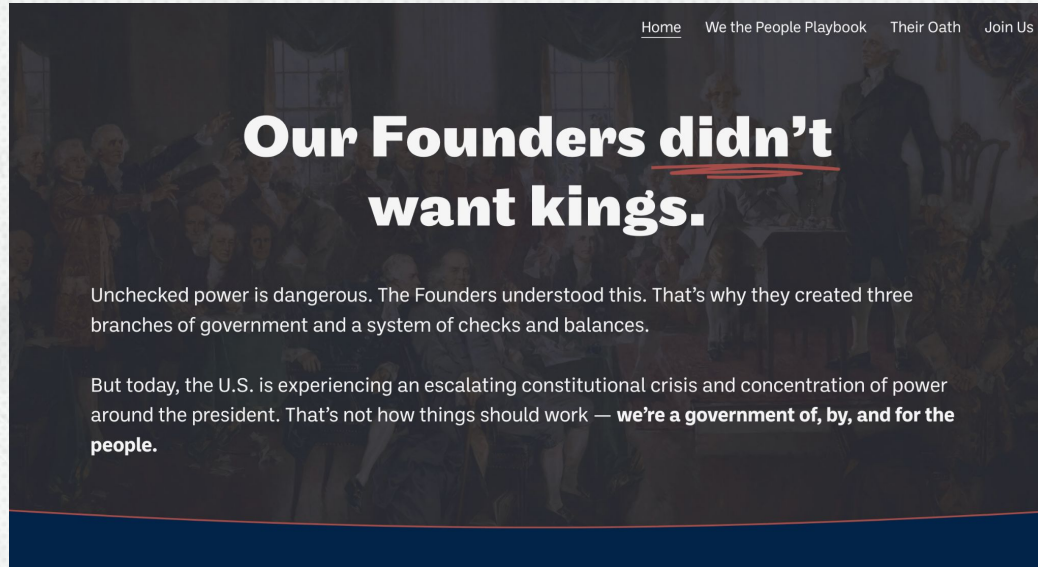


# Check The Exec:

## A Campaign to Defend the Constitution



## GOAL:

Launch a new multi-pronged campaign to emphasize the importance of Article I and warn of executive overreach. The campaign will call on Congress to exert its constitutional authority.

## AUDIENCE:

- PRIMARY: Key members of Congress on Judiciary, Oversight, Finance, Homeland Security, and Intelligence Committees.
- SECONDARY: Political influencers, media, and bipartisan power players who shape legislative momentum.

## MESSAGING FRAMEWORK:

- The framers of our Constitution, in their wisdom, established three distinct branches of government, each serving as a check on the others. They understood that unchecked power, no matter its source, poses a fundamental threat to liberty.
- Congress cannot relinquish the power granted to it by the Constitution. Our elected representatives must provide oversight and retain their power of the purse.
- If Congress fails to do their job, it risks becoming nothing more than a ceremonial body, debating policies it no longer has the power to enforce. This is an immediate threat to our constitutional order.

# OVERALL TIMELINE

MARCH



THEY DIDN'T WANT KINGS.

Wall Street Journal Ad and RFC Letter

If they aren't put in check, the consequences for all Americans will be real and serious.  
Congress: Do your job. The Constitution requires it.

CheckTheExec.com



Issue One



On Independence Day, veterans warn Congress to protect the Constitution from executive overreach and military politicization

Nearly 200 veterans call for urgent action to defend civilian oversight, reverse VA cuts, and safeguard military voting rights...

As Americans prepare to celebrate Independence Day, close to 200 veterans from across the country and every branch of service are delivering a critical message to Congress: Serve as...

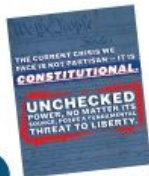
Continued Pressure and Relationship Building

JULY

Voters support checks and balances and limits on executive power according to new multistate polling

Polling with YouGov

AUGUST



APRIL

Grassroots List Engagement

MAY



OATH Campaign in Partnership with The Chamberlain Network

JUNE



We the People Playbook:  
Restore Checks and Balances. Defend the Constitution.

- ★ Control the Purse Strings
- ★ Limit Domestic Troop Deployment
- ★ Restore Authority over Trade
- ★ Check Emergency Powers
- ★ Reclaim War Powers
- ★ Protect Our

Constitution Day CTE 2.0 Launched



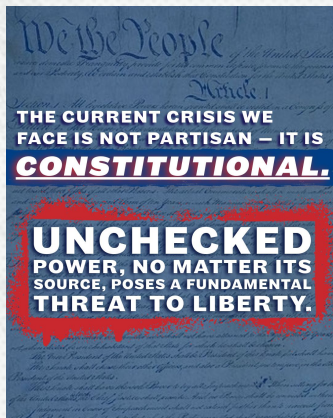
SEPTEMBER



## SPRINT ONE:

Launched in March 2025 with a full-page *Wall Street Journal* ad to drive traffic to our campaign microsite: [www.CheckTheExec.com](http://www.CheckTheExec.com). The site featured a letter signed by over 60 bipartisan former members of congress calling on current members to uphold their constitutional authority, and a petition to generate similar grassroots pressure.

We complemented these efforts with an organic social media push and grassroots email campaign to bolster the public's understanding of checks and balances.



Congress: Do your constitutional duty.

TAKE ACTION

First Name \*

Last Name \*

Email \*

Street Address \*

City \*

Zip/Postal Code \*

Not in US?

START WRITING

PAID ADVERTISEMENT



## THEY DIDN'T WANT KINGS.


Unchecked power is dangerous. The Founders understood this. That's why they created three branches of government and a system of checks and balances.

Now, the executive branch and Elon Musk are threatening the separation of powers that protects our republic and our freedoms.

If they aren't put in check, the consequences for all Americans will be real and serious.

**Congress: Do your job. The Constitution requires it.**

[CheckTheExec.com](http://CheckTheExec.com)

 **issue one**  
FIX DEMOCRACY FIRST

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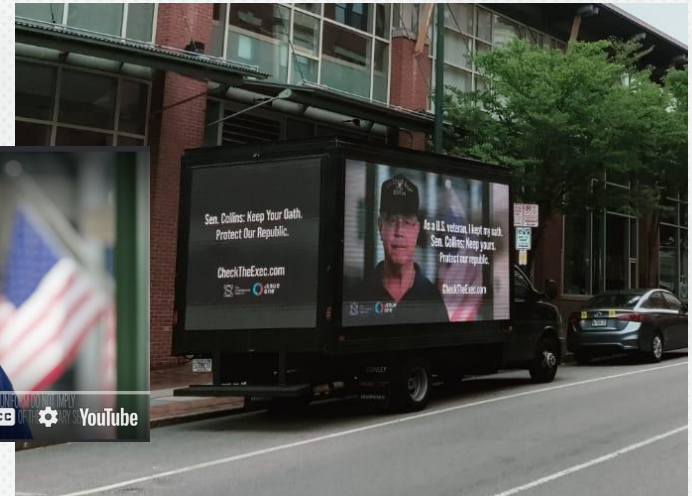
## SPRINT TWO:

In June, we leveraged growing grassroots momentum around the *No Kings* protests to launch our “Oath” campaign with partners.

This campaign sprint featured mobile billboards on the Hill and in four key districts, along with a 15-second geofenced ad targeting specific members of Congress.

We hosted a training for grassroots activists and offered toolkits with printable posters for people to use at marches in their communities.

Finally, we did an earned media push in outlets popular with Hill audiences.





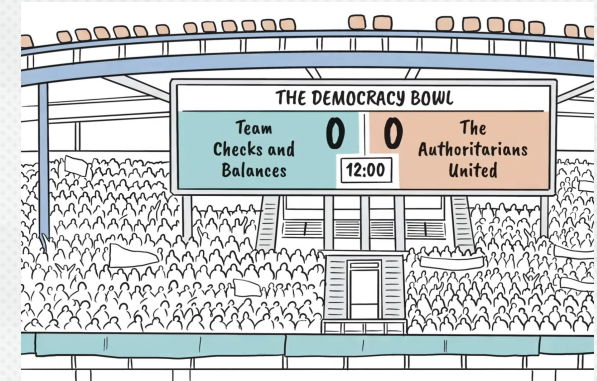
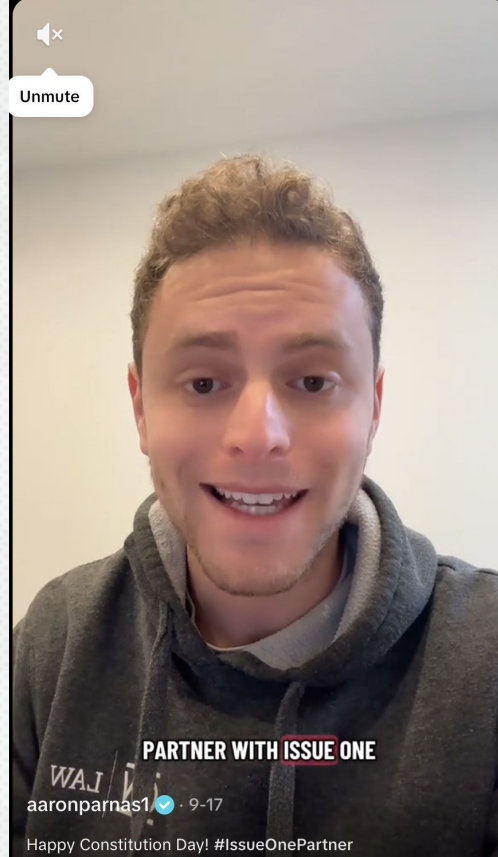
## SPRINT THREE:

On Constitution Day, September 17, we released the “We the People” Playbook: six policy solutions that would strengthen Article I of the Constitution.

We developed a short animation to raise awareness about the problem and engaged influencers popular with center-right audiences to promote our policy framework.

In addition, we released public opinion polling that showed growing bipartisan concern about the consolidation of power in the executive branch.

We extended this effort with an opinion piece series focusing on each policy solution.



# PAID CAMPAIGN METRICS

CAMPAIGN	MEDIA TYPE	BUDGET	REACH	ENGAGEMENT (Views, Clicks, Reactions)	CONVERSIONS (Site visits and petition signatures)	BEST FOR
Grassroots <i>Meta + LinkedIn</i>	Static Images	\$8,000	126K	CTR: 5.8%	10,141 visits 6,600 signers	Cost-efficient conversion, lead generation, and scaling petition signers
"Oath" <i>Mobile billboards and geofenced digital</i>	15 Sec. Video	\$120,000*	81K	2.6M impressions VCR: 95.6% CTR: 0.01%	766 visits 63 signers	Mass awareness and message delivery to audiences
Constitution Day <i>Influencers on TikTok + Meta</i>	Creator Content	\$45,000	~1.2M	108K engagements ER: 9.1%	3,031 visits 240 signers	Expanding reach and through authentic, narrative-driven content

\* \$30k for mobile billboards  
\$65k for digital  
\$25k for production

## ADDITIONAL METRICS

- 30+ meetings with Republican Congressional offices to share the playbook
- 200K+ engagements with playbook content
- 2M+ views of campaign-related content
- 6 events in key states and online
- 65K+ online grassroots actions taken through petitions, letters, and calls to Congress