

Dr. Janet E. Smith

Retired Professor of Moral Theology at Sacred Heart Major Seminary in Detroit
Former Professor at the University of Dallas and University of Notre Dame

Dear Conservative and Pro-life Friends,

In 2016 I endorsed the new political effort called Valor America being run by people I know and respect. Valor America was inspired by the pro-life passion of its founder. Its leadership shares my view of politics. What makes VA especially attractive are its innovative and effective methods of moving voters.

This SuperPAC grew out of a desire in the 2014 election to tell the truth more effectively to Hispanic voters about prolife issues but it is truly more than a pro-life effort. It is run by a team of scientists who studied the methods used by Democrats for years. They found the scientific analysis methods currently only used by Democrats to be something that could be used by our side to win new voters.



It is not enough to have truth and right on our side – we must be as gentle as doves and as clever as serpents. VA does nothing immoral or underhanded – rather it identifies in a candidate’s platform which part of his/her message will appeal to certain demographics and pitches the information to them.

Valor America has engaged in three back to back elections to bring these new scientific methods into election design. They have the science down but they need a greatly increased budget to actually implement this in races in 2020. They need millions of dollars to purchase ads on the scale required to win.

In Michigan where I live --a state governed by avidly pro abortion and pro LGBT individuals-- VA made a modest effort in 2018 to support the Senate candidate, John James. John James is an attractive candidate for many reasons, among them that he is a devout Christian, African American, a veteran, a family man and ardently prolife. While James did not win in



2018, with the help of VA in the last months of the campaign, support moved by more than 10 points in his direction. Had VA started earlier with more funds, he just may have won. Still the base established will certainly help his candidacy in 2020. VA is prepared to support John James and President Trump but VA needs a much larger budget than they had last year.

VA does have its successes. In 2014 the work of VA with Hispanic Democrats was a significant factor in getting Governor Greg Abbott elected in Texas and their Pennsylvania work in 2016 with blue collar white Democrats was probably enough to tip the balance there to Donald Trump; it would be a huge step forward for the pro-life, pro-family, pro-country movement in this country if candidates like John James could be elected and Trump could be re-elected.

It is very exciting to invest in a company at its birth and see the fruits of that investment. This is, I believe, such a moment in politics.

Our culture is a mess. Currently I am working very hard on dealing with the sexual abuse crisis in the Catholic Church; an effort that is not unrelated to the huge challenges we have in our country. I think the conservative movement is in surprisingly good shape considering all the forces arrayed against it. We can win, if we are smart and bypass the mainstream media to get our message to those who are likely to support it.

You don't need to be a political scientist to see that should the Democrats win, our culture will be even further along on the road to abandoning all traditional morality and probably embracing socialism. I believe giving to VA is one of the smarter ways help us elect officials who will resist this incredible threat to our country.

I believe a donation to VA is money very well spent and hope that you will consider coming on board.

Sincerely,

A handwritten signature in black ink that reads "Janet". The letters are fluid and cursive, with a large initial "J".

Janet E. Smith

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