



RIGHT
ACTION

PAC



DO WHAT'S RIGHT

*INSPIRING A NEW GENERATION of GOP ACTIVISM IN
THE TRUMP/POST-TRUMP WORLD*



COURAGE IS CONTAGIOUS. *When a brave man takes a stand, the spines of others are stiffened.*

-- **Billy Graham**

Letter from the Founder

Dear Friends and Supporters,

In 2026, you have a chance to swing the races that set the country's direction — by funding modern persuasion that wins attention and moves undecided voters. I'm Michael Kingston, co-founder of Right Action. Thank you for taking the time to review this plan and consider partnering with us.

Politics has changed. Persuasion no longer happens primarily through cable news or mailers — it happens through short-form video, creator ecosystems, and culture-moving content that spreads phone-to-phone at the speed of emotion. That's where turnout is influenced and fundraising momentum is built.

Right Action exists to build a modern, disciplined persuasion and mobilization engine for the right — one that competes at the highest creative level while staying anchored to measurable results. We are not building a "consultant ad" shop. We are building a repeatable machine that produces, releases, and distributes content designed to perform.

As proof, our work has generated millions of impressions and has been amplified by major online voices, including President Trump and Donald Trump Jr., with Steve Bannon calling one of our videos "the spot of the year."

Authenticity matters. Persuadable voters — especially younger audiences — can spot "political content" instantly and tune it out. The work has to feel native, emotionally true, and culturally fluent. That's why we prioritize entertainment-grade storytelling and guerrilla creativity over templates.

This is a moment of opportunity. As the coalition grows, lasting wins will depend on reaching communities and voters who have too often been overlooked. Right Action is built to close that gap with clear, respectful messaging that connects and persuades.

Your support funds tangible deliverables:

- A steady pipeline of persuasive short-form videos built for modern platforms
- Rapid-response releases that engage breaking narratives in real time
- A Right Action digital hub (website + capture + donation pathways) to convert attention into owned email/SMS lists
- Targeted distribution and marketing content that reach the audiences that matter
- Select high-impact activations and partnerships that generate earned media and online lift

Inside this plan you'll see our strategy, timeline, and funded outputs. If you support Right Action, you're funding production, distribution, and measurable performance — not theory.

I'd welcome the chance to speak directly and align on what success looks like in the first 90 days and beyond. Thank you again for your consideration.

Warm regards,

Michael Kingston





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FULL MENTAL JACKASS

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**SPOTLIGHT:
SHORT NARRATIVE**

Our election integrity spot on Dominion flipping a 2022 race in Dekalb County, GA.



REPUBLICAN IS THE NEW PUNK

01. Executive Summary

Why Now

Right Action is building a modern, **digital-first persuasion and mobilization engine** for the platforms where **attention** now lives. The opposition has already proven that **short-form, narrative-driven content** can shape perception, recruit supporters, and convert attention into **donations** and **action**. The right still lacks a consistently professional, **culturally fluent** operation built specifically for that battlefield.

Our advantage is **focus** and **execution**. We combine **entertainment-grade creative** with a **rapid production-and-release cadence**, built for modern feeds, and a distribution approach designed for both **reach** and **conversion**. We are not trying to be a **full-service political shop** — we are building a **repeatable system** that ships persuasive content fast, **measures performance**, and **improves continuously**.

Ask funding supports **tangible, public-facing outputs**: the production and release of **high-performing short-form video**, a centralized **digital hub** that converts attention into owned **email and SMS lists**, and **targeted marketing** that ensures strong content reaches the audiences that matter. Each element is designed to move viewers from **awareness** to **engagement** to **action**.

Results are the point. This is not an experiment in whether **digital persuasion** works — that question has already been answered. The opportunity now is **disciplined execution**: meeting voters where they are, speaking in a **culturally native voice**, and competing effectively in the arenas where modern political influence is actually decided.





02. Company Summary

WHO WE ARE

Right Action is a digital-first persuasion and mobilization organization built to compete in the arenas where modern political influence is actually decided. We focus on producing, releasing, and distributing culturally fluent content that persuades, mobilizes, and converts attention into action.

We are not a traditional political consulting firm, and we are not a generalist operation. Right Action exists to do one thing exceptionally well: **build and deploy persuasive media that performs in real-world conditions.**

WHAT WE DO

Right Action creates and distributes short-form, narrative-driven content engineered for modern feeds and optimized to move audiences through a clear funnel — *awareness → engagement → action*.

Core outputs include:

- **High-performing short-form video** built for social and mobile consumption
- **Rapid-response releases** to engage breaking narratives in real time

- A centralized **digital platform** that converts attention into owned **email and SMS lists**
- **Targeted distribution and marketing** to ensure strong content reaches the audiences that matter

HOW WE ARE DIFFERENT

Right Action is built around **focus, speed, and discipline**:

Entertainment-grade creative, not template-driven political messaging

Rapid production and release cadence that keeps pace with the moment

Performance measurement so messaging improves through iteration

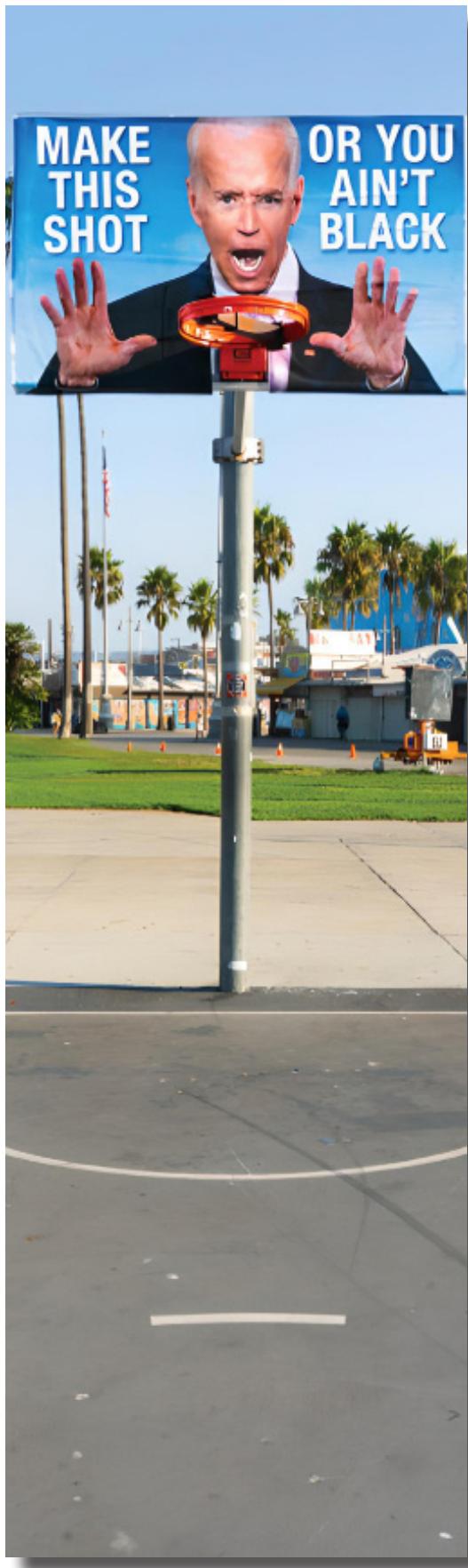
Cultural fluency so content feels native, authentic, and shareable

WHY IT MATTERS

Persuasion has shifted. Attention is fragmented, trust is earned through authenticity, and influence is increasingly shaped by what travels — not what's merely stated. Organizations that don't adapt will continue to lose reach and momentum. Right Action is built for this environment, designed to scale impact through content, distribution, and conversion — producing durable influence rather than one-off moments.



03. Products and Deliverables



WHAT DONOR SUPPORT PRODUCES

Right Action is built to produce visible, public-facing assets that persuade, mobilize, and convert attention into action. Donor support is deployed directly into content creation, platform buildout, and distribution — resulting in work that exists in the world and compounds over time.

Short-Form Video Production

Right Action produces high-quality short-form video designed specifically for modern social platforms. Content is narrative-driven, culturally fluent, and optimized for shareability, emotional resonance, and conversion. Formats are built to be repeatable and refined through performance data, not one-off releases.

Rapid-Response Content

Right Action maintains the ability to produce and release content quickly in response to breaking narratives, cultural moments, and emerging conversations. This allows messaging to enter the feed while attention is highest and shape narratives in real time rather than reacting after the moment has passed.

Digital Platform & Website

Right Action builds and maintains a centralized digital hub that converts attention into owned audiences. The platform integrates email and SMS capture, donation pathways, and compliance infrastructure, ensuring that momentum generated by content translates into lasting supporter assets.

Distribution & Marketing

Content is supported by targeted distribution and marketing, combining organic reach, paid amplification, and strategic partnerships. The focus is efficiency and performance — ensuring strong content reaches the audiences that matter without waste.

Measurement & Visibility

Every deliverable is tracked and reported. Videos released, reach achieved, audience growth, and engagement are monitored to ensure donor-funded outputs are visible, accountable, and improving over time.



04. Campaign Outputs & Impact



FUNDED OUTPUTS FOR A \$120,000 CAMPAIGN WINDOW

A \$120,000 one-year campaign-level investment supports:

- 25–30 short-form persuasion videos produced and released, from message development through production, editing, color correction, sound mixing, and platform optimization.
- 6–10 rapid-response video releases tied to live narratives
- Ongoing iteration of high-performing formats based on performance data
- A fully operational Right Action digital platform capturing email and SMS supporters
- Targeted distribution to ensure content reaches priority audiences

Reach & Performance Targets

Based on conservative performance benchmarks and disciplined distribution assumptions:

- Baseline target reach: approximately 2–4 million impressions across platforms

Upside potential: Select prior releases have achieved multi-million-impression organic reach, demonstrating upside potential toward 8–10+ million impressions when content resonates and breaks through.

These figures are presented as targets, not guarantees, and are tracked transparently.

Audience & Conversion Growth

- Growth of owned email and SMS lists generated directly from funded content
- Monitoring of engagement and donation conversion performance
- Focus on building durable supporter assets, not just temporary visibility

Donor Reporting

Donors receive clear reporting tied directly to funded outputs, including:

- Content released
- Reach and engagement
- Audience growth
- Performance trends over the campaign window



05. Case Study - Meidas Touch Network



CASE STUDY: MEIDAS TOUCH NETWORK MODERN DIGITAL PERSUASION & FREE EXPRESSION AT SCALE

Recent election cycles have demonstrated that short-form, digital-first media can shape public discourse, mobilize supporters, and drive fundraising at scale — especially when content is platform-native, rapid, and culturally fluent. This shift has changed how ideas spread and how speech reaches mass audiences.

One of the most visible examples of this model in practice is MeidasTouch, which built a large digital footprint by prioritizing short-form video, rapid response to news cycles, and direct-to-audience distribution. By focusing on content designed to travel organically across modern platforms, the organization demonstrated that political speech can reach millions without relying on legacy media gatekeepers.

Key Takeaways (Transferable Mechanics)

- Short-form video consistently outperforms legacy political media in reach and engagement.
- Speed matters — entering the conversation early amplifies impact. Culturally fluent content travels farther than institutional messaging.
- Direct audience ownership (email/SMS) converts visibility into durable influence.
- Digital distribution bypasses traditional filters, expanding the reach of political speech.

The core lesson is structural, not ideological: this approach succeeds through execution — creative quality, production cadence, and disciplined distribution.

Relevance to Right Action

Right Action applies these proven mechanics in service of a broader mission: defending free expression, expanding access to speech, and ensuring ideas can compete openly in the public square. The case study reinforces this plan's central thesis: digital persuasion works — the opportunity now is disciplined execution paired with transparent reporting and donor accountability.



06. The Commitment

THE \$120,000 CAMPAIGN COMMITMENT

A defined investment to activate the next campaign window

What You're Funding

A \$120,000 investment activates a defined campaign window that produces visible, public-facing outputs: professionally produced short-form persuasion videos, rapid-response releases tied to live narratives, a Right Action digital hub that converts attention into owned email/SMS supporters, and targeted distribution to ensure the work reaches priority audiences.

This funding supports end-to-end production — from **message development and scripting through editing, color correction, sound mixing, and platform-native optimization** — so each release is finished, polished, and built to perform.

Performance Targets (Baseline First)

- Baseline: 2–4 million impressions (conservative, repeatable benchmarks)
- Upside: 8–10+ million impressions potential on breakout releases, based on documented prior performance

Accountability & Reporting

We track what matters and report it clearly:

- what shipped
- what reached audiences
- what converted into owned supporters
- what improved from release to release

Close

We are seeking one lead commitment of \$120,000 to activate the next campaign window. If aligned, the next step is a short call to confirm timing and priorities and proceed.



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