

Insider BRIEFING

Important Updates for Friends of IPS

IN THE BATTLE
OF IDEAS,
WHO WILL YOU
SEND?



President's Letter



It is no secret that an army of people are diligently working to advance atheism and socialism throughout the world—especially right here in America. This force includes think-tanks, policy organizations, media, educators, and, yes, even “community organizers.”

Most of these advocates of dangerous ideas are paid for their work. Their salaries come from wealthy entrepreneurs, radical non-profit organizations, and ...yes... taxpayers.

Yes, there are battlegrounds of ideas throughout our land and the spoils of victory include the hearts and minds of every person on the planet—and this includes our children and grandchildren. Our philosophical adversaries are fielding a well-trained, well-equipped, and well-directed force. They have soldiers on every battleground. They have every advantage—except one.

They lack the most important weapon: truth. This is the weapon that they will never have.

To defeat this army, we don't need equal resources, but we do need some. It takes more time and money to defend error than it does to defend truth. All IPS must do to change the future is to field a small, well-educated army that can bring truth to the battlefields.

IPS is one of a small number of groups that is engaging in this battle. Unfortunately, we lack the resources to engage in but a few battlefields. It is important to note that where we have engaged the opposition, our message has been highly successful. (See the data on the following pages that shows some of this striking success.) But we need to engage our adversaries in more places. To do this, we need more resources.

Every soldier in this battle of ideas is sent into the battle with resources provided by someone.

Stop and ask yourself two questions:

Who am I sending into this battle?

What resources am I providing them?

A few of my readers are directly engaged in this battle, but most of you don't have the time, the training, or the opportunities to engage the enemy directly.

If you cannot personally engage in this war of ideas, then I recommend that you send us. IPS has the training and ample opportunities to engage the enemy. All we lack are the financial resources to equip and field our army in more places.

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I would like to ask you to help us accomplish this necessary growth, but first we must have the resources to maintain what we have achieved so far. We don't want to retreat from those battles in which we are winning ground. And in some areas, we are gaining significant ground!

But at this moment, IPS is experiencing some lean financial times. Summer is always hard, but, this hard summer comes on the heels of a very hard spring. We feel like we are in the middle of a "Valley Forge" winter and we really need your help.

Please do all that you can to keep IPS in the battle. We really need you now.

Serving The King,



Mike Winther

P.S. Most non-profit organizations send fundraising letters every month. We only send two per year. This strategy saves us a lot of mailing expense, but is only effective if you respond, and respond generously.

Influencing Society through the Internet

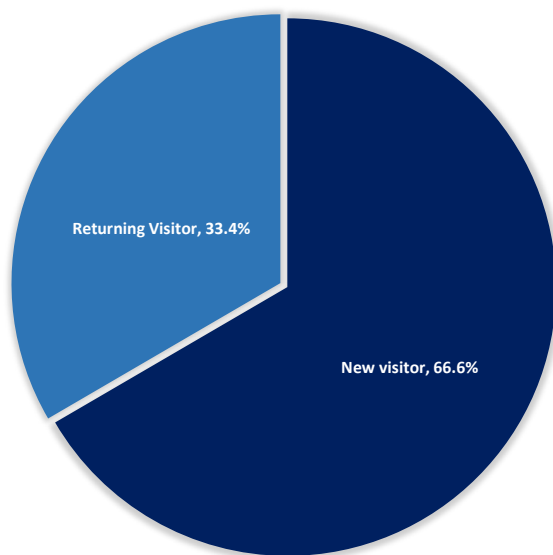
Thanks to many generous donors at the 2016 Civics Challenge, IPS was able to rebuild and renovate its' online outreach in early spring.

Now featuring video uploads, mobile integration, stream-lined registration, analytics, quick checkout, simplified searching, and robust information, the new IPS website satisfies the wants of the user and meet the needs our organization.

In quarter 2, when the website was released, web traffic included 1,455 users and 6,286 page views! This is round-the-clock influence that can easily be maintained and enhanced thanks to improved features and usability. We appreciate everyone who brought this project to life!

Visit the new IPS website at www.PrincipleStudies.org.

WEBSITE USERS IN QUARTER 2 OF 2017



Influencing Society through Social Media

Hand-in-hand with our internet outreach, a large part of our social media presence over the course of 2017 has been the newly introduced “Mike’s Soapbox Video Series.”

In these short clips, IPS President, Mike Winther, focuses on one key concept and tries to provide a principle-approach to current events in less than three minutes.

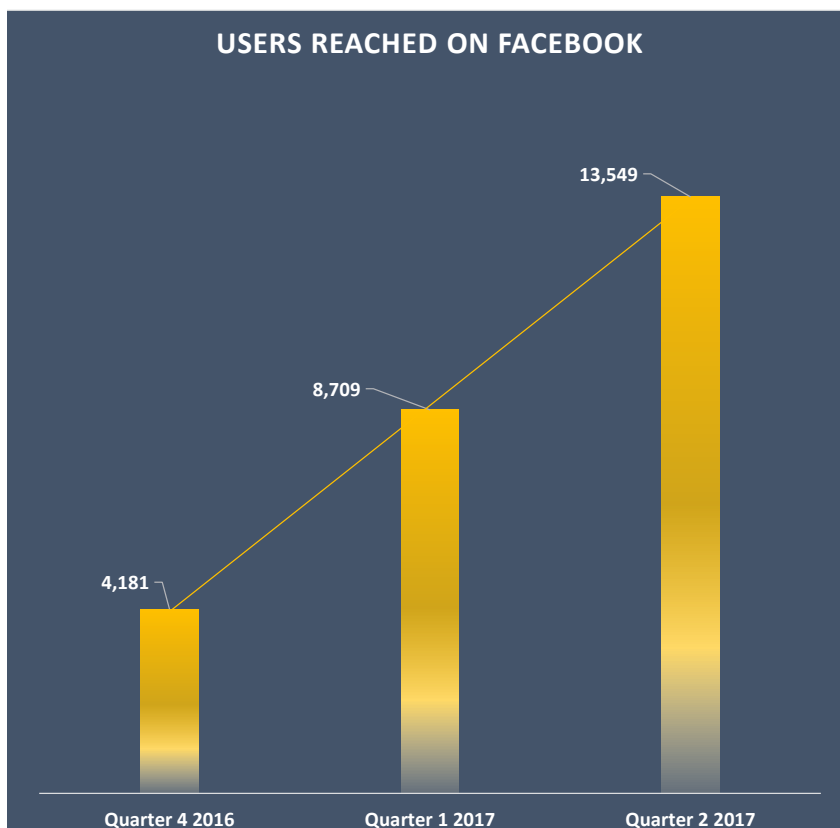
Recent videos have covered topics of health care, executive orders, war and the Constitution, terrorism, and education (which can all be viewed on the IPS website or on our social media pages).



Mike recording video soundbytes.

With these videos, our presence on social media has grown by leaps and bounds over the past six months. The displayed graph demonstrates the improved reach of our online efforts through Facebook.

The goal of our social media outreach is to impact as many families as possible with a short message that will jump start principle-oriented discussions and get people to think critically. With your donations, IPS can spread the full message of liberty and freedom across modern channels of communication with greater impact. Please donate to increase this outreach.



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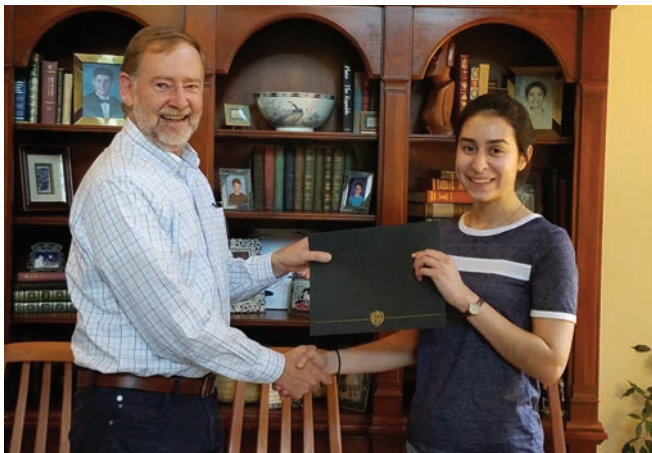
Influencing Youth through the IPS Honor Society

The IPS Honor Society is an intensive worldview strengthening program designed to challenge high school and college-age students to defend their beliefs. Using “Principle Oriented Discussions” (or POD’s for short), this program is designed to lay sound foundations reinforcing them with logic, evidence and discussion.

Our most recent POD, completed last month, used the book *Tactics* by Gregory Koukl to develop a game plan for discussing Christian convictions with peers and family through casual conversation.



Participants in the June “Tactics” POD



Elizabeth Holland and Sophia Holland receive “IPS Honor Society” status

A dozen students went through this four session module and the first ever Honor Society graduates were a part of this group. Elizabeth and Sophia Holland have received IPS Honor Society status for completing six PODs and are featured here receiving their certificates.

To obtain this prominent title, Elizabeth and Sophia invested over three years and had 80 hours of rigorous training, 30 hours of proctored discussion, and wrote 23 papers.

Their course work included:

- The Truth Project by Focus on the Family (13 weeks)
- Biblical Principles of Government by IPS (10 weeks)
- Poverty Cure by Acton Institute (6 weeks)
- 2015 Civics Summit on Health Care by IPS (3 days)
- Constitution Under Siege by IPS (1 day)
- *Tactics* by Gregory Koukl (2 weeks)

The only thing needed to make it possible for more students to receive this kind of training is you. Help grow this in-depth outreach by donating today.

Influencing Youth through the Logos Forensic Association

Created by IPS, the Logos Forensic Association (LFA) is a private Christian high school speech and debate league that trains students to be articulate, knowledgeable, and persuasive advocates for Christ and liberty.

In the 2016-17 debate season, IPS immersed 152 students from 13 schools in biblical principles relating to poverty. The resolution for the year was: "Resolved: The United States Federal Government should substantially reform one or more of its means tested poverty programs."

This was a very exciting year as about half of the schools competing in the LFA were veteran schools and the other half new schools.

During the competition year, IPS distributed ample

supplies and resources, held one online webinar, three one-day workshops, and nine tournaments where students were exposed to the ethical argument in favor of removing government from providing welfare assistance to the poor.

If we are successful in achieving our goal of changing the hearts and minds of teachers and students through this activity, we would expect to see increasing results over time. We know that we have no impact on a brand new school and its students, but we should see increasing improvement in worldview with each year of involvement.

To learn how much impact this teaching was having on members of the LFA, IPS introduced several surveys to measure the shift in thinking.

Measuring the Impact of LFA by Comparing "New" Schools to "Veteran" Schools

Based on our questionnaire, many students at schools who were new to LFA had big-government and socialist philosophies. If you are like us, you may be shocked by the opinions of these students. By contrast, an overwhelming majority of students from our "veteran" schools had a limited government, free market philosophy (see charts 1 & 2).

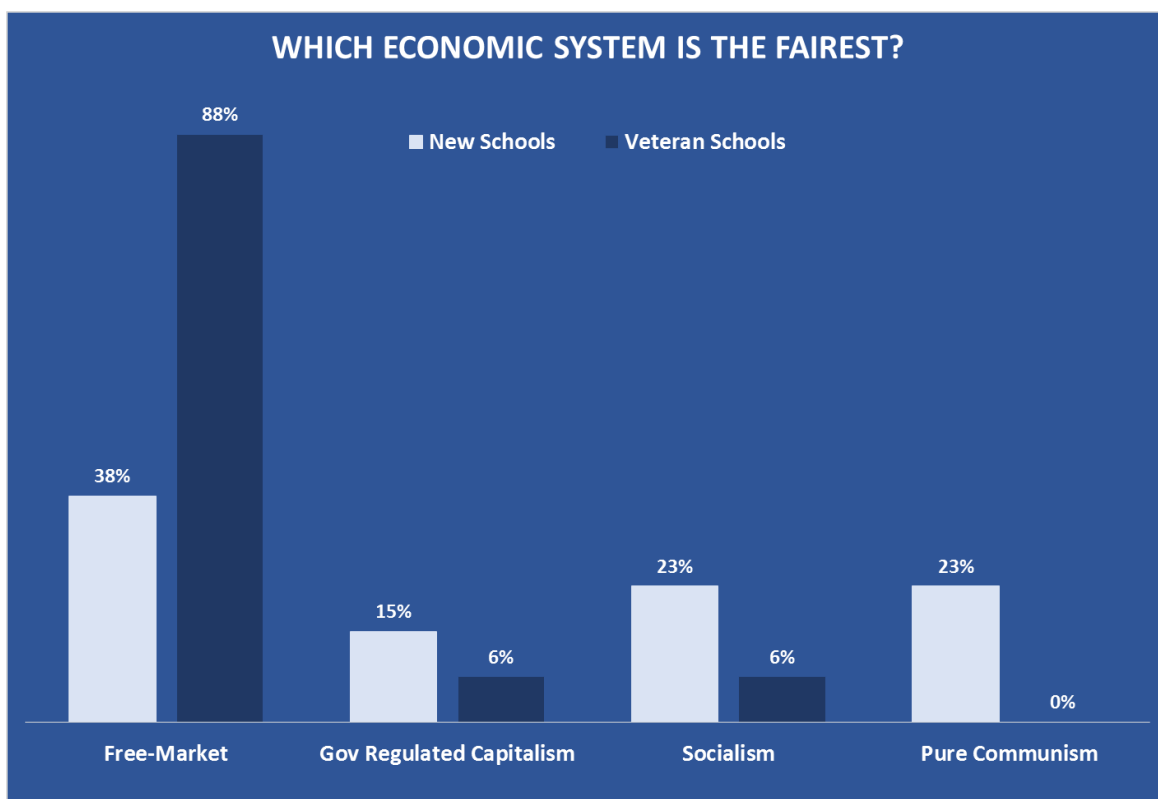


Chart 1

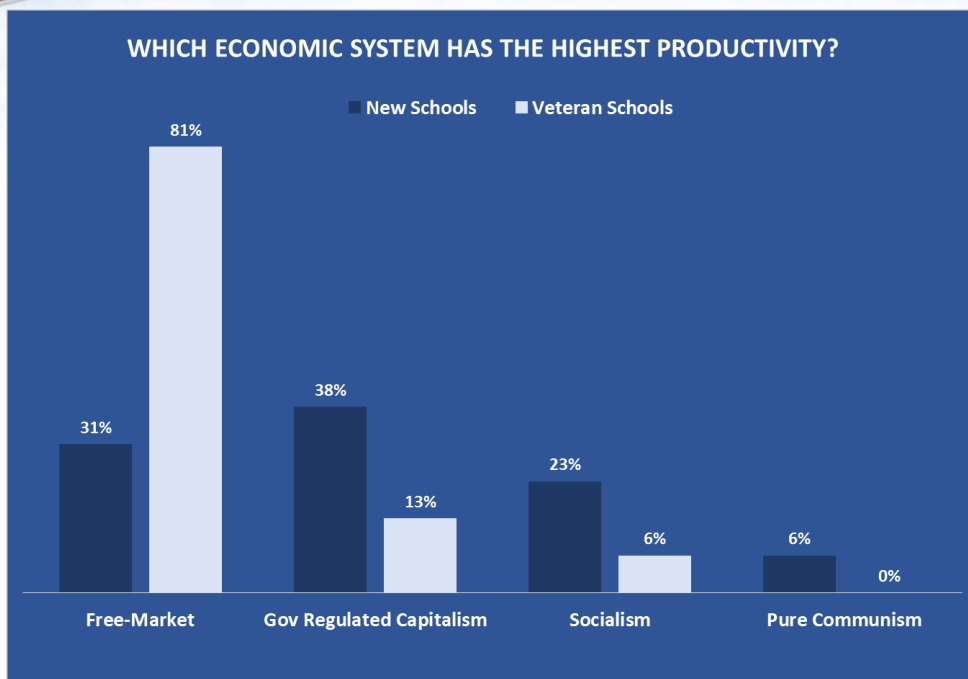


Chart 2

This is powerful evidence of our success in the battlefield of ideas. The students and teachers at the “new” schools have had little or no exposure to the principles that IPS teaches and tend to think more like the modern world. But the students and teachers at the “veteran” schools have had several years with IPS resources and think less like the modern world and more like our nation’s founders.

Measuring the Impact of LFA by Comparing Beginning vs. End of the Year

In chart 3, you can see the impact of LFA on the economic thinking of all students compared from the beginning of the year to the end of the year. At the beginning of the year, 21% of students thought that the most fair society was produced by socialist, Marxist or communist systems (8% socialist, 8% Marxist and 5% communist). At the end of the academic year, none of the students thought that these systems represented justice or fairness, which is also why 91% of the students thought that government shouldn’t be involved in fighting poverty at all.

Conclusion

These charts depict a glimpse of the power and reach that IPS can have through the LFA.

What if we could replicate these results in thousands of private high schools nationwide? This could change the worldview of almost a million students each and every year! All we need is you to send us.

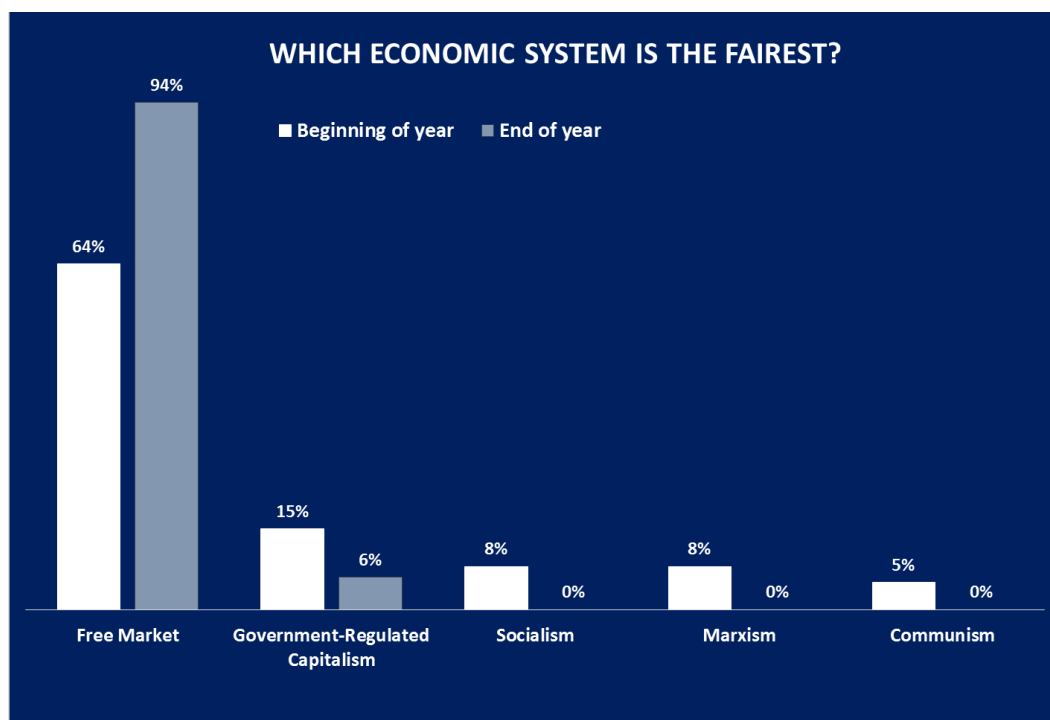


Chart 3

Upcoming Classes & Events

BIBLICAL PRINCIPLES OF GOVERNMENT

Experience government and economics as you've never heard them before! Join IPS Founder and President, Mike Winther, as he walks class participants through 10 weeks of subject matter that hasn't been taught in America for over 150 years.

Coming to:

Big Valley Grace Community Church
4040 Tully Road, Modesto CA 95356
August 10 – October 12
Thursdays | 7-9pm

Coming to:

Gatetree Baptist Church
101 Gatetree Dr., Danville, CA 94526
September 18 – November 27
Mondays | 7-9pm

FIRST LOOK 2017

IPS' "First Look" conference is a two day workshop for high school debate students from all over the country. Starting in 2016, the purpose of this program is to bring together tomorrow's leaders, having them learn from experts in a variety of fields through an event that is focused on IPS' message.

Coming to:

California Crosspoint Academy
25500 Industrial Blvd, Hayward CA 94545
August 11 – 12 | 9am-5pm

CIVICS CHALLENGE

Support IPS during an exciting evening of fun, enjoying dessert and competing for the title of "Civics Challenge Champions" in a fast-paced, game-show atmosphere. There will also be an opportunity to bring to life IPS' next "Principled Project!"

Coming to:

Trinity United Presbyterian Church
1600 Carver Road, Modesto CA 95350
November 11 | 6:30pm

Register online at www.PrincipleStudies.org to sign up for each event.