

STRATEGIC COALITION ROADMAP

We are a political action committee designed to support candidates that support limited government and free market solutions, traditional family values and religious liberties.

The Strategic Coalition Roadmap is a multi-platform approach that begins with the North Star Leadership Fund's operation staff that will reach out to regional areas in the battleground states of North Carolina, Florida, Ohio, Pennsylvania, Michigan, Virginia, Georgia and Missouri with a comprehensive three (3) step program:

IDENTIFICATION

Identifying independent and unaffiliated Black voters through our mailing and voter lists, church and pastoral outreach programs and voter educational initiatives.

ENGAGEMENT

Targeting Black women, faith based parishioners, pastors, entrepreneurs and professionals through North Star programming, radio advertising, telecommunication|geo-fencing messaging and social media marketing.

MOBILITION

Equipping a team of North Star volunteers in each battleground state from Black churches and civic organizations through training events and workshops so that we can effectively lead canvassing and precinct operations throughout each state's metropolitan and highly concentrated minority regions.

[DOWNLOAD STRATEGY](#)