

Dr. Scott Lively for Governor of Massachusetts



THE COURAGE TO FIGHT FOR CONSERVATIVE VALUES

THE LIVELY BATTLE STRATEGY

In 1986 a little known Baptist minister named Joe Lutz ran against powerful Oregon U.S. Senator Bob Packwood in the Republican primary and earned a stunning 42% of the vote, primarily through the grassroots activism of Christian and populist conservatives. Following the election, former Lutz campaign leaders converted the grassroots base into a political standing army known as the Oregon Citizens Alliance. OCA scored a major victory in 1988 by repealing (through the referendum process) Governor Neil Goldschmidt's executive order granting special rights for homosexuals. In 1992, OCA's "No Special Rights Act," which narrowly failed in Oregon, was adopted by citizen initiative in Colorado as Amendment 2, triggering the infamous Supreme Court case *Romer v Evans*. In 1994, OCA won 26 consecutive local elections at the city and county level with margins as high as 81% (with no losses). OCA disbanded in 1996 upon the retirement of Chairman Lon Mabon.

OCA was the probably the best organized state-level grassroots political network in US history and served as a model for Pat Robertson's Christian Coalition, although South Carolina under the direction of CC's political mastermind Ralph Reed may have been OCA's closest rival for that honor. OCA worked closely with Reverend Robertson and operated for a time as CC's Oregon chapter. OCA Communications Director and chief strategic advisor, Dr. Scott Lively, studied briefly under Reed in the formula Reed developed for successfully beating big-money establishment candidates with a combination of low-tech grass-roots legwork and data-base facilitated networking tactics.

Dr. Scott Lively served as OCA Communications Director from 1990 to 1995 and was instrumental in the success of the organization, leaving in 1995 to enhance his skill-set by earning a *Certificate* in International Human Rights at the University of Strasbourg (1997), a law degree from Trinity Law School, *Magna Cum Laude* (1999), and a Doctorate of Theology from the Pentecostal Assemblies of God (2007). Dr. Lively became in essence a free-lance missionary to the global pro-family movement (ministering in 58 countries), influencing such policies as the 2013 ban on "gay" propaganda to children in Russia, and the preservation of natural marriage in the constitutions of several nations, most recently Kyrgyzstan, Central Asia, receiving a Human Rights Award for that work from the World League of Citizens and Civic Associations, based in Bishkek.

In 2008, Dr. Lively and his wife Anne founded an inner-city mission church in Springfield, Massachusetts, the state in which he had been born and raised, with the intention of retiring to a lifestyle of traditional missionary evangelism and good works. However, when leftist political activists in Massachusetts organized a cabal of powerful LGBT organizations (including the Washington-based Human Rights Campaign) with the goal of driving Dr. Lively from the state, he stood very publicly against them, becoming an overnight conservative icon in Massachusetts. When this cabal resorted to such extreme tactics as filing a federal lawsuit in 2012 alleging “Crimes Against Humanity” for preaching against homosexuality in Uganda, Massachusetts conservatives rallied to his defense at the courthouse and began seeking him out as a public speaker.

Eventually, Dr. Lively realized that the left was never going to allow him to retire, and he decided to go on the offensive in the political arena. On April 28, 2018, Dr. Lively shocked the very liberal Republican establishment and the Massachusetts leftist media by winning 27.6% of the delegates at the Massachusetts Republican Convention, despite a deck stacked with hundreds of super-delegates pledged to the incumbent governor, Charlie Baker, and an open ballot in which the notoriously vindictive Baker could see who was voting against him in real time. Baker is touted by the national leftist media as “the most popular governor in America,” but it is very possible that Dr. Lively would have beaten him in a fair contest.

Now on the Republican primary ballot, Dr. Lively is capitalizing on massive conservative dislike for Mr. Baker, to build a grassroots political army in the model of OCA and the campaigns of Ronald Reagan 1980 and 84 (the only Republican president to win Massachusetts since Eisenhower). He intends to use this army to take the governorship in 2018, and flip the legislature in 2020 (where the Democrats currently hold a super-majority in both houses).

While traditional punditry might suggest that Massachusetts is a lost cause, Dr. Lively’s unique skill set, experience, and the passion which his courage under fire evokes in Massachusetts conservatives, could realistically reshape the political landscape of deep blue Massachusetts in a single election cycle.

Think about it. Could there be any more significant political earthquake in America than the defeat of the nation’s most left-wing Republican governor by a hard-core, full-spectrum conservative in the “People’s Republic of Massachusetts?”

Isn’t the prospect of that possibility alone worth your investment? Long shots pay big!

But as this Battle Plan demonstrates, the prospect of a Lively victory may not be as long a shot as one might think.

The Committee to Elect Dr. Scott Lively

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Donations are limited to \$1000 per person from any US resident, but because Dr. Lively has agreed to abide by the campaign finance limits of the Massachusetts Ethics Commission, he qualifies for matching funds up to \$750,000, meaning your gift is doubled. Checks should be made to: CTE Scott Lively, and sent to PO Box 10512, Holyoke, MA 01041. Or donate online at <http://www.livelyforgovernor.us/donate.htm>