



December 23, 2011

Dear Friend of LFF,

You and I know what's at stake in the 2012 presidential election, as well as Louisiana's reform efforts.

Unfortunately, so do the politicians and organizations who work to undermine family values. They're preparing to spend hundreds of millions of dollars over the next 12 months to advance a radical agenda in Louisiana and across the country, with the ultimate goal of re-electing President Obama to four more unaccountable years in office.

The impact would be disastrous:

- The U.S. Supreme Court would permanently shift leftward.
- A foreign policy of appeasement would invite a nuclear Iran.
- Israel would no longer count America as a key ally.
- Education and limited government reform in Louisiana would be lost to organized labor and liberal teacher unions.

That's why I wrote to Louisiana Family Forum's most loyal supporters – like you – this time last year to announce our two-year plan to ignite an enduring cultural transformation. I wanted to ensure that LFF was doing everything possible to turn momentum from the 2010 elections into a movement that was ready to stand up to the aggressive attacks you and I face today. That plan is also why I'm writing to you again today.

You see, a handful of LFF's supporters are so excited about the impact the Ignite Plan had in 2011 that they are generously offering to match every contribution made before the end of this year – up to \$60,000!

That means your year-end gift to LFF can have twice the impact – and do even more to help LFF counter the inevitable attacks on life, liberty, marriage, and family. Will you help LFF fully capitalize on this generous matching gift by sending a special year-end gift of \$100, \$250, or even \$500?

I hope you will. The continued support of loyal shareholders like you is critical, especially since the tough economy has made it difficult for some people to support LFF at the same level they did last year. That makes it more important than ever that LFF's most capable supporters, perhaps you, continue their support – especially as we head into a year with so much at stake.

In addition to your donation being doubled, your gift will also allow me to effectively manage LFF's programs for 2012. There's a lot planned for 2012, and I want to be sure each program is adequately funded BEFORE it starts. **As you know, LFF does not carry any debt and, unlike the United States government, does not deficit spend.** So, if we are not able to raise the funds, we will have to make another round of difficult cuts to LFF's programs in 2012. My prayer is that that won't be

the case. There is simply too much at stake in 2012, and each of LFF's programs plays a critical role in countering the attacks of those who oppose the values you and I share:

- **Legislative Programs:** There will be a number of critical legislative battles this year including battles over taxpayer funding of Planned Parenthood, redefining traditional marriage, and limiting the ability of pastors to speak Biblical Truths on culture-defining issues such as sexually-oriented businesses, historic monuments and education reform.
- **Accountability Programs:** LFF will distribute a voter guide for the **2012 Presidential Election** plus distribute a **Legislative Scorecard** and engage 1,500 pastors and churches throughout the state.
- **Education Programs:** These initiatives include sponsorships for the 2012 Leadership Academy to train the next generation of Louisiana leaders, monthly pastor briefings and weekly communications designed to inform and engage with a focus on new media opportunities like the web and social media.

As you can see, LFF has an aggressive plan for 2012, but I am passionate that we really have no other choice.

Radical organizations like Forum for Equality, Planned Parenthood, and the ACLU are going to every length they can to force through their agenda and reverse much of the progress your support has made possible over the last year. As a movement – and thanks to your support – we've come too far to let that happen.

That's why I'm so excited about the \$60,000 matching gift to LFF. And why I hope you'll continue your loyal support with a special year-end gift of \$100, \$250, or even \$500 if you can.

Regardless of the amount you are able to send, if you can send it before December 31st, it will be automatically doubled!

So, please, take a few minutes to pray about your year-end gift to LFF. Your support of LFF is critical to ensuring that the momentum we've built since the 2010 elections is preserved – and standing strong against the coming attacks from those who seek to undermine the timeless values we share.

Thank you, in advance, for your continued support.

Merry Christmas,

Gene Mills
President

P.S. Thank you for considering your best year-end gift of \$100, \$250 or \$500 to support the Ignite Plan.

Blessings,
Gene and Blanche