



# Heritage Alliance Report

“He who began a good work will be faithful to complete it in you.” Philippians 1:6

## October 2007 – October 2008 Projects

### *October 2007*

- 13 of the 16 Texas representatives who scored 90% or above on their conservative scorecard for the '07 legislative session received an award during annual reception.

### *November 2007 Constitutional Amendment Election*

- Made recommendations on 16 constitutional amendments and published them on PAC website.

### *2008 March Primary and November General Election:*

- Formed 7 voter guide panels made up of 35 respected conservative leaders throughout Texas.
- Formed Boards of Reference in five new counties and produced a voter guide for all races in Bexar, Collin, Dallas, Denton, Harris, and Tarrant Counties.
- Voter Guide panels studied endorsements, voting records, donation history and responded to questionnaires gathered by Heritage Alliance staff.
- Evaluated 172 candidates in 67 races in Primary and endorsed 32 candidates.
- The Voter Guide was published on [www.txvote.com](http://www.txvote.com) giving each statewide, as well as local candidates, a grade based on how conservatively the panel felt he or she would govern if elected.
- 64% receiving higher grade won race in Primary runoff.
- Evaluated 340 candidates in 168 races in General Election.
- 48% of candidates with higher scores won race in General Election.
- Information gathered on 87% of candidates from 106 organizations.

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

- Called over 1,200,000 households to: identify conservative voters, promote the voter guide, and get-out-the-vote calls during the Primary and General Elections.
- Increased number of identified allies to over 125,000.

### *Prayer Calendar*

- Put together the first annual printed Wall Prayer Calendar.

### *County Directors*

- Heritage Alliance now has two full-time County Directors in Dallas and Tarrant County.
- County Directors held over 60 meetings and enlisted over 180 volunteers to assist in identifying conservative voters.

### *Future Goals*

- Monitor 1,000 new bills and write analyses on 200 most important.
- Send weekly emails to legislators about bill legislation.
- Send legislative alerts and action requests to members on important legislation.
- Update legislators' scorecard weekly during legislative session.
- Increase membership in targeted districts by 1,000 per district.
- Distribute prayer calendars to allies in target districts and to churches.
- Add County Directors in Harris and Collin County.
- Increase number of legislators scoring 90%+.

### **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 auto dialer 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.  
P. O. Box 741777, Dallas, TX 75374