

# TYLER DEATON

@tylerdeaton



A New Hampshire-based political strategist with Southern roots, Tyler Deaton was born in Georgia and raised in Alabama. Tyler went to Wheaton College (IL), where he met his husband Jay their freshman year. Tyler's experiences as both a member of College Republicans and volunteer for Republican campaigns culminated when he moved to his adopted home state of New Hampshire, the "Live Free or Die" state, becoming an active member of the New Hampshire Young Republicans and the New Hampshire Republican State Committee. Tyler and Jay divide their time between Concord, NH and Washington, DC.

Tyler has extensive experience running political campaigns throughout the country. He represents businesses, public interest groups, and nonprofits to achieve legislative goals. In New Hampshire, Tyler led the successful effort to defend the freedom to marry from repeal in the state legislature. On the national stage, he helped launch the Young Conservatives for the Freedom to Marry, a campaign that highlighted and built support for the freedom to marry among young conservatives across the nation and helped

pass marriage equality in over a dozen states. Tyler served as the campaign manager for the group and spearheaded the effort to persuade Republican National Convention delegates to reform the national GOP Platform to strike anti-LGBT language.

Tyler focuses his political work on promoting economic freedom and individual liberty. He has become an outspoken advocate on LGBT issues, working with Republicans across the United States to grow a more inclusive Republican Party and to find the right balance between religious freedom and LGBT rights. Tyler also is a strong proponent for comprehensive non-discrimination protections for LGBT Americans in all aspects of their daily lives.

In 2015, Tyler became President of Allegiance Strategies, an association management and consulting firm that helps clients such as American Unity Fund achieve a pro-growth, competitive, and inclusive America. As senior advisor to American Unity Fund, Tyler has been quoted in the National Journal, Time Magazine, BuzzFeed, Huffington Post, and many more.



The mission of American Unity Fund, a 501(c)(4) non-profit organization, is freedom. We are dedicated to advancing the cause of freedom for LGBT Americans by making the conservative case that freedom truly means freedom for everyone.

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# TYLER DEATON

## SENIOR ADVISOR



"When something like this happens, AUF kicks into high gear to make sure our fellow conservatives know this kind of rhetoric is inherently wrong and damaging to the conservative cause. We respond rapidly to make sure candidates are better equipped to talk about LGBT freedom, and in this case, help them develop better strategies for answering difficult questions such as, 'Is being gay a choice?' By doing so, we hopefully shift the public debate back to the real policy."

"We know we are not less than, we are equal. We won't stop until every single gay and lesbian in America has the right to marry the person they love without big government getting in their way."



"What we're wanting to make clear in the coming year is that American Unity Fund is prepared to increase its commitment to our work in the states. To that end, we're going to have a two-prong approach, where we'll be working to advance non-discrimination bills while also continuing to work to defeat anti-LGBT measures, like Arizona's SB 1062, which we worked to defeat last year — along with a whole host of other anti-LGBT legislation."

"Republicans are looking for a bill that does one thing and one thing only: bans discrimination against LGBT people."



"There will be Republican voters who trust the party on economics, who trust the party on national defense, but they might have a gay brother or a lesbian daughter, and even though they agree with the Republican Party on other issues, that is a deal-breaker. And that's a deal-breaker for more American voters than ever before."

"That story on its own is one glimpse of hundreds of thousands of similar stories around the country as gay Americans came out of the closet, including in conservative circles. It's changed hearts and minds."



"It's offense and it's defense, but it's definitely Republicans who are in the driver's seat," says Tyler Deaton, a partner at Allegiance Strategies and senior advisor to the American Unity Fund, who was instrumental in an effort to overcome a constitutional amendment to ban same-sex marriage in New Hampshire. "How many of these red states who have tried to do anything anti-gay have just been slashed back, even by their own constituencies—by Republicans? The Supreme Court has just ruled with a pretty groundbreaking decision. I think that the dust is settling. The biggest question that's being put to candidates right now is this notion of a constitutional amendment. And I think the fact that you're seeing very serious candidates opposing the idea of a constitutional amendment? That's huge."

Refusing service to gay customers is "just not going to be accepted in the modern American marketplace. Any effort to demean any customer is just bad business."



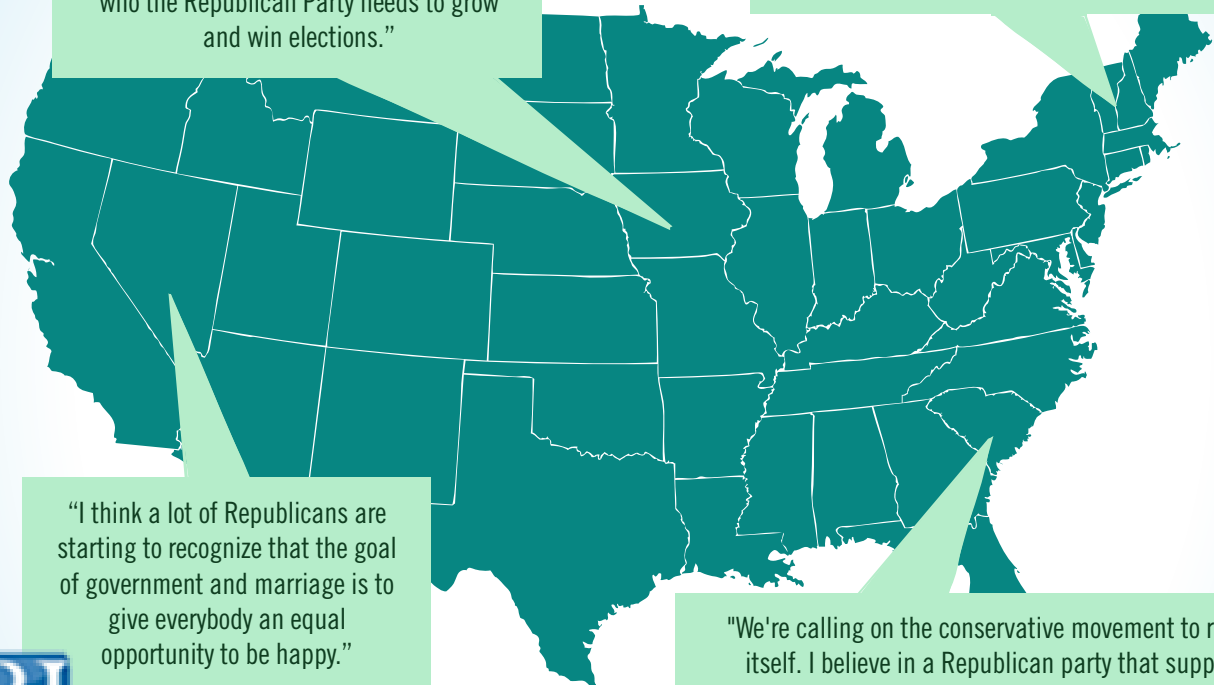
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## In the States



"If we don't adjust how we talk about these issues and also make some policy changes, we are going to alienate all of the voters who the Republican Party needs to grow and win elections."

"Get back to the roots of why the Republican Party was founded and these ideals of individual freedom, liberty and equality that hold true today just as they did 150 years ago."



"I think a lot of Republicans are starting to recognize that the goal of government and marriage is to give everybody an equal opportunity to be happy."

"We're calling on the conservative movement to reform itself. I believe in a Republican party that supports fundamental, individual rights. I think we were founded in liberty, founded in freedom and I view the last couple of decades as a detour from our fundamental mission, which is not to judge people but to make people free. And that's when the Republican party is at its best, when it's advancing freedom here at home and abroad."



**The Greenville News**

**CONCORD**  **MONITOR**

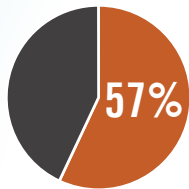
"The tide of marriage freedom that's sweeping the nation didn't happen overnight. In the past five years, Granite Staters —and Americans as a whole —have experienced a monumental shift in favor of allowing our friends, neighbors, family members and colleagues to marry the person they love. A poll released just this week by American Unity Fund, where I serve as a senior adviser, and Project Right Side found that 24 percent of New Hampshire's voters are more supportive of same-sex marriage than they were five years ago; that number includes 25 percent of likely Republican primary voters. Nationally, the poll found that across the board, key constituencies are becoming more and more supportive of the freedom to marry; that includes millennials, faith groups, Hispanics, Republicans under 50 and all voters over 65."

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## Polling Data

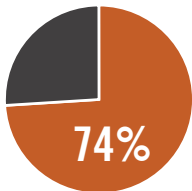
A national survey was conducted on behalf of American Unity Fund and Project Right Side to provide insight before the upcoming Supreme Court decision. These results help us understand shifts in voter opinion on marriage equality, protections for the LGBT community, current frame of mind surrounding these national debates, and implications heading into 2016.

## RESULTS

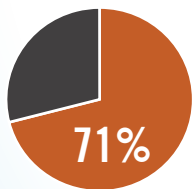


of registered voters favor allowing gays and lesbians to marry legally

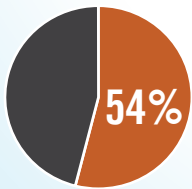
▲11% among Republicans in support for full rights for same-sex couples to marry since 2013



of millennials age 18-34 believe gay and lesbian couples should have the freedom to marry



of all voters favor a federal law that would protect gay and transgender people from discrimination in employment



of Republican voters believe businesses or retail stores should be required to provide services to same-sex couples or LGBT customers

## FEATURED IN

**TIME**

**Exclusive: Republicans in Early Nominating States See Opposition to Gay Rights Fizzle**

**National Journal**

**GOP Groups to Fellow Republicans: Don't Fight the Supreme Court on Gay Marriage**