



Dennis Prager
FOUNDER



Marissa Streit
CEO

Dear ,

An entire generation of young people is being brainwashed by WOKE actors, athletes, and pop stars. Young, famous influencers have millions of followers on social media and spread destructive, leftist ideology to impressionable young people who look to them as role models.

You may never have heard of singer Demi Lovato, but she has over 50 MILLION, mostly young, impressionable followers on Twitter who got this message from her last year: “I am proud to let you know that I identify as non-binary & will officially be changing my pronouns to they/ them moving forward.”

LGBTQ+ activist U.S. women’s soccer star Megan Rapinoe was seen by millions of viewers around the world kneeling during our national anthem at the 2019 FIFA Women’s World Cup—then won *Glamour’s* “Woman of the Year” award! Her acceptance speech was marked by anti-American rants about “known and systematic police brutality against people of color, known and systematic racial injustice, and known and systematic white supremacy.” Just last month, President Joe Biden awarded Rapinoe with the Presidential Medal of Freedom, the nation’s highest civilian honor.

Supermodel Gigi Hadid, with over 75 MILLION followers on Instagram, publicly supports Black Lives Matter and anti-Semitic causes, and brazenly declares “... defunding the police is of such importance.”

And former NFL quarterback Colin Kaepernick signed an endorsement deal with Nike worth “millions” after refusing to stand for our national anthem and wearing socks during practice that depicted police as cartoon pigs.

America’s youth are bombarded from every direction by far-left WOKE celebrities that make it “cool” to HATE AMERICA and proclaim that the police should be defunded, that men are toxic, and that our Constitution should be re-written or totally scrapped and replaced.

You and I can either feel outraged about all of this ... **or we can DO SOMETHING to fix it!**

YOU can help PragerU win back America’s youth!

Give now to help PragerU create MORE conservative role models.

Your gift will be TRIPLE matched by a generous PragerU donor if received by August 31st.

That means your \$50 gift turns into \$150, your \$100 gift turns into \$300 ... you get the idea!

Over, please →

For over 10 years, PragerU has built positive and popular young conservative role models with huge, young audiences of adoring fans.



Will Witt was a 20-year-old college dropout when PragerU saw something special in him, gave him a microphone, and launched a career that quickly made him one of America's most famous young conservative influencers on social media.



Amala Ekpunobi was once a student organizer for the left, but PragerU helped transform her into an outspoken freethinker who now shares her views with millions of young people.

PragerU even made **Dennis Prager** the most famous thought leader in America with thousands of Gen-Z superfans across the country. Dennis can't go anywhere in the U.S. without a young twenty-something asking to take a selfie with him.

PragerU has an unbelievable track record of finding young people, strapping a rocket to their content, and winning over millions of fans in the next generation to the conservative, pro-American values you and I were raised on.

Hollywood invests billions of dollars in celebrities who brainwash our youth with left-wing garbage.

How much WE invest in celebrities who share OUR values depends on your support TODAY!

As PragerU's popularity and influence among Americans—especially young people—keeps growing, and the need for positive role models is increasingly critical, we are making a HUGE and costly commitment to identify, coach and build more young influencers by...

1. Launching a nationwide casting call for exceptional young personalities that stand for love of Truth, America, and our Founding Principles;
2. Investing over \$1,000,000 in producing shows, documentaries, and social media content that will "strap a rocket" to a new bench of conservative young celebrities who support OUR values; and
3. Working with our many media partners to bring national exposure to these rising conservative future stars until they become some of the most popular influencers for the next generation.

Give now to help us build PragerU's NEXT big youth influencers.

Your gift will be TRIPLE matched by a generous PragerU donor if received by August 31st.

You and I must hurry to make up for lost time in winning over our youth. *We're WAY behind the Left!*

For decades, conservatives ignored the most powerful influence on young people—culture. They made the mistake of focusing mostly on politicians and elections, and failed to capture the hearts and minds of generations of young people.

The left didn't make that same mistake. They knew that dominating education and media wasn't enough. They understood the POWER of culture and how to harness it to serve their agenda, pressuring young celebrities to take left-wing stances and intimidating conservative celebrities into being silent about their views for fear of retaliation.

WHY ARE CONSERVATIVE INFLUENCERS THE KEY TO SAVING AMERICA?

Young people listen to peers and celebrities more than politicians, and sometimes more than family. Talented young conservatives can help spread our important lessons about America's founding values in a way that young people can relate to. No think tank, white paper, or even popular politician can have such a powerful influence on young audiences.

Your gift of \$50, \$100, \$250 or more by August 31st will be TRIPLED, and also help

PragerU launch a special new campaign to find our next big influencers!

Our influencers spread important messages that cannot be repeated enough these days:

- The Constitution is the law of the land, and we honor and cherish all the freedoms it gives us.
- Our country runs best with limited government and free markets.
- Critical Race Theory (CRT) must never be allowed to infiltrate our schools and indoctrinate our students.
- Family values are the foundation and bedrock of our great land.
- WOKE culture is a gateway to socialism and communism.
- Focusing on what does good, not just what feels good, is the way to live and govern.
- We must stand behind our police and military.
- **And most of all, we should embrace Judeo-Christian values and a LOVE FOR AMERICA.**

PragerU's cutting-edge production and powerful marketing machine enable young personalities to infiltrate popular culture with conservative, pro-America content that is missing today.

With over 4,000,000 views every single day, PragerU's personalities have become some of the most influential role models in America.

Over, please 

While the left piggybacks on Hollywood **and** its media machine to get their message out, we build up our talented influencers using our production and marketing resources with a lean team and a lean budget.

This is where your help is most needed. These brave new voices are willing to swim against the currents, and put their names and reputations on the line to fight for America, with PragerU's backing. But they need your help as we equip them with the financial and marketing firepower needed to succeed.

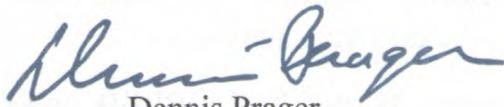
YOU CAN HELP SAVE AMERICA'S YOUTH.

SUPPORT BUILDING THE NEXT PRAGERU INFLUENCER WITH A GIFT TODAY.

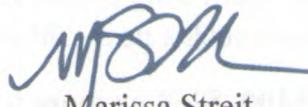
Help PragerU find the next influencer—your gift's impact TRIPLES if received by August 31st. That means your \$100 gift turns into \$300; your \$500 gift turns into \$1,500!

Together we can provide our youth with the much-needed role models they deserve.

Gratefully,



Dennis Prager
PragerU Founder



Marissa Streit
PragerU CEO

P.S. ***ARE PRAGERU INFLUENCERS MAKING A DIFFERENCE FOR AMERICA? YES!***

PragerU influencers impact America's youth culture for conservative values against left-wing, socialist, WOKE celebrities on a massive scale.

Amala Ekpunobi: Amala joined PragerU just last year and is already changing millions of minds. With almost 1,000,000 social media followers across all platforms, her PragerU content and new show ***Unapologetic with Amala*** are already drawing more than a million views every week!

Will Witt: Will was heavily influenced by PragerU videos in college. He dropped out and joined PragerU as our first in-house influencer. Will's PragerU videos have garnered hundreds of millions of views. His ***Man-on-the-Street*** interviews and short documentaries have brought millions of new young people to our ideas. *As Will recently shared, "PragerU has given me so much ... the minds I've changed, the impact I've had ... none of it would have been possible without the encouragement, guidance, and life-changing opportunity given to me by this amazing organization."*

Your tax-deductible donation to PragerU of **\$50, \$100, \$500 or more, TRIPLED** by the matching gift, can have **TRIPLE** the impact by passing our conservative values on to the next generation ... and equipping them to SAVE AMERICA by helping them LOVE AMERICA!