



Election Wrap Up Report
2016
www.guardianfundpac.org

Electing Conservative Veterans & Minority Candidates Congressman Barry Loudermilk, GA-11 Chairman

20 Victories in 2016!

By Carolyn Machado, Political Director, Guardian Fund

Contact: Carolyn@machadoco.org

The 2016 election cycle saw a record number of conservative GOP Veterans and Minorities run for elected office. The Guardian Team led by our Chairman, Congressman Barry Loudermilk, GA-11, followed many races and in the end decided to endorse 24 candidates for House and Senate races. Of these 24 we are proud to announce that 20 WON their elections. A total of 15 Veterans and 5 Minority Candidates were elected to serve. We were also proud to help elect the Senate's newest veteran Senator Todd Young, Indiana.

Guardian Fund donated \$110,000 directly to candidates and spent \$70,000 on an Independent Expenditure to help push key races over the top. Our IE concentrated on a social media campaign to turnout veterans and conservative voters in support of our endorsed candidates. A heartfelt thank you to our many donors who supported the Fund and have helped us to continue the mission set in motion by our Founder, Lt Col Allen West. We are looking forward to a great year!

Social Media Amplification Made a Difference

By Shannon Chatlos, Vice President, Digital, Strategic Partners & Media, Inc.

The "social" part of social media certainly made a difference in the 2016 Fall Independent Expenditure for the Guardian Fund.

For the IE, we created video and Facebook ads for 16 candidates, and our goal was to raise awareness of each of the candidates by targeting approximately 300,000 conservative veteran voters across the target districts or states.

When we posted and boosted the ads on Facebook we asked our target audience to "like and share" it with their friends on Facebook – and they did. The result: instead of reaching 300,000 people – we reached 3.5 million people.

It's common sense to ask supporters to like and share your Facebook posts but what I want to point out is this -- the conservative veterans in your district are highly engaged and willing to take action if asked.

There's no doubt that having a good video content and creative is very important, but being focused with our targeting and call to action was key.

Conservative veterans have your Six - so engage and activate them!



**CONGRATULATIONS
115TH CONGRESS**

TODD YOUNG - INDIANA (U.S. SENATE)	RYAN ZINKE - MONTANA - AT LARGE
MIKE BOST - ILLINOIS - 12	DON BACON - NEBRASKA - 2
CARLOS CURBELO - FLORIDA - 26	JIM BANKS - INDIANA - 3
RON DESANTIS - FLORIDA - 6	JACK BERGMAN - MICHIGAN - 1
WILL HURD - TEXAS - 23	WARREN DAVIDSON - OHIO - 8
STEVE KNIGHT - CALIFORNIA - 25	NEAL DUNN - FLORIDA - 2
MIA LOVE - UTAH - 4	MIKE GALLAGHER - WISCONSIN - 8
MARTHA MCSALLY - ARIZONA - 2	BRIAN MAST - FLORIDA - 8
STEVE RUSSELL - OKLAHOMA - 5	SCOTT TAYLOR - VIRGINIA - 2
LEE ZELDIN - NEW YORK - 1	CLAY HIGGINS - LOUISIANA - 3

Chairman's Corner

Since the November elections, Americans have a renewed new hope of restoring freedom, liberty and the rule of law.

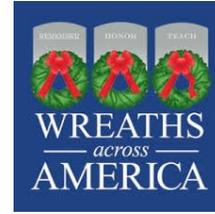
Thanks to your generous support, we have brought to the halls of congress, a new group of minorities and military veterans who are eager to get to work fixing our government. When I look into the eyes of these new members of Congress, I see a warrior-spirit ready to get busy on the battlefield of ideas to advance our pro-growth, pro-freedom, pro-national security agenda.

Thank you for sending these reinforcements. With them, we will make this nation greater than ever.



2016 Guardian Fund Winners

Todd Young, Indiana, US Senate
Mike Bost, IL-12
Carlos Curbelo, FL-26
Ron DeSantis, FL-6
Will Hurd, TX-23
Mia Love, UT-4
Martha McSally, AZ-2
Steve Russell, OK-5
Lee Zeldin, NY-1
Ryan Zinke, MT—at-Large
Don Bacon, NE-2
Jim Banks, IN-3
Jack Bergman, MI-1
Warren Davidson, OH-8
Dr. Neal Dunn, FL-2
Mike Gallagher, WI-8
Brian Mast, FL-18
Steve Knight, CA-25
Scott Taylor, VA-2
Captain Clay Higgins, LA-3



Guardian Gives Back

In the spirit of Christmas, the Guardian Fund donated to and asked supporters to consider making a charitable contribution to these important causes:

Wreaths Across America

www.wreathsasscrossamerica.org

Operation Santa

1135 Bridge Mill Avenue,
Canton, GA 30114



Join Our Team!

Donate online at:
www.guardianfundpac.org
Checks can be made
payable to: Guardian Fund
PO Box 9383
Coral Springs, FL 33075
FEC #C00493221

Guardian Fund Fundraising—*PAC of the People*

By Catherine Faulkner, Finance Director, Guardian Fund

Contact: catherine@outloudinc.com

During the 2015-2016 election cycle, the Guardian Fund continued to be a leadership PAC of the people. We are proud of the fact that we are a grassroots fundraising organization. To that end, over 4,000 donors supported the PAC with an average gift of \$46.00.

That is why we want to personally thank each and every one of you for your unwavering support, for without you, we would not be celebrating these 20 victories.

As we go into the 2018 election cycle, we will once again be aggressive in raising funds, so we are able to continue our mission of seeking out and supporting principled conservative veterans and minority candidates who believe in our constitutional republic.

The Guardian Fund team hopes that we can continue to count on your financial support going forward!

Paid for by The Guardian Fund.