

DON'T TREAD ON ME — A HISTORY OF THE GADSDEN FLAG



DONT TREAD ON ME

The Gadsden Flag is a historical American flag with a bright yellow field depicting a rattlesnake, coiled and ready to strike. Printed under the snake are the words “Don’t Tread On Me.” This flag was named after its designer, American statesman Christopher Gadsden.

Benjamin Franklin first used the rattlesnake in 1751 when he referenced it in a satirical commentary that he published in his *Pennsylvania Gazette*. As the American Revolution approached the snake became a symbol of the colonies and the American spirit.

The United States Navy was established in 1775, and before ships departed for their first mission, Gadsden presented the commander-in-chief of the Navy, Commodore Esek Hopkins, with the “Don’t Tread On Me” flag to serve as his personal standard.

The Gadsden flag is considered to be one of the first flags of the United States, and has been reintroduced many times since the American Revolution as a symbol of American patriotism. Get yours to proudly display now by supporting The Heritage Foundation and helping us reclaim America for conservative, constitutional values!



214 Massachusetts Avenue, NE
Washington, DC 20002
(800) 546-2843
myHeritage.org

Dear Proud American,

“DON’T TREAD ON ME” — this cry for liberty was made famous by the iconic flag designed by American general Christopher Gadsden in 1775 during the American Revolution.

And that was the message voters sent in 2016. It was a rejection of Big-Government liberalism with voters demanding liberation from the burden of failed policies like high taxes, uncontrolled spending, open borders, and political correctness.

This is a message Washington needs to hear constantly, especially as Establishment forces seek to reverse the 2016 elections. It’s a message you can proudly send today by standing with the non-profit, non-partisan, independent Heritage Foundation in our battle for Liberty, and by flying the flag of freedom and those four powerful words: “DON’T TREAD ON ME.”

On behalf of The Heritage Foundation — the organization that has provided the intellectual artillery for the Administration’s campaign against Washington’s freedom-killing cronyism and corruption — I have put a **Gadsden Flag** on reserve for you.

My goal is for this symbol of liberty to be enjoyed especially by those who are committed to The Heritage Foundation’s vision for America: A nation where freedom, opportunity, prosperity, and civil society flourish. But with a renewed spirit of freedom sweeping the land, demand for this flag has intensified.

For that reason, we are only able to hold yours on reserve for the next 15 days. After that, it will be offered to another proud conservative in your area. So I hope you will accept your **Gadsden Flag** by returning the enclosed *Flag Delivery Authorization* right away along with a tax-deductible contribution of \$35 or more to become a member of The Heritage Foundation.

Supporting Heritage is the best way for you to help build ever-increasing momentum for the conservative governing philosophy — “Don’t Tread on Me” — that has the power to help all citizens, everywhere. The Gadsden Flag is an inspiration for Americans who are sick of a Washington that cares more about politics than people and puts the status quo ahead of solutions. It allows we, the people, to stand up to Big Government and send a clear message: “ENOUGH!”

With more than 500,000 members, Heritage is the leading intellectual force behind this message of limited government.

Since 2016, Heritage has helped the current Administration set the stage for meaningful action on conservative priorities. We have provided the President, agency heads, and lawmakers with the facts and figures they needed to cut taxes, roll back burdensome federal regulations, set firm, fair immigration policies. The White House and members of Congress turn to Heritage for the best ways to overcome liberal obstructionists and get conservative ideals — YOUR ideals — written into law.

In 2020 and beyond, Heritage will continue to publish and promote winning ideas on issues I believe matter to you: Securing the borders, continuing to cut taxes, ending overregulation, ramping up the fight against radical Islam, opposing disastrous ideas like socialized health care,

(over, please...)

and nominating the best conservative judges for America's courts (ESPECIALLY in the event of a Supreme Court vacancy). Our published ideas are available to both the public and candidates, and offer a blueprint for conservatives to restore freedom. We hope that future Presidential administrations will continue to build on these ideas.

Heritage is also hard at work shaping the news coverage that reaches Americans. Thanks to our top-notch policy experts, Heritage can address virtually any issue for practically any news source. Conservative outlets like Fox News seek us out, and we're also called on by left-leaning sources like MSNBC or *The New York Times* — so we're never just "preaching to the choir." And through our *Daily Signal* news website (dailysignal.com), we are reaching 4 million people each month with fair, truthful news coverage... free of the liberal media's bias and censorship.

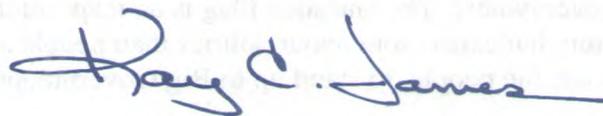
Heritage's work has transformed the political and media landscape and is now the catalyst for building a brighter future for all Americans — but we wouldn't see any success in reclaiming this country without the passionate support of our more than 500,000 members. Americans are joining Heritage in record numbers because they share our devotion to the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense.

It is in honor of your commitment to these "Don't Tread on Me" principles that I am reserving for you a **Gadsden Flag** of your very own. I hope you will accept this symbol of freedom today by returning the enclosed *Flag Delivery Authorization* along with your tax-deductible contribution of \$35 or more to join The Heritage Foundation.

In addition to this flag that you can display to show your independent spirit, as a Heritage member you'll receive special benefits including a subscription to our newsletter, *Heritage Members News*, and access to myHeritage.org, our members' website. And through our monthly publications, you'll get expert policy analysis on issues that matter to you — the same research the Trump Administration and conservative lawmakers use to advance sound policy solutions.

I hope you will claim these special benefits, and the **Gadsden Flag** I've placed on reserve for you, by responding today and supporting The Heritage Foundation. Thank you!

Sincerely,



Kay C. James, President
The Heritage Foundation

P.S. Reserved for you today by The Heritage Foundation is the **Gadsden Flag**... a powerful symbol of American independence and personal liberty. I want this flag and its timeless, conservative message — "Don't Tread on Me!" — to be displayed by individuals who, like you, share Heritage's dedication to the principles of free enterprise, limited government, individual freedom, traditional American values, and a strong national defense. So I hope you will accept this unique gift by rushing me your *Flag Delivery Authorization* with your tax-deductible contribution of \$35 or more to support The Heritage Foundation. Heritage is building a mandate for change throughout our nation, and now we need your help to make sure that grassroots efforts to reclaim America aren't shut down by liberal politicians and Big Government special interests. I look forward to you being part of our work. Thank you!