



Donnie and Marilyn, Project Organizers, 9 February 2026

Agenda

- Why Project America 125 exists
- What success looks like
- How counties are selected
- What is expected of coordinators
- How progress is reported and measured



WHY PROJECT AMERICA 125 EXISTS MISSION & STRATEGY

- Tactical Civics™ has grown steadily for years
- But growth alone does NOT move us to Phase Two
- Phase Two requires 1/2 of 1% active membership in 125 countries



WHY PROJECT AMERICA 125 EXISTS

The Strategic Insight

- Low-population counties require fewer people
- Success in 125 counties creates a national tipping point
- Once achieved:
 - Ordinances are presented
 - Supervision of public servants begins
 - National momentum accelerates rapidly

MISSION STATEMENT

- *Project America 125 is a focused national effort to secure 1/2 of 1% active Tactical Civics™ members in 125 strategically selected U.S. counties in order to advance the mission into Phase Two.*



WHAT SUCCESS LOOKS LIKE

End State

- Success is not abstract.
- The End State:
 - 125 counties reach their membership threshold
 - Each county has:
 - A functioning seminar culture
 - Identified local leaders
 - Clear ownership
 - Tactical Civics™ moves into Phase Two nationally

HOW COUNTIES ARE SELECTED

Authority & Criteria

- County Selection Authority
 - Counties are selected using a standardized national framework
 - Political color alone is not sufficient
 - Selection must be defensible, repeatable, and visible



HOW COUNTIES ARE SELECTED

Authority & Criteria (Cont'd)

- The 10 High-Confidence County Selection Criteria
 - Civic Habits — engaged commissioners, public attendance, citizen initiative
 - Social Cohesion — population centers where people already gather
 - Church Density — multi-generational, community-anchored churches
 - Veteran & Service Culture — VFW, American Legion, Informal veteran networks, Volunteer Fire Dept
 - Economic Independence — not government-dependent

HOW COUNTIES ARE SELECTED (CONT'D)

- Media Environment — local papers, limited hostile media
- Leadership Vacuum — opportunity for citizens to step up
- Cultural Memory of Injustice — readiness for accountability
- Geographic Adjacency - clustered counties build momentum
- Connector Density — business owners who know everyone



HOW COUNTIES ARE SELECTED (CONT'D)

- VITALITY SCORING

- Each county is scored using weighted factors.

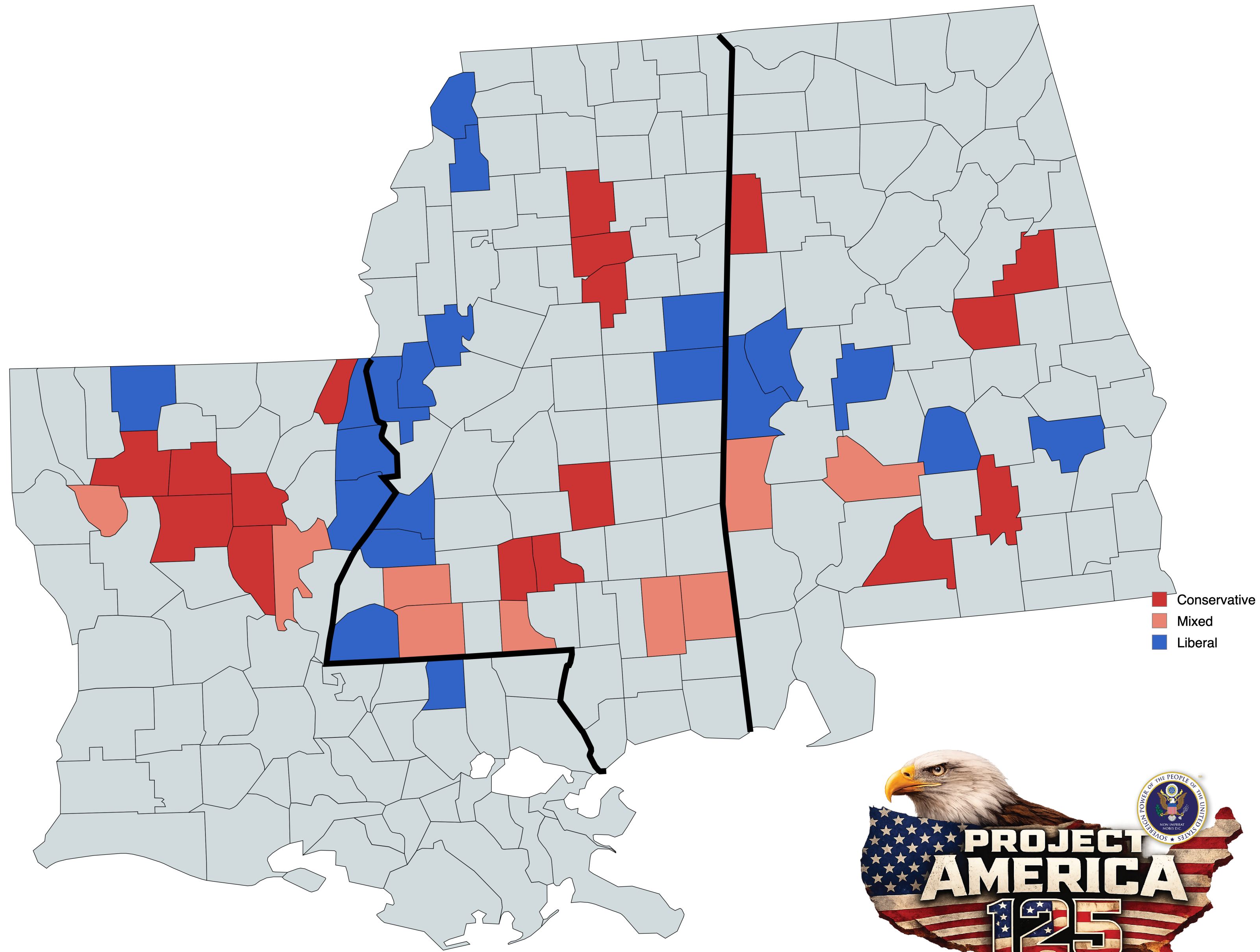
For example:

- Existing members present +3
- ≠ 60 member target +3
- Republican lean +2
- Proximity to other selected counties +2
- Easy physical access +1
- Known relationships — connectors +1
- Large church community institutions exist +1

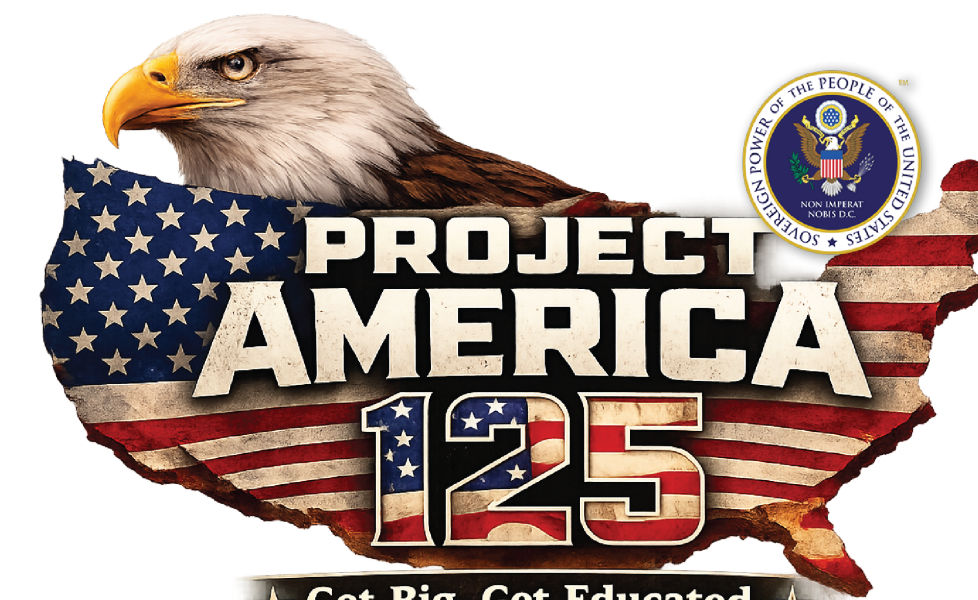
WHY RED/BLUE IS NOT ENOUGH

- Political lean \neq readiness
- Some counties are resistant
- Some mixed counties mobilize faster
- **Culture beats ideology**





Created with mapchart.net



★ Get Big. Get Educated. ★

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REAL-WORLD EXAMPLE

Region Two: AL/MS/LA

- Results:
 - Alabama: Coosa, Crenshaw, Lamar
 - Mississippi: Smith, Amite, Lawrence
 - Louisiana: LaSalle, Winn, Bienville



Ownership

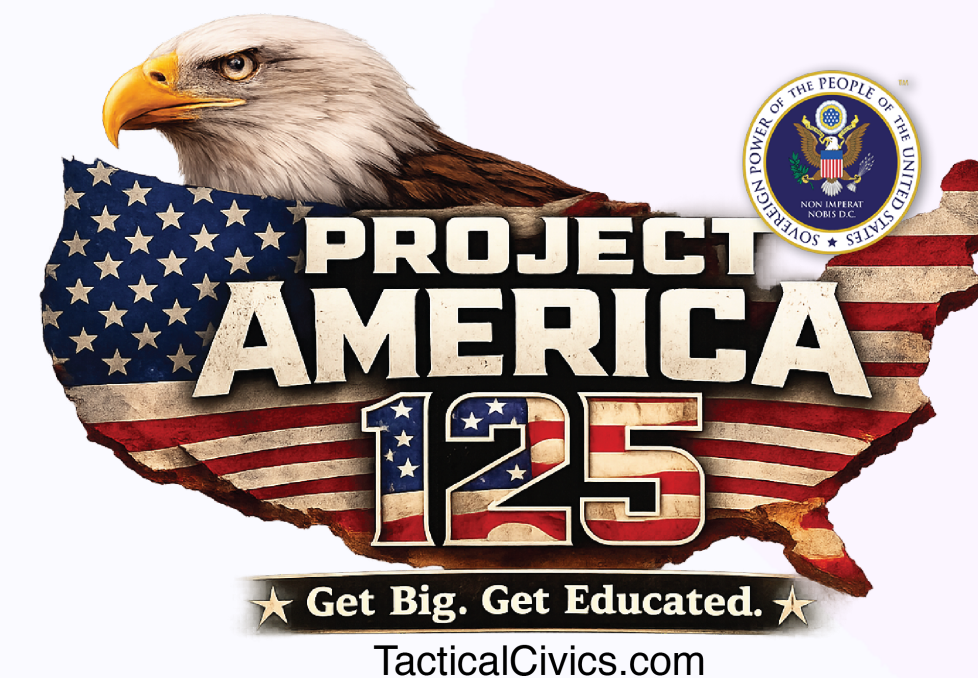
vs Spectatorship

- Ownership
- A county has a named human being who has accepted responsibility for outcomes.
- Typical signs
 - A specific person is listed next to the county
 - That person can answer:
 - Who am I contacting first?
 - What is my next action?
 - When is my next report due?
 - Progress is visible and reportable.

ROLES & EXPECTATIONS

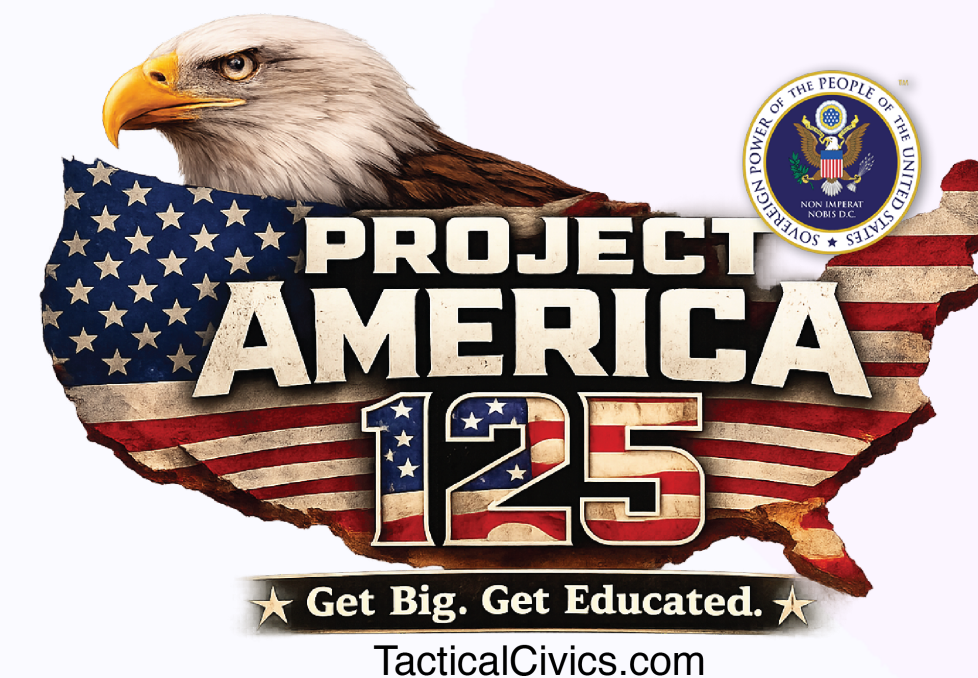
Who Does What

- Regional Coordinators
 - Ensure counties are selected correctly
 - Monitor state and zone execution
 - Enforce reporting discipline
- State Coordinators
 - Facilitate county selection
 - Support connectors
 - Ensure seminar cadence
- Zone / County Coordinators
 - Identify connectors
 - Launch Seminars



REPORTING & SCOREKEEPING

- Weekly Reporting
 - Counties contacted
 - Connector conversations
 - Active connectors
 - Seminars scheduled/completed
 - Counties showing traction
 - Blockers/needs
 - Counties selected



REPORTING & SCOREKEEPING

- Visibility
 - Counties registered/activated will be posted on the **Project America 125 Portal**
 - **Maps on The Portal**
 - This allows:
 - Cross-region or cross country assistance
 - Relationship leverage
 - Celebration of wins



CONTINUITY WITH EXISTING WORK

This is critical

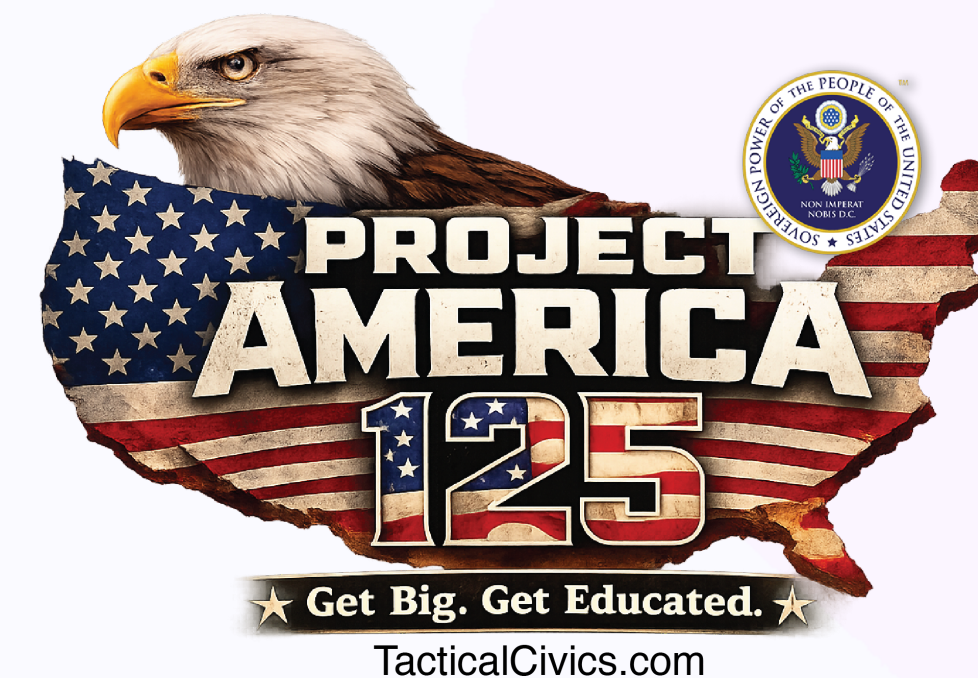
- **Project America does NOT replace ongoing county efforts.**
 - Existing counties continue
 - Large counties continue
 - This is **additive**, not subtractive



LEADERSHIP DEVELOPMENT

CEO Emphasis

- Leadership training is essential
- This year's course:
 - Book — centered
 - Skill — based
 - Mentor — mentee structured
- Goal
 - Retention
 - Practical leadership
 - Deployment readiness



SEMINARS: THE ENGINE

- Seminars remain the primary growth mechanism
- Seminar — in — a — Box removes barriers
- Zoom and in — person both valid
- Small gatherings are powerful

THE BIG PICTURE

- 125 COUNTIES REACHED
- PHASE TWO TRIGGERED
- ORDINANCES INTRODUCED
- NATIONAL MOMENTUM IGNITES



CLOSING



- Tonight we covered:
 - Why Project America 125 exists
 - What success looks like
 - How counties are chosen
 - What is expected of leaders
 - How progress is measured

FINAL CALL TO ACTION

- Select counties using the framework
- Post them visibly
- Identify connectors
- Launch seminars
- Report weekly
- Stay unified



**“Let us go forward together —
with our united strength”**