Learn. Lead. Win.

TRAIN GOP

The Premier Training Platform for Republican Leadership

© 2025 TrainGOP. All rights reserved. This presentation contains proprietary and confidential information belonging to TrainGOP and may not be copied, distributed, or disclosed without written permission.

INTRODUCTION

TrainGOP is a national learning and leadership platform created to educate, equip, and empower conservatives who want to make a real impact in politics, public service, and their communities.

Built as a free, donor-supported initiative, TrainGOP provides a complete roadmap for anyone looking to:

- Understand the values and structure of the Republican Party,
- Learn how to organize, fundraise, and run successful campaigns, and
- Develop the leadership skills needed to serve with integrity and conviction.

Through an engaging online learning system, TrainGOP delivers expert-led courses, mentorship programs, and practical campaign playbooks — all designed to turn passion into purpose and belief into action.

OUR MISSION

TrainGOP exists to educate, equip, and empower conservatives to become effective leaders, campaigners, and policymakers who uphold America's founding values.
We help people:

- Understand and defend conservative principles
- Learn how to run successful campaigns
- Master fundraising and voter outreach
- Prepare to serve effectively once elected

TRAINGOP

OUR VISION

To build America’s largest digital training ecosystem for Republican education and leadership development.

We envision:

Thousands of certified candidates, staffers, and volunteers
A united network of trained conservatives
A permanent digital infrastructure that strengthens the GOP from the ground up

THE PROBLEM WE'RE SOLVING

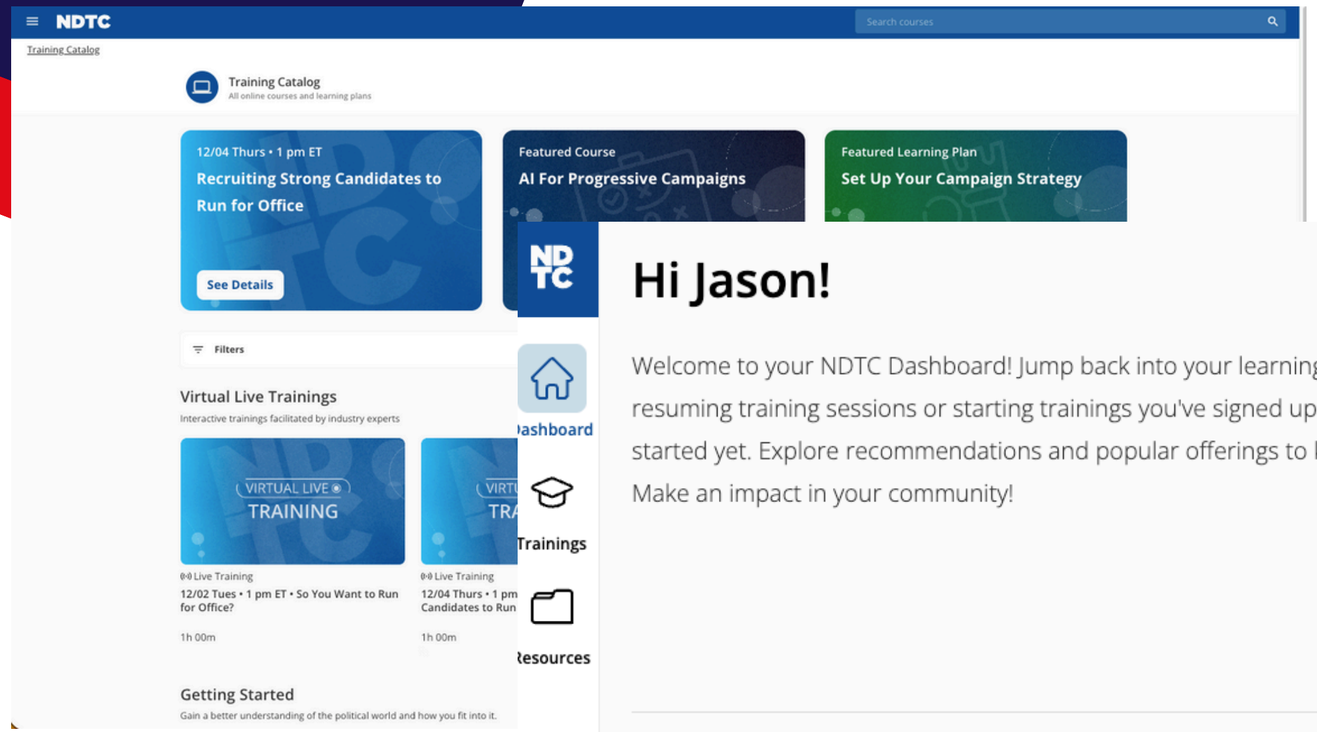
- There is no centralized GOP learning platform
- Aspiring candidates don't know where to start
- Volunteers lack professional training
- Democrat-backed programs dominate online political education
- State and local GOP chapters have limited resources to train future leaders

Bottom line:

There's a massive education gap in conservative political development.

TRAIN GAP

COMPETETION



Hi Jason!

Welcome to your NDTC Dashboard! Jump back into your learning journey by resuming training sessions or starting trainings you've signed up for but haven't started yet. Explore recommendations and popular offerings to keep learning. Make an impact in your community!

Upcoming Live

DEC 02

12/02 Tues • 1 pm ET — Limited Seats!

So You Want to Run for Office?

Register

NDTC | spark launch

NEW PROGRAM

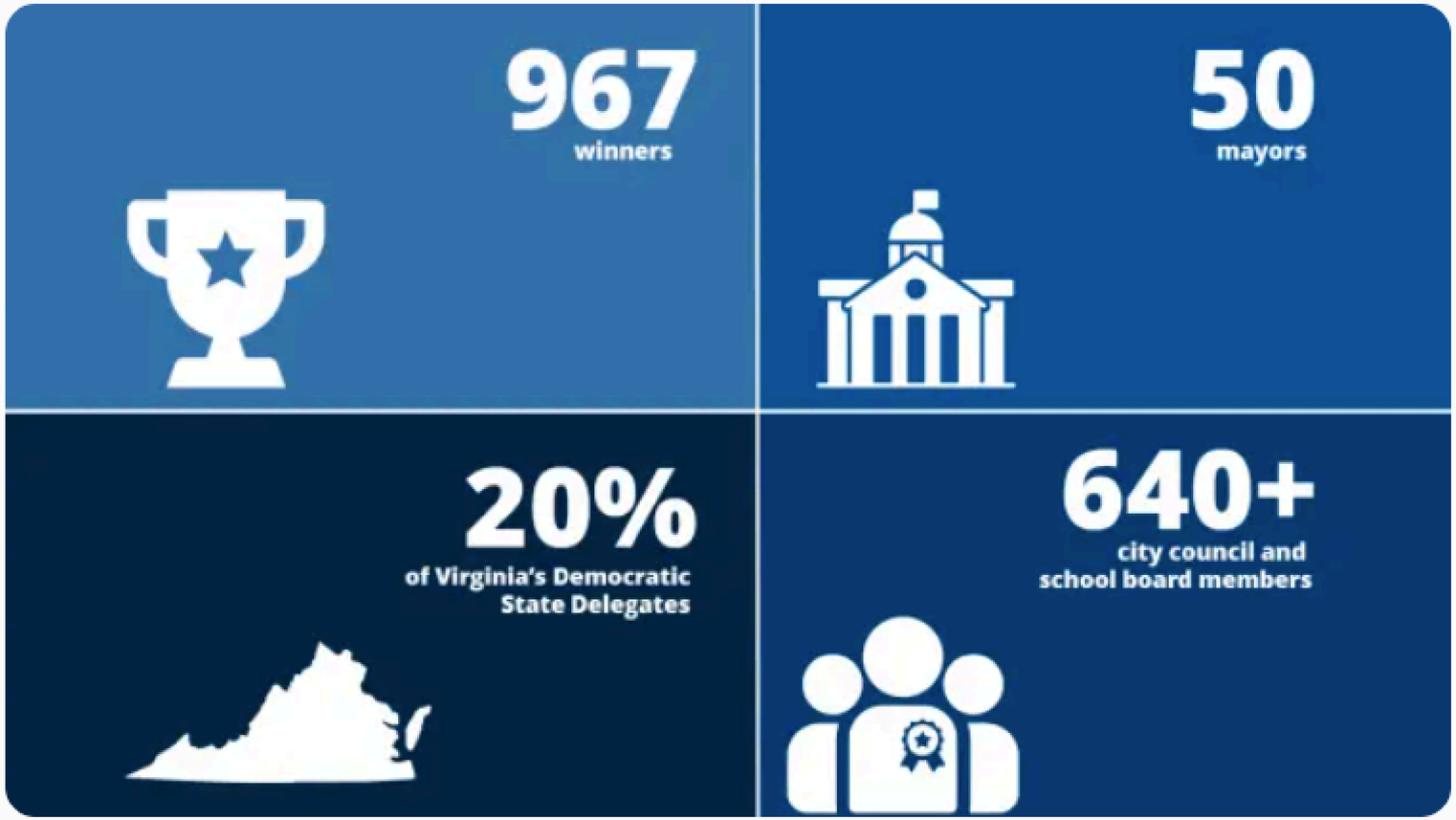
Learn to run for office!

You've decided to run and you need to get your name on the ballot, let's talk about everything in between.

Learn More >

TRAINGAP

COMPETETION



NDTC-Trained Candidates Dominated in 2025. Let's Keep Winning.

What 960+ NDTC election victories reveal about growing local Democratic power

TRAIN GAP

COMPETETION

Our Impact

At the National Democratic Training Committee (NDTC), we train Democrats to run effective, winning campaigns at every level of government. Our free online trainings help build the bench of progressive leaders across the country. This is the work of strengthening our democracy. And we offer it all for free. Online. And accessible anywhere, anytime.

See our Impact >

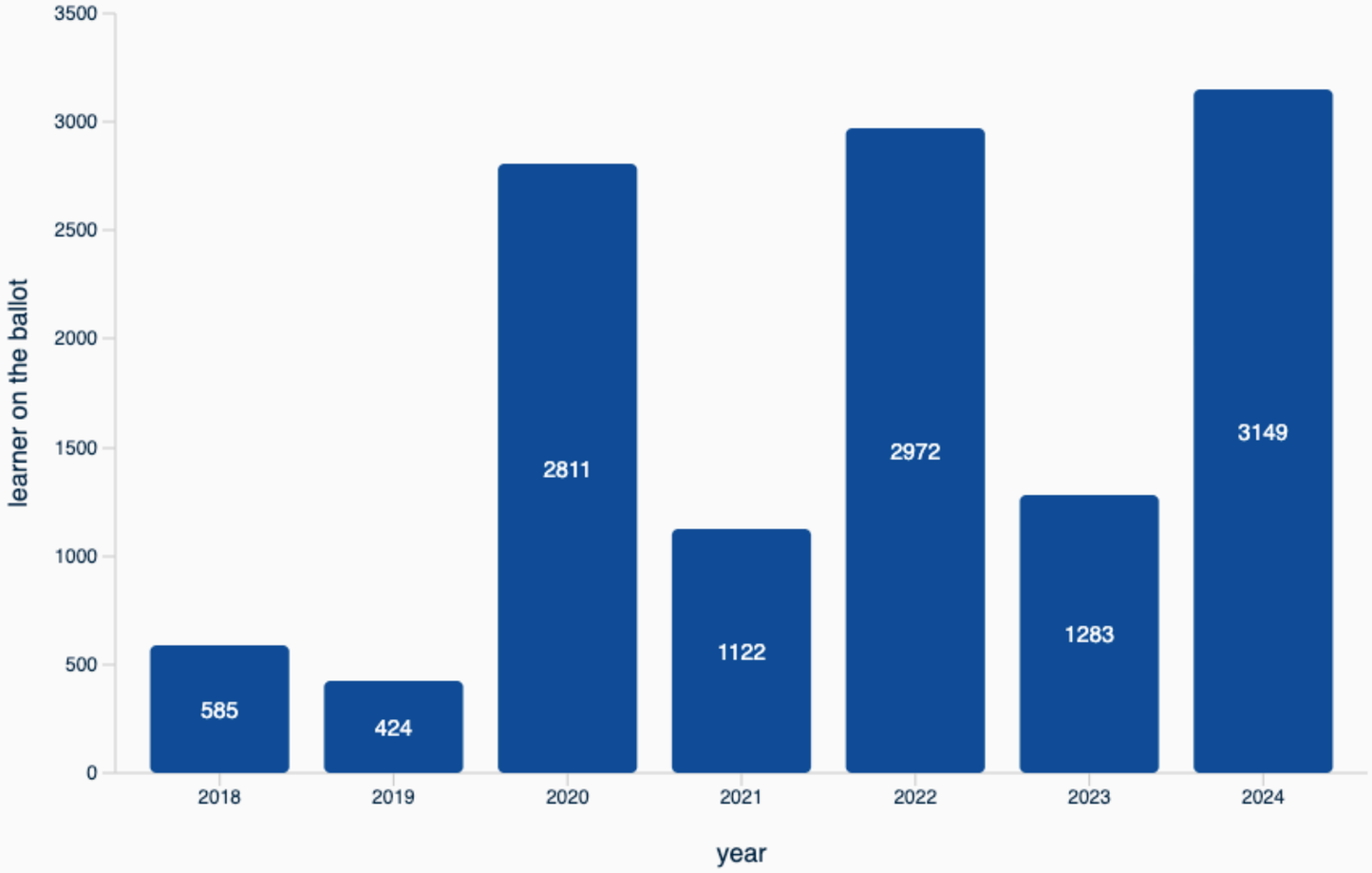
64%
female general election winners

47%
POC general election winners

60%
learners run in red and swing states

40%
of learners who identify as BIPOC

COMPETETION

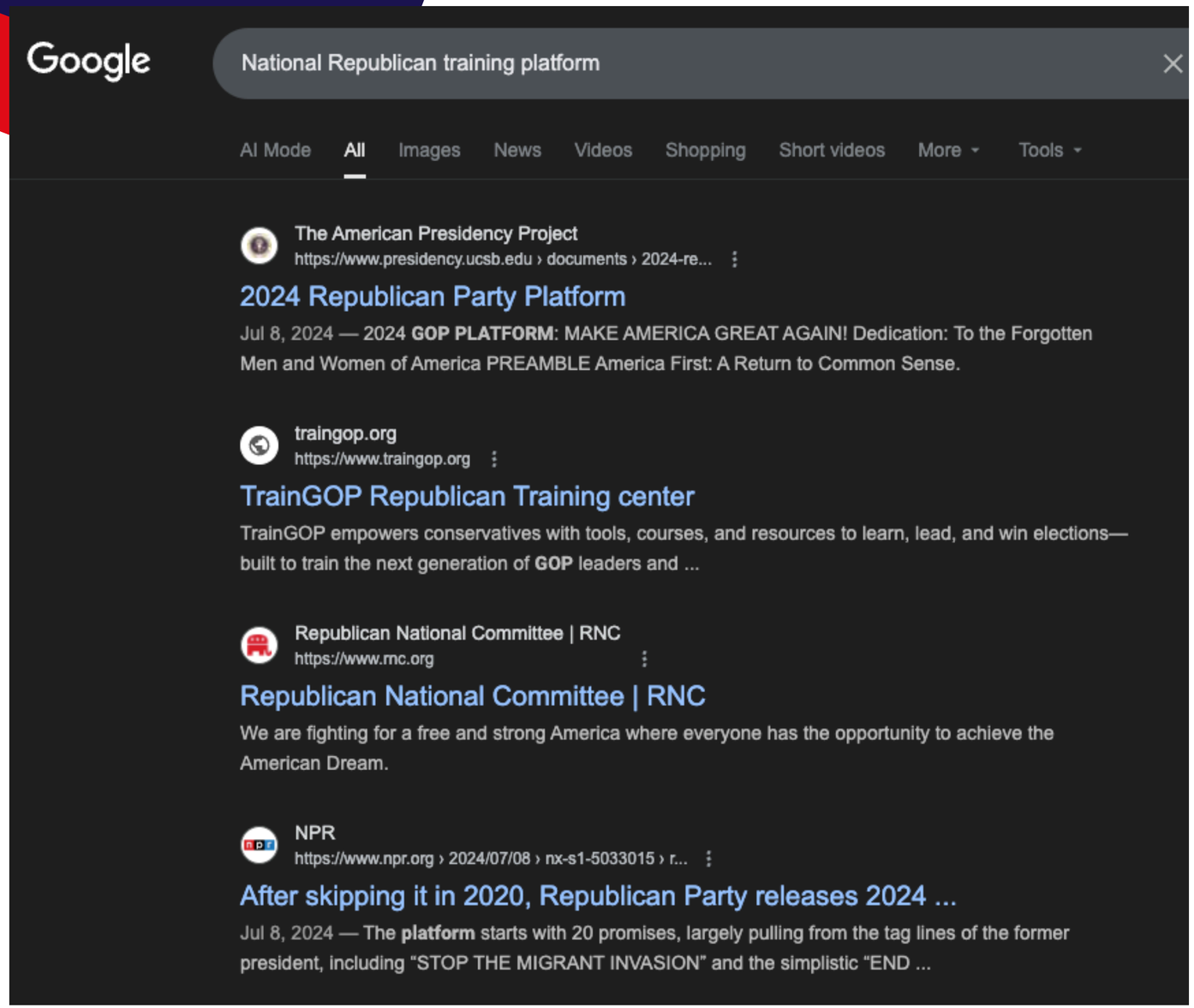


Our Impact

Since 2016, NDTC has trained over 122,000 Democrats. Collectively they have taken 306,000 courses, events, or resources—including 1,300 live events in all 50 states. Through these efforts, 7,500 have trained and gone on to win over 3,750 general election races nationwide.

In 2024 alone, we had 2,700 general election candidates, a 37% increase from 2022.

COMPETETION



RANKED #2 ON GOOGLE FOR SEARCH "NATIONAL REPUBLICAN TRAINING PLATFORM"

JUST BY BUILDING A WEBSITE AND LAUNCHING WE HAVE RANKED #2, THIS IS A CLEAR INDICATION THAT THERE IS A MASSIVE NEED FOR A TRAINING PLATFORM FOR THE GOP.

TRAINGOP –
THE CONSERVATIVE LEARNING HUB

- On-demand courses and GOP training modules
- Interactive playbooks for campaigns & fundraising
- Mentorship with experienced leaders
- Job & volunteer placement
- Progress tracking and certification
- Developed nonpartisan LLM (AI Tool)
- Team Builder - Build and train your team
- Events, webinars and live trainings
- Community forum
- Easy nationwide access to public officials

OUR TARGET AUDIENCE

- Aspiring Candidates

  Learn how to run, fundraise, and win local or state elections.

- Campaign Staff & Volunteers

  Gain skills in management, media, and voter outreach.

- Party Members & Supporters

  Deepen understanding of Republican history, structure, and values.

- Local GOP Chapters

  Access ready-made curriculum to train their communities.

TRAIN GOP

INSIDE THE TRAINGOP PLATFORM

- Focus Point Training
- Video, text, quizzes and documents.
- The different types of office and responsibilities
- Leaderboards and community discussions

EXAMPLE COURSES

- For those seeking office
  “Building Your Campaign,” “Voter Targeting,” “Fundraising 101”
- For campaign managers and staff
  “Field Operations,” “Media Strategy,” “Data & Analytics”
- For Party Members and Supporters
  “Understanding the GOP” “Conservative Values”

TRAINGOP

TRAINGOP FOCUSES ON

- The Constitution and Founding Principles
- GOP Party Structure and History
- Campaign Development
- Fundraising & Finance
- Media Training
- Policy Understanding
- Grassroots Organization

Each course includes

- Video lessons
- Practical assignments
- Downloadable templates (budgets, scripts, outreach plans)

TRAINGOP

100% FREE. POWERED BY DONORS.

TrainGOP is not a for-profit business — it's a mission-driven organization built to educate, equip, and empower conservatives without financial barriers.
We believe knowledge and leadership training should be accessible to anyone who shares our values, not just those who can afford it.
That's why every course, resource, and certification on TrainGOP is completely free to participants.

Instead of selling subscriptions, we sustain and scale through:

- Donor Contributions: Individual conservatives and philanthropists who believe in building future leaders.
- Organizational Sponsorships: Partnerships with GOP chapters, conservative foundations, and advocacy groups.
- Grants & Foundations: Educational and leadership development grants.
- Event & Course Sponsorships: Branded partnerships for specific training series or state programs.

Bottom Line:
We're not selling access — we're building a movement.
TrainGOP exists to train conservatives, not to profit from them.

THE CONSERVATIVE LEARNING MARKET

37.4M+ registered Republicans nationwide

50 state GOP organizations

3,000+ local party chapters

Billions spent annually on political consulting and training

LAUNCH STRATEGY

Phase 1: Foundation & Development

Goal: Build the platform, develop curriculum, and form the organization.

Key Actions:

- Finalize 501(c)(3) setup, governance, and legal filing
- Hire LMS development team and instructional designers
- Build MVP (core platform, login system, admin tools, course modules)
- Create first 5–7 training courses
- Design brand identity and website

Projected Cost: $300,000

- Platform Development: $150,000
- Content Creation: $75,000
- Legal, Branding, and Admin: $10,000

LAUNCH STRATEGY

Phase 2: Pilot & Feedback

Goal: Test TrainGOP with real users and optimize based on feedback.

Key Actions:

- Launch pilot with 2–3 state GOP organizations
- Recruit 500–1,000 beta learners
- Gather user data and improve course content/UI
- Add discussion forums and gamified progress features

Projected Cost: $75,000

- Content refinement and testing: $30,000
- Marketing & Pilot recruitment: $25,000
- Platform upgrades & support: $20,000

LAUNCH STRATEGY

Phase 3: National Launch

Goal: Scale nationwide and build awareness.

Key Actions:

- Public platform launch (TrainGOP.com)
- Add Candidate, Campaign Staff, and Activist Tracks
- Launch social, digital, and partnership campaigns
- Begin national donor & sponsorship outreach
- Add mentorship and certification system

Projected Cost: $125,000

- Marketing & Media: $60,000
- Platform Expansion & Hosting: $40,000
- Donor Outreach & PR: $25,000

LAUNCH STRATEGY

Phase 4: Growth & Partnerships

Goal: Deepen course offerings and build nationwide alliances.

Key Actions:

- Partner with national conservative foundations & PACs
- Add advanced leadership and media training
- Launch Ambassador & Mentorship programs
- Begin development of campaign simulation modules

Projected Cost: $100,000

- Content & Program Expansion: $40,000
- Partnership Management & Events: $30,000
- Staffing & Platform Maintenance: $30,000

LAUNCH STRATEGY

Phase 5: Long-Term Impact (Year 3+)

Goal: Build a sustainable ecosystem and scale nationally.

Key Actions:

- Introduce AI-driven personalized training
- Host annual TrainGOP Leadership Summit
- Launch TrainGOP Certification for campaign roles
- Develop job placement and alumni network

Projected Cost: TBD

FUNDING GOAL / ROADMAP

Funding Goal: $600,000

Funds by phase:

- Phase 1: $300,000
- Phase 2: $75,000
- Phase 3: $125,000
- Phase 4: $100,000
- Phase 5: TBD

Month 0-6

- Prototype UX/UI
- Set up infra & CI
- Seed course outline

Month 6-8

- MVP feature set
- Pilot with 50–100 users
- Iterate on feedback

Month 8-13

- Beta scale up
- Content partnerships
- Mobile polish

Month 13+

- Public launch
- Growth & ambassadors
- Open API for orgs

TRAIN GAP

JOIN THE MOVEMENT

Help us build the next generation of conservative leaders.

Contact:
📧 info@traingop.org
🌐 www.TrainGOP.org
📍 Nashville, TN

Train the Right. Lead the Future.

TRAIN GOP