



# Heritage Alliance Report



“He who began a good work will be faithful to complete it in you.” Philippians 4:6

## September 2006 - October 2007 Projects

*“I deeply appreciated Heritage Alliance’s tireless efforts during the 80<sup>th</sup> Legislative Session to impact conservative legislation.”*  
Representative Warren Chisum, Chairman of the Appropriations Committee

### • **Legislative Results**

- **Bible Courses:** Created and passed legislation requiring public high schools to offer an elective course on the Bible
  - Helped reverse Governor’s mandate to require school girls to get the HPV vaccine
  - Helped pass school children’s Religious Liberties Act to protect students’ free religious speech in schools
  - Helped pass bill to strengthen marriages in Texas by encouraging pre-marital counseling
  - Helped add “One state under God” to the Texas Pledge and “In God We Trust” to the House and Senate Chambers
  - Helped reduce the growth rate of government spending
- **Legislative Survey:** Prior to the 80<sup>th</sup> Legislative Session, survey members to determine most important issues
- **Bill Analyses:**
- Reviewed over 1,000 proposed bills
  - Posted 180 bill analyses on our web site
  - Sent them weekly to legislators and their staff
  - Sent special alerts just before important votes
- **Advocacy Messages Sent:**
- Posted 21 web site alerts requesting citizen action
  - Citizens responded with 1,106 messages to legislators

### • **Voting Records:**

- Posted recorded votes weekly on our web site
- Compiled final scorecard featuring 120 record votes
- Had 16 legislators scoring over 90% versus 10 in 2005

### • **Heritage Alliance PAC:**

- Panel invested 50 hours grading every race on the 2006 ballots in Dallas and Collin counties (over 150 candidates)
- The resulting voter guide was printed and mailed to 25,000 probable conservative households
- 50,000 phone calls were made reminding conservatives to go vote and to use the voter guide on our PAC web site
- *Dallas Mayor’s Race:* Made calls to 50,000 voters differentiating the value systems of Tom Leppert and Ed Oakley

### • **92 Line Phone Bank and Database:**

- Called over 500,000 households during the session on various issues
- Identified over 12,000 new conservative households
- Identified 48,000 conservative households statewide. Goal: Identify 1% of households in each legislative district who are conservative (150,000 statewide)
- Updated phone numbers and voter history of over 12,000,000 registered voters

# ***Freedom Texas Celebration***

Thursday, October 11, 2007

## **Heritage Alliance's biggest and most inspiring event where we:**

- Thanked God for our blessings of faith, family and freedom; and
- Prayed for and honored conservative legislators and the military who defend these blessings

## **Featured:**

- The 16 most conservative Texas legislators
- Veterans and active military
- Musical entertainment by The Levee Singers, Dallas' legendary singing group, which appeared at The Levee in Dallas for ten years during the 1960's. The group has been on several of the most popular network TV shows and their two latest CDs, recorded in 2005 and 2006, garnered seven Grammy nominations
- John Criswell, Broadcast Producer
- John Maisel, Founder of East-West Ministries
- Produced by Sammy Davenport

## **Heritage Alliance uniqueness:**

- Provides real accountability with measurable results
- Identifying conservative citizens statewide – by district
- Database of every registered voter with voting history
- 92-line autodialer that can make 5,000 calls an hour
- PAC that makes specific endorsements

## **Contributions:**

\*Not tax-deductible as charitable contributions. Heritage Alliance can accept personal or corporate donations.

Heritage Alliance  
P. O. Box 741777  
Dallas, TX 75374



## **Future Goals**

### **Heritage Alliance**

- Expand Action Alerts to include federal legislation
- Expand voting records to include federal legislators
- Begin marketing products like Prayer Calendars – 5,000 buy or enroll for email
- \$250,000 revenue from donations and products

### **Heritage Alliance PAC**

- Voters' Guide for November 2007 Elections on Constitutional Amendments
- Establish PAC for federal elections
- Both Primary and General Election Voter Guides on statewide candidates and legislative candidates
- Primary and General Election Voter Guides on local candidates for Bexar, Collin, Dallas, Harris, Tarrant counties
- \$100,000 revenue from donations and candidates

### **• 92 Line Phone Bank and Database:**

- 250,000 calls to inform constituents of legislators with 90% score of the Freedom Texas Celebration
- Call Republican Primary voters in 8 House districts and 6 Senate districts and inform them their Republican legislator had less than a 70% score
- Promote voter guides to one million households
- Increase conservative households identified to 75,000
- Get Out the Vote calls to identified conservative households