

# DEAR FRIENDS

As the world becomes increasingly uncertain, America's leadership has never been more critical to maintaining our nation's security and restoring our economic prosperity. That's why we are proud to co-chair the Impact 2012 campaign—an innovative, nonpartisan effort to engage Presidential and Congressional candidates around the country on the importance of America's global leadership.

Four years ago, Democrats, Republicans, and Independents agreed we must take a “smart power” approach to our foreign policy, strengthening our tools of development and diplomacy, alongside defense, to keep our nation safe. Now in 2012, we call on all candidates to embrace Smart Power 2.0—an approach that not only protects our security but also advances our economic interests to create jobs here at home.

Impact 2012 gives you a chance to speak out about America's role in the world, and we invite you to join us in making an impact in building a better, safer, more prosperous world.



A handwritten signature in white ink that reads "Madeleine Albright".

**MADELEINE ALBRIGHT**

Secretary of State  
1997 to 2001



A handwritten signature in white ink that reads "Tom Ridge".

**TOM RIDGE**

Secretary of Homeland Security  
2003 to 2005

Impact 2012 Co-Chairs

**IMPACT2012**  
Join us in building a better, safer world.



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LEAD PROSPER GLOBAL RESULTS  
DEMOCRACY SOLVE GROW OPPORTUNITY  
DEVELOPMENT SMART POWER IMPACT 2012  
STRENGTHEN ENGAGE VOICE

# SMART POWER 2.0

America faces unprecedented challenges in the world today from terrorism to famine to grinding poverty. But now, our position in the world is being challenged economically as well. That's why we need Smart Power 2.0, a strategic investment in effective development and diplomacy that enables us to better compete in the global marketplace. For just one percent of the federal budget, programs funded through our International Affairs Budget protect our security and advance our economic interests in the world, while demonstrating our finest values as a nation.

“For the United States, supporting international development is more than just an expression of our compassion. It is a vital investment in the free, prosperous, and peaceful international order that fundamentally serves our national interest.”

**CONDOLLEEZZA RICE**  
Former Secretary of State

## OUR SECURITY

- › Prevents crises before putting troops in harm's way
- › Stabilizes weak and fragile states
- › Strikes at the roots of terrorism
- › Strengthens international understanding

## OUR ECONOMY

- › Creates more jobs at home
- › Expands access to global markets
- › Promotes American commerce
- › Assists small business exports

## OUR FUTURE

- › Combats the spread of infectious diseases
- › Supports victims of disaster and conflict
- › Strengthens democratic institutions and society
- › Creates sustainable opportunities



# IMPACT YOUR STATE

USGLC is active in all 50 states, with a diverse membership of Republicans, Democrats, and Independents that believe American global leadership is critical to protecting our security, growing our economy, and demonstrating our values to the world.

Visit [\*\*www.usglc.org/state-network\*\*](http://www.usglc.org/state-network) to find out why Smart Power 2.0 is so important to your state and community.

“Development was once the province of humanitarians, charities, and governments looking to gain allies in global struggles. Today it is a strategic, economic, and moral imperative—as central to advancing American interests and solving global problems as diplomacy and defense.”

**SECRETARY OF STATE HILLARY CLINTON**

# WHAT IS IMPACT 2012?

Impact 2012 is an innovative, bipartisan initiative that engages Presidential and Congressional candidates on the importance of America's global leadership and a strategic investment in development and diplomacy.

This initiative brings together top leaders around the country from the business, faith-based, education and national security fields, including current and former elected officials, community leaders, and veterans who embrace the importance of U.S. global leadership.

**IMPACT2012**  
Join us in building a better, safer world.

## GET INVOLVED

Join us throughout the 2012 campaign season in protecting America's commitment to global development and diplomacy, and ensuring our nation's leadership in the world remains strong. Here's what you can do:

### » GET CONNECTED

Sign up at [www.usglc.org/Impact2012](http://www.usglc.org/Impact2012) to receive invitations to exclusive meetings and events with high-level speakers and strategy discussions.

### » KEEP INFORMED

Visit our Candidate's Corner at [www.usglc.org/Impact2012](http://www.usglc.org/Impact2012) for up-to-date information on contenders' positions on foreign policy and U.S. global leadership.

### » ADD YOUR VOICE

Join us in meeting with Presidential and Congressional candidates to educate them about the critical issue of U.S. global leadership.

Contact us at 202-689-8911 or [info@usglc.org](mailto:info@usglc.org).