



newpolitics



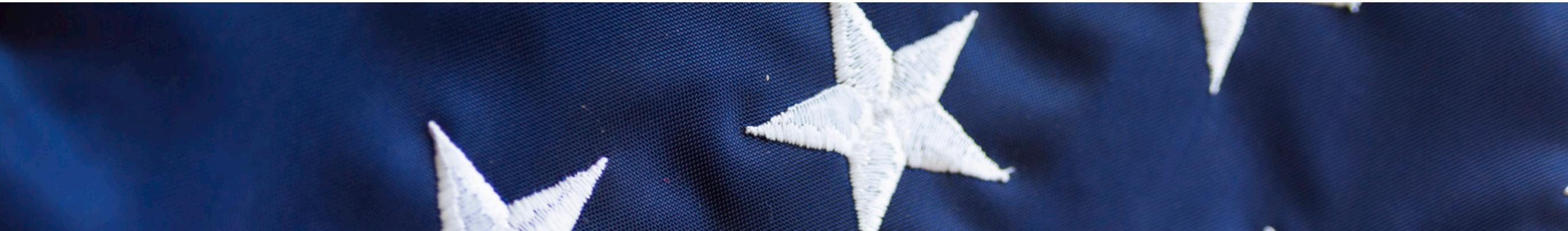
New Politics revitalizes American democracy by recruiting, developing, and electing servant leaders who put community and country over self.

"At a time when national politics is so broken,
we are in desperate need of a new generation
of leaders who cut their teeth on public service.

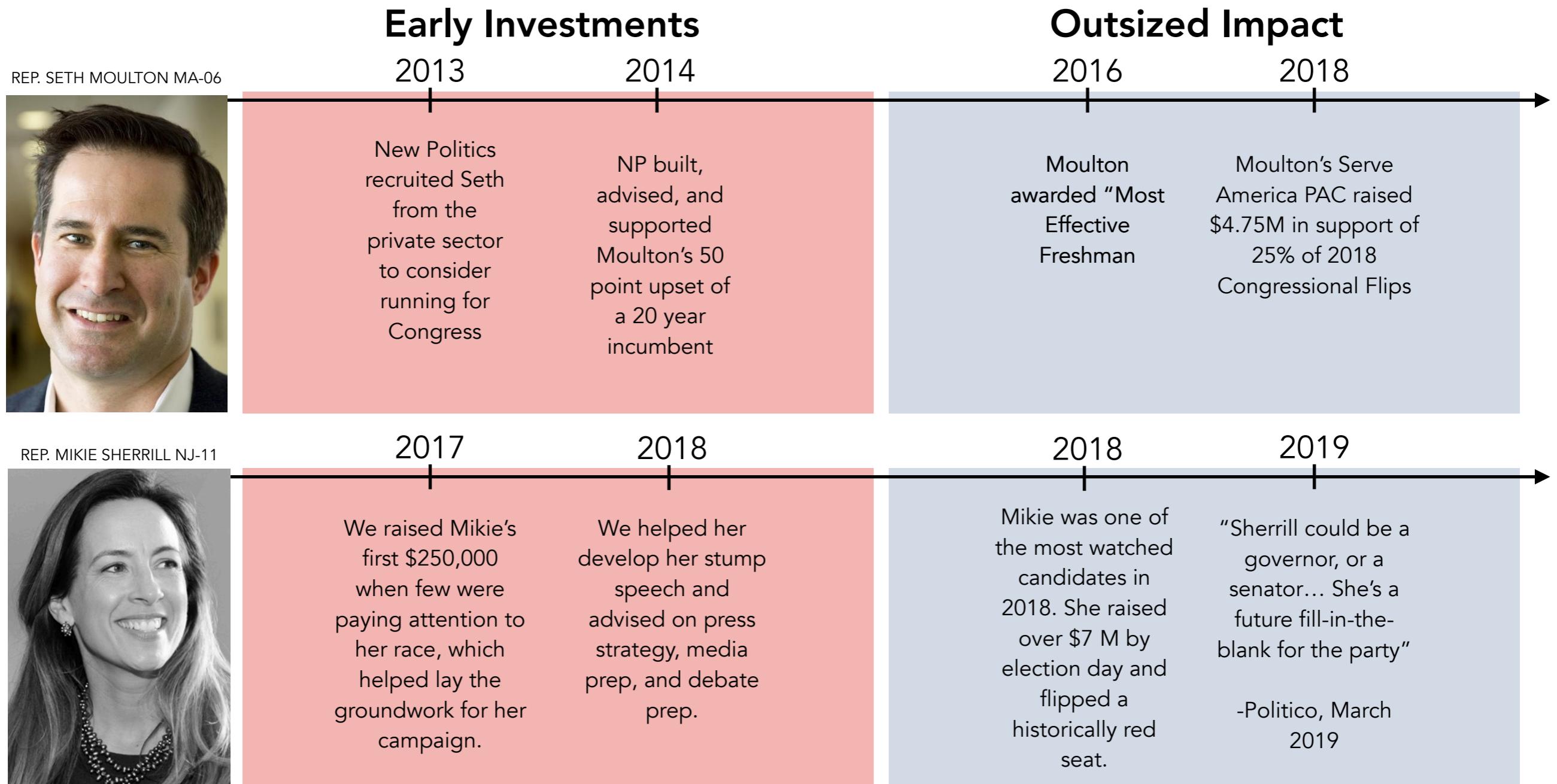
Recruiting these leaders and giving them the
resources to run for public office may be our best
hope of breaking out of today's mess."

David Gergen

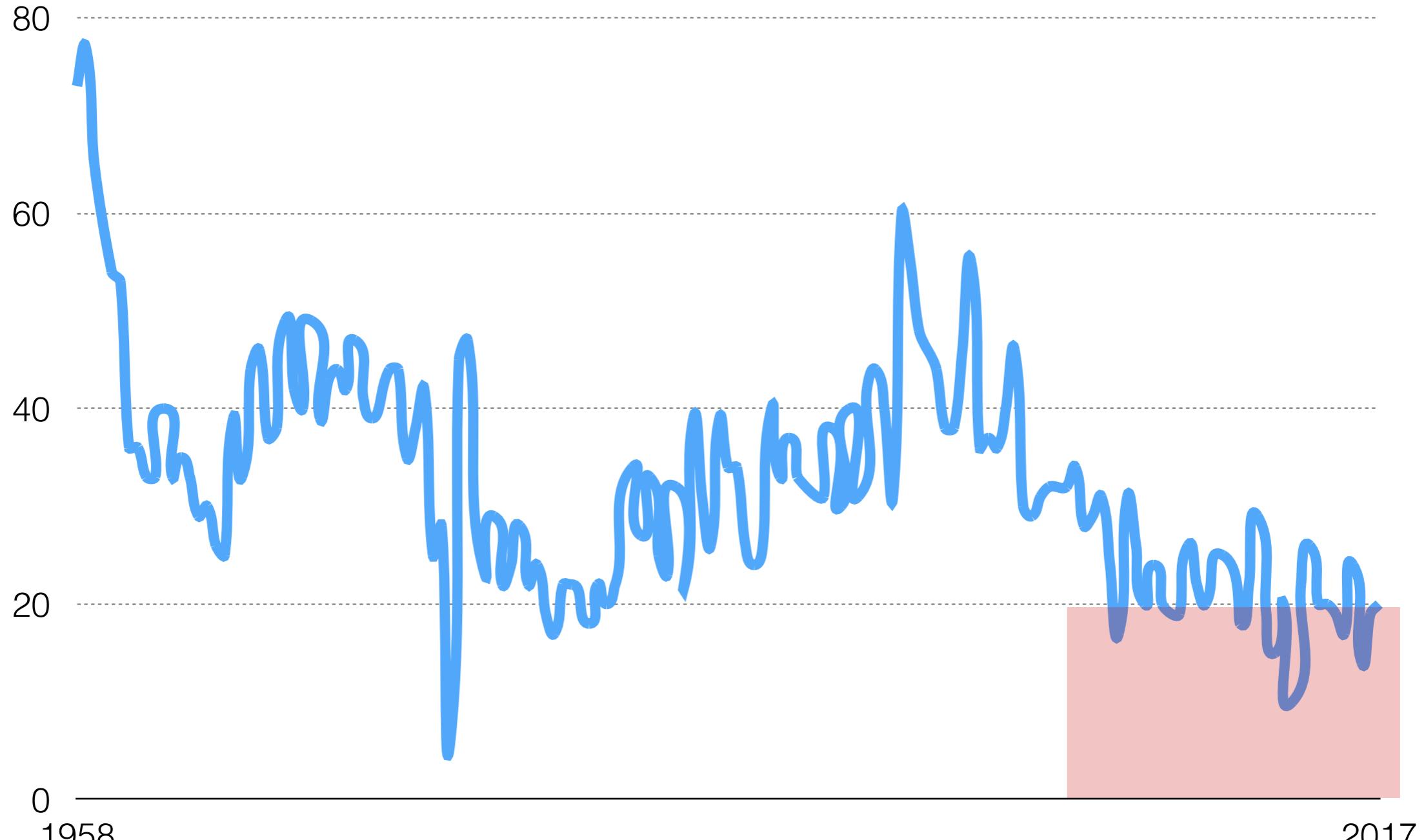
Advisor to Four U.S. Presidents



We identify and invest in transformational leaders before anyone else is watching. The model works:



But there's still work to be done.



American faith in our government remains near all time lows.

our theory of change

We need servant leaders who exemplify

courage

integrity

empathy

because these values build trust and beget solutions.

To test this theory of change, we conducted two rounds of polling with a bipartisan team of pollsters from Greenberg, Quinlan Rosner Research (Democratic firm), and Public Opinion Strategies (Republican firm). We found that:

1. The institutions and communities that are well-regarded in our country, such as the military, veterans, and public school teachers, are incubators for servant leaders and service candidates.
2. Voters prefer service candidates over other types of candidates because service candidates offer an answer to divisive politics.
3. The ethos of service and bi-partisanship tested nearly as compelling as messages aimed entirely at the base of each party.

the opportunity

But the lack of current political leadership is not for a lack of leaders.

2.6 M

Post 9/11 Military Veterans

1 M

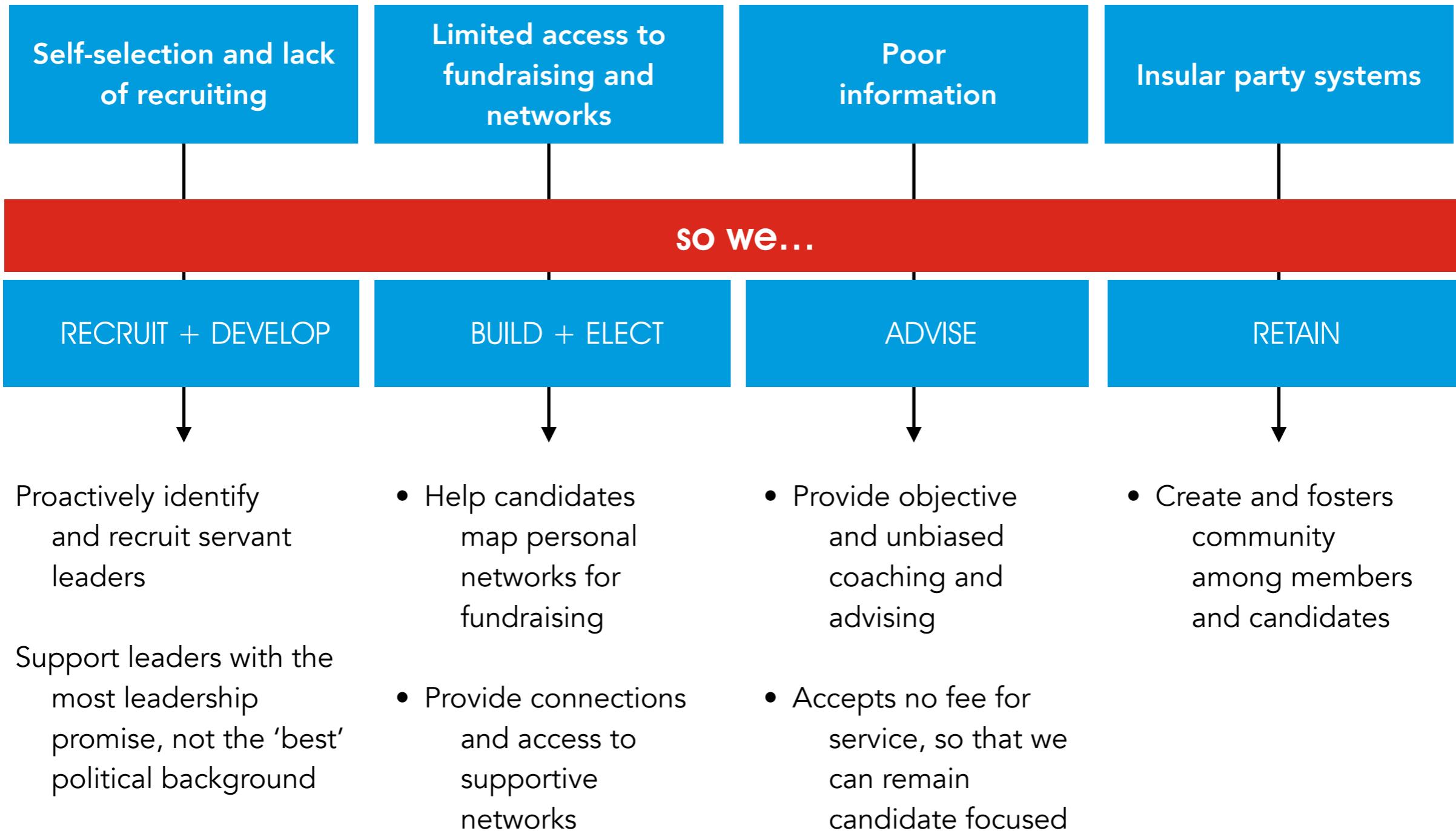
National Service Veterans



The Next Generation of Leadership.



Barriers to entry prohibit service veterans from entering politics,



New Politics is proud to have 50 servant leaders elected to all levels of office.

From 2014 to now, we've recruited
1758 potential candidates and advised 218 races.

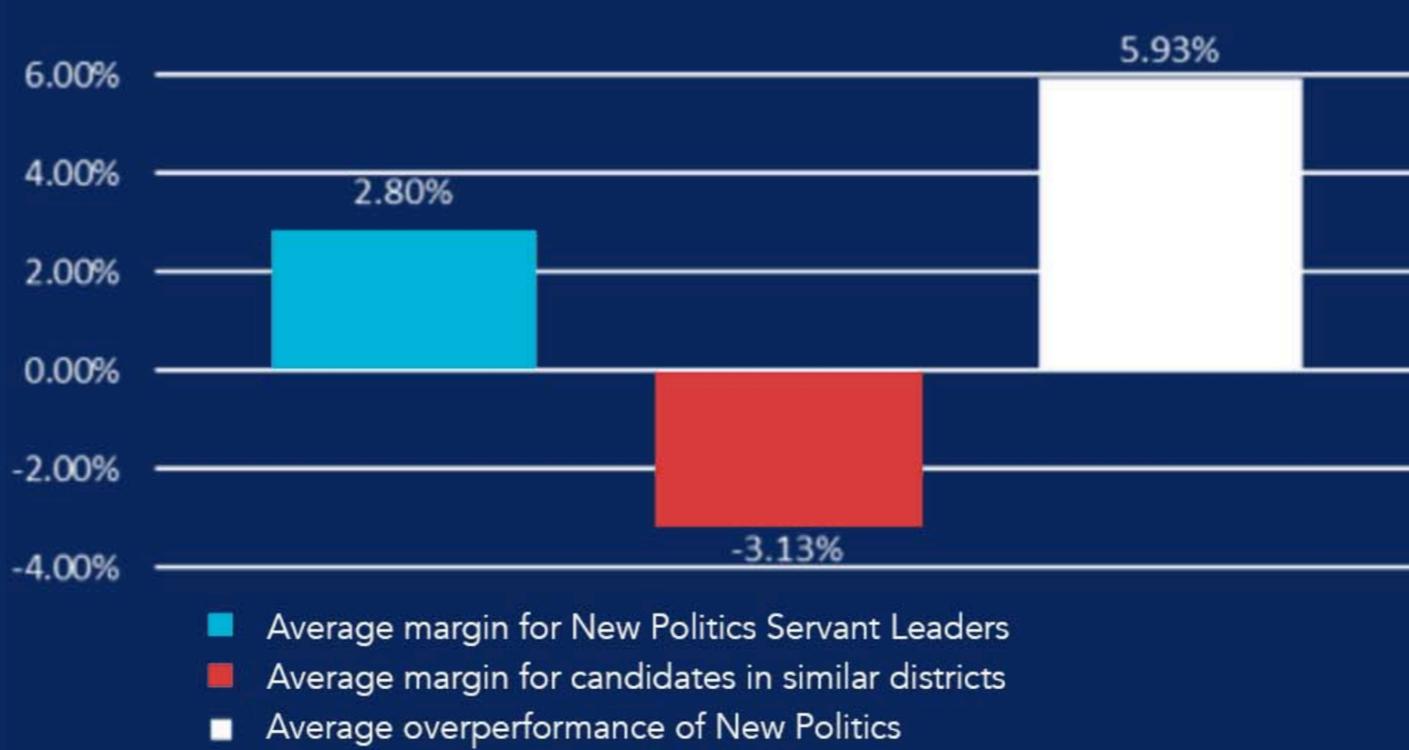


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The servant-leader is servant first. It begins with the natural feeling that one wants to serve, to serve first. Then conscious choice brings one to aspire to lead.

- Robert Greenleaf

New Politics Servant Leaders vs. Candidates in Similar Districts



In 2018, New Politics' servant leaders outperformed candidates in similar districts by 5.39%.

This is a significant performance when one considers the razor thin margins that determined many Congressional races across the country last cycle. This suggests that servant leaders have distinct advantages over their peers that can be decisive in competitive congressional districts.

We are the only organization that provides **comprehensive candidate advising**.

	Recruit	Develop	Build	Elect	Advise
New Politics	★	★	★	★	★
DCCC/NRCC	★			★	
Vote Vets				★	
Emily's List	★			★	
Veterans Campaign		★			
With Honor				★	★

“I have only one yardstick by which I test every major problem - and that yardstick is:

Is it good for America?”

President Dwight D. Eisenhower

34th President of the United States

Five Star General, United States Army

