young Americans and teach them the truth. Instead of filling the minds of our young people with grievance, resentment, and racialism, we will be teaching them to love the liberties and rights which our founders enshrined in the Declaration of Independence and defended in the Constitution.

“There is no better way to establish hope for the future than to enlighten young minds.”

— PRESIDENT RONALD REAGAN

12) Expose liberal bias and hypocrisy on campuses, in government, and in culture by training students to be pro-active investigative journalists.

The National Journalism Center (NJC)—a key program of YAF for decades—has trained thousands of young people in the skills of accurate and truthful reporting. In addition, during NJC’s multi-week sessions, we teach these students the skills they need to become top-notch investigative journalists. Through hands-on workshops and weekly sessions featuring accomplished reporters and leading conservatives, YAF’s National Journalism Center ensures that these future reporters and writers know how to expose leftist bias and hypocrisy in our education system, in the mainstream media and culture, and in government bureaucracy.



National Journalism Center interns meet with Tucker Carlson on the set of his Fox News program, Tucker Carlson Tonight.

The Challenges Ahead

George Washington wrote in 1784 to his friend George Chapman that the bedrock of American prosperity would be found “in the right education of youth. Without *this* foundation, every other means, in my opinion, must fail.” Washington knew that for people to remain free, they must train their young students up in the ways of liberty.

That is not the education that our youth are receiving today. YAF’s groundbreaking poll, the 2020 Youth Patriotism Index, showed that only 66% of high school students believe America is exceptional. This number decreases to 47% among college students. A mere 44% of college students

hold a favorable view of America’s history—a sure sign that young people are being taught a false view of our past. And only 40% of college students report feeling proud of America. Our schools are teaching students to despise our beloved nation.

In his 1989 farewell address to the country, President Reagan warned that the nation was in danger of losing its belief in the values that had made it great. “Younger parents aren’t sure that an unambivalent appreciation of America is the right thing to teach modern children,” said Reagan. “And as for those who create the popular culture, well-grounded patriotism is no longer the style. Our spirit is back, but we haven’t reinstitutionalized it.”

There was more work to be done. Reagan urged,

We’ve got to teach history based not on what’s in fashion but what’s important. . . . If we forget what we did, we won’t know who we are. I’m warning of an eradication of the American memory that could result, ultimately, in an erosion of the American spirit. Let’s start with some basics: more attention to American history and a greater emphasis on civic ritual.

In high schools, middle schools, and even elementary schools, children are being taught destructive ideologies about race, gender, and American

history. They are being told that their gender is fluid, that America was founded on racism, and that nothing but constant civil unrest can remake this country in the image of progressive utopia.

Conservatives must heed Reagan's warning and the wisdom of Lincoln and Washington. We must stand up and fight. We must win the battles ahead—as well as the long-term war to protect the country we love and to preserve the freedoms we hold dear.

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Exclusive: New Polling Shows There Is Hope for Patriotism Among America's Youth

Reagan McCarthy | Posted: Jul 01, 2020 7:00 AM

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Source: AP Photo/Tobias H. Hansen, File

In partnership with Young America's Foundation (YAF) and Echelon Insights, Townhall has obtained exclusive polling results on patriotism and the favorability of the United States among America's youth.

Of those surveyed, 82 percent had a "very" or "somewhat" favorable opinion of the American flag, divided among 91 percent of high school-aged students and 73 percent of high school graduates. Fifty-seven percent of respondents said they believe America is "exceptional and unique" and is a country that "values liberty." The poll found 54 percent of those who participated enthusiastically feel



Vice President Mike Pence, who now serves as the YAF's Ronald Reagan Presidential Scholar, addresses a capacity audience at the National Conservative Student Conference.

YAF's Response

The challenges facing our country mean that the work of Young America's Foundation is one of the most important defenses against widespread indoctrination and tyranny. Our battle is for nothing less than the soul of our nation, which can only thrive if our fundamental freedoms are protected.

Governor Walker and YAF plan to aggressively reach future generations online and in person.

The internet is one of the most important tools we have at our disposal to get our message out. Today, YAF is better-positioned than ever before to

reach young people online. We will expand our production of engaging online content in the years to come. We will build partnerships with the hugely successful journalists and entrepreneurs in conservative media. And we will grow our offerings to appeal to young people at every level of the educational process.

But in-person events will remain a core element of our work. Young America's Foundation is committed to the health and safety of our participants, but we are also committed, first and foremost, to keeping the Conservative Movement vital and alive.

For too long, the Left has held an effective monopoly on education and our culture. In response, YAF must redouble our efforts to reach young

people with engaging, dynamic, and life-changing programs.

We are prepared to fight this battle on every front—online, on college and university campuses, and in high school and middle school classrooms.

Lovers of freedom everywhere—students, parents, grandparents, educators, and concerned citizens—no matter your age or stage in life, have a role to play. We invite you to join YAF in this Long Game to save America. You can help us build our Conservative Movement and secure the future of America. As President Reagan said, freedom is never more than one generation away from extinction. We must stand together now to ensure freedom for future generations to come. Please join us as we train the next generation of freedom fighters.

THE LONG GAME



Foundation President Governor Scott Walker speaks to YAF alumni and students.

About Governor Scott Walker

Governor Scott Walker was raised with a heart for public service, patriotism, and hard work. He moved to the small town of Delavan, Wisconsin, when he was in third grade. There, his father was a minister and his mother worked part time as a bookkeeper and secretary. Scott was active in school, sports, church, Scouts, and American Legion's Badger Boys State and Boys Nation programs.

In June 1993, Scott was elected to the state assembly, where he helped lead the way on welfare reform, public safety, and educational opportunities. In 2002, he was elected to the Milwaukee County executive office. In this position, Scott worked to reform the scandal-ridden county government and faithfully kept his promise to spend taxpayer money as if it were his own.

In 2008, he won re-election with nearly 60 percent of the vote. On November 2, 2010, Scott was elected the 45th Governor of Wisconsin. Inheriting a \$3.6 billion budget deficit, \$800 million worth of unpaid bills, and an eight percent unemployment rate, he immediately implemented reforms to renew economic revival, fiscal order, and government accountability in Wisconsin.

Scott became the only governor in American history to survive a recall election on June 5, 2012. He was re-elected in 2014 and sworn into a second term on January 5, 2015.

Scott is currently president of Young America's Foundation.

He serves on the boards of Students for Life Action, American Federation for Children, and the Center for State-led National Debt Solutions.

Scott and his wife, Tonette, have two adult sons.



About Young America's Foundation

Young America's Foundation is the principal outreach organization of the Conservative Movement, committed to ensuring that increasing numbers of young Americans understand and are inspired by the ideas of individual freedom, a strong national defense, free enterprise, and traditional values.

We inspire millions of young people with conservative ideas through breakthrough conferences and seminars, campus lectures and activism initiatives, internships, and educational programs across the country—including the Reagan Ranch project, Reagan's Boyhood Home, the National Journalism Center, the Center for Entrepreneurship & Free Enterprise, and Young Americans for Freedom.

Young America's Foundation preserves Ronald Reagan's Rancho del Cielo in Santa Barbara, California, and his boyhood home in Dixon, Illinois,

as premier Presidential properties and sites to inspire America's future leaders and teach the lessons of Ronald Reagan's Presidency.

The National Journalism Center trains students in the skills of accurate journalism and reporting through prestigious media internships and classroom training featuring leading journalists and experts.

Young Americans for Freedom chapters provide young conservatives with unmatched resources, training, and activism initiatives to advance freedom at schools nationwide.

Young America's Foundation's Center for Entrepreneurship & Free Enterprise educates and inspires young people to champion free enterprise principles.

To learn more about YAF's programs, please visit YAF.org or contact Young America's Foundation at 1-800-USA-1776.

“The Long Game is the way we win not only the battle, but also the war. It’s investing in our children’s children. It is about persisting for the cause of freedom and what we know to be true and right. This plan will help ensure future generations of Americans pass on the same love of country and freedom which our parents and our grandparents shared with you and me. This plan provides a roadmap for instilling in today’s young people the essential ideals which safeguard the values upon which our great nation was founded.”

— GOVERNOR SCOTT WALKER, PRESIDENT, YOUNG AMERICA’S FOUNDATION



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