



In God We Trust ToolKit



**CONGRESSIONAL
PRAYER CAUCUS
FOUNDATION**



**NATIONAL STRATEGIC
CENTER™**



Contents

- 01 How to use this ToolKit
- 02 Background
- 03 Impact Opportunities
- 04 Appendix
- 05 National Strategic Center
- 06 Resources



01

02

03

04

05

06



How to Use This Toolkit



How to Use This Toolkit

- This Toolkit has been developed for government and community leaders and citizen activists to take an active, strategic role in securing and expanding the display of our National Motto “In God We Trust”.
- This Toolkit provides you with a menu of opportunities for simple, yet highly strategic actions that individuals or groups can take to make an impact for faith in America.
- In addition to the opportunities for displaying “In God We Trust”, this Toolkit provides the supplemental resources needed to achieve each opportunity as needed – step-by-step instructions, talking points, legal support, sample resolutions, and more.
- Meaningful action is led first by prayer. Pray daily for God’s wisdom, protection, and strategy.

“The best strategies for faith impact are those which can be made clear, understandable, doable, and capable of being implemented by the acts of a single individual.”

Congressman Randy Forbes
NSC and CPCF President



01

02

03

04

05

06



Background



Why is this important?

Increasingly, students are being told they cannot talk about God in the classroom. For example, a first grader was asked to do an assignment on what makes her special. Her response was that she is special because God loves her. She was negatively reprimanded by the teacher and told she could not mention God in school. By promoting our National Motto, children will be reminded that they are free to talk about God in school, or anywhere else publicly, at any time they would like.

Additionally, America was built on a proposition that there is something greater than ourselves. Our founders recognized and declared to the entire world that our rights come from a Creator. When you walk into a government building, you will usually see pictures of government leaders on the wall. It is a reminder to the people who work in that building that the building belongs not to them, but to the people of the United States. By displaying “In God We Trust”, we are proclaiming that there is an authority even above our leaders; an authority of rightness from which our rights come.



Precedent



- ➔ July 30, 1956: President Eisenhower signed into law “In God We Trust” as our National Motto
- ➔ 2006: U.S. Senate reaffirms “In God We Trust” as our Motto on the 50th anniversary of its adoption
- ➔ 2011: U.S. House of Representatives voted overwhelmingly (396-9) to reaffirm “In God We Trust” as the official Motto and encourage its public display in all public buildings, public schools, and other government institutions
- ➔ State and local lawmakers are also passing measures to ensure our Motto’s public display



No court anywhere in the United States has ever held that the public posting of “*In God We Trust*” violates the Constitution. Anti-faith groups continually challenge the constitutionality of the Motto, and time and again have failed. Courts across the country repeatedly affirm the constitutionality of our Motto, and resolutely reject the notion that it promotes the establishment of religion.



Who is putting up “In God We Trust”?



700+ city councils



Tens of thousands of posters
in public schools



Thousands of
first responder vehicles



3,000,000+ displays on
cars, homes, and
businesses

 [Click here to read about
“In God We Trust”
going up across America](#)



Impact Opportunities



“In God We Trust” Impact Opportunities

Click the links below to move directly to the impact opportunity on the following pages:

Government Building Displays

Ask your Council to pass a resolution to display our National Motto in city councils or other government institutions



Public School Displays

Join the effort to display posters in schools



First Responder Displays

Encourage First Responders in your community to add the Motto to their vehicles and uniforms



Personal Displays

Display our Motto in your home, car, or workplace



IGWT Anniversary

Celebrate the anniversary of the establishment of “In God We Trust” as the U.S. National Motto



Additional Opportunities

Display our Motto at your business, church, or event



01

02

03

04

05

06



Government Building Displays – City Councils

Ask Your City Council to Pass a Resolution to Display Our National Motto in Chambers

More than 700 city councils have passed measures to display the Motto in their chambers and other public buildings. Materials below have been used successfully in cities across the country, thanks to the efforts of Jacquie Sullivan.

Step-by-step instructions to help get “In God We Trust” up in your city:



01

Research [Click here](#) to find out if your state has passed a measure regarding the display of “In God We Trust.” [Click here](#) to find out if your City Council has voted yes to display the Motto. Find out whether your city hall is displaying “In God We Trust” – go in-person or call the city clerk’s office. If IGWT is not displayed, ask for the name and email address of the city clerk or city manager, whichever is responsible for distributing information to the city council members. You can also find this information on Wikipedia.

02

Contact Email or deliver your request to the city clerk or manager including the supporting documents listed below, revised with relevant information as needed. In the email or letter, you are requesting that the display of IGWT be put on the agenda for consideration. Include with your email or letter:

- 1) [Sample Resolution and Legal Precedent](#)
- 2) [List of 700 city councils that have IGWT displayed](#)

Note on the email or envelope: “Please distribute to elected officials and appropriate staff.”

03

Follow Up Call the city clerk or manager and ask if they received your letter/email using this script: “Hello, I am _____. I would like the city council to consider a vote to display In God We Trust. The top of the letter says to please distribute to the elected officials. Did you receive it?”

04

Track Track when the measure will be presented on the Council agenda by monitoring the publicly posted Council Agenda.

05

Support Gather as many people as possible to attend the council meeting on the day of the vote.

06

Continued



Government Building Displays – City Councils, cont.

Ask Your City Council to Pass a Resolution to Display Our National Motto in Chambers

Speak	Speak in support of the measure at the Council Meeting using the talking points and materials provided, and recruit to speak also. Check your city council’s procedures and deadlines for speaking in front of council, by checking their website or calling the City Clerk’s office.
Thanks	If the council votes yes, send a Thank You/Congratulations letter to council members.
Installation	Call council members who voted yes and provide the following guidance: 1) Private donations are preferred for the materials and installation of the sign. We do not recommend public funds be used, but that is ultimately their decision. 2) Form a committee to determine the type of display, location of display, and funding for the display.
Funding	If private funding is required to create and install the display, gather friends and family or invite members of your Faith Impact Group to contribute to the display. Consider local business sponsors and even asking city council members to donate as a gift to the community. Confer with the Council Member on contribution process.
Alert	After the display is installed, alert the community and local media regarding the positive actions the city council has taken to affirm America’s national motto, indicate who supported it and who did not.
Displays	Visit https://cpcfonline.com/ for “In God We Trust” display ideas.
Repeat	Repeat this process in neighboring cities with the added step of including the information that the neighboring city just displayed the national motto as encouragement for them to do the same.
Report	Click below to add your Council display to the growing list of “In God We Trust” displays across America.



 [Click here to report your success](#)



Public School Displays

Join the effort to display posters in schools

Many states have passed measures requiring the display of our National Motto “In God We Trust” in public schools, but putting the motto on display requires private funding and effort. A few moments of your time will have a big impact on our culture and help shape the future of our country for our children and grandchildren.

Step-by-step instructions for how you can help put “In God We Trust” in public schools:



Research [Click here](#) to find out if your state has passed a measure regarding the display of “In God We Trust.”

If no, Contact If your state does not have an IGWT measure in place, contact your local school principal and ask if he or she is interested in posting a display of our National Motto “In God We Trust” on their own.

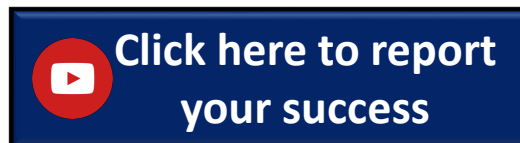
If yes, Contact If your state has an IGWT measure, contact your School Superintendent or Principal to find out whether they are in compliance with the measure and appropriately displaying the National Motto.

Posters If your school(s) needs displays, you can order framed or unframed posters. [Click here](#) to order.

Distribute Deliver the posters to schools – recruit assistance if needed to distribute many posters.

Track Keep track of posters you deliver and click below to add your school to the growing list of schools displaying IGWT, by telling us the name of the school and state where it’s located.

Donate To make a donation that will go directly toward putting up “In God We Trust” posters in public schools across America, [click here](#) to make your gift.



First Responder Displays

Encourage First Responders in your community to add the Motto to their vehicles and uniforms


“In God We Trust” is displayed on the vehicles and uniforms of thousands of first responders across America.

Step-by-step instructions for how you can help first responder agencies display “In God We Trust”:



Contact	Contact your local Fire Chief or Police Chief and ask if they are interested in putting “In God We Trust” on their department vehicles.
If unsure	Offer to provide the information presented in this emailable kit and encourage them to proudly display our Motto on their vehicles and uniforms.
If yes	Click here to purchase an “In God We Trust” bumper sticker or research alternative decal designs.
Funding	Determine if private funding is required to create the displays. If it is, gather friends and family or invite members of your Faith Impact Group to contribute to the display.
Report	Click below to report how many vehicles added the Motto to include them in the growing list of departments.



 [Click here to report your success](#)



Personal Displays


Display our Motto in your home, car, or workplace

Millions of Americans are affirming their trust in God – and the freedom to proclaim it – by publicly displaying our National Motto. More than 3,000,000 “In God We Trust” decals and displays are up on cars and in homes, businesses, and more across the nation.

Here are several ways you can personally display “In God We Trust”:

Decals	Purchase decals and displays for your car, home, workplace, and more. Click here to purchase or use your own display.
Displays	Purchase “In God We Trust” posters or other displays and products to display the Motto. Click here to purchase or use your own display.
Share	Click here to order extra displays for friends and family.
Report	Click below to add your display to the growing list of “In God We Trust” across America



 [Click here to report your success](#)



Celebrate the Anniversary of “In God We Trust” as America’s National Motto

On July 30, 1956 President Eisenhower signed into law “In God We Trust” as our National Motto. In 2011, Congress voted overwhelmingly to reaffirm our national motto and encourage its public display, and many state and local lawmakers have passed similar measures.

The anniversary on July 30th is the perfect opportunity to proudly proclaim that it is “In God We Trust.”

Click below for resources:

[Talking Points](#)

[Social Media Posts](#)

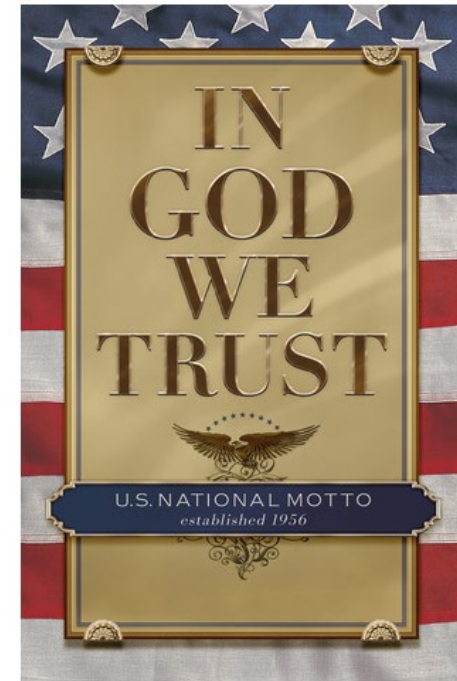
[Email Template](#) for Your Network

[Sample Press Release](#)

Legislators: [Sample Resolution](#) affirming motto and encouraging its display

[In God We Trust Products](#): School posters, decals, mouse pads, and more

[Story about “In God We Trust” in the Capitol Visitors Center](#)



01

02


03

04

05

06



 [Click here to report your success](#)



Additional Opportunities

More ways to display “In God We Trust”

If you are a.....

Private Business	Post an “In God We Trust” display in your lobby or other common areas. Click here for display ideas, or create your own.
Church	Post an “In God We Trust” display in the Narthex or other common areas. Click here for display ideas, or create your own.
Conference Organizer	Use “In God We Trust” as your backdrop on stage and other meeting spaces
Report	Click below to add your display to the growing list of “In God We Trust” across America



Appendix



Appendix

 Talking Points

 Legal Support

 Resources



Talking Points

Read and practice using these talking points

Evidence of Government Support for 'In God We Trust'

The phrase is found in the fourth verse of our National Anthem. By the War of 1812, this national sentiment was so entrenched that Francis Scott Key, in penning the fourth verse of our national anthem, "The Star-Spangled Banner," wrote: "And this be our motto—'In God is our trust.'"

The phrase first appeared on U.S. coins in 1864.

The first paper money with the phrase 'In God We Trust' was printed in 1957.

The National Motto, 'In God We Trust,' was created by Act of Congress in 1956. The bill was signed into law on July 30th 1956 by President Eisenhower.

The National Motto was affirmed in 2002, and then in 2011 the U.S. House of Representatives overwhelmingly (396 to 9) passed a resolution reaffirming the National Motto and encouraging the public display of this motto in all public buildings and public schools.

Numerous state legislatures have passed similar laws and are encouraging schools and state offices to place a poster with the National Motto in every classroom.



Talking Points (cont.)

Read and practice using these talking points

Display of 'In God We Trust' in Government Buildings

The National Motto is inscribed in gold letters above the speaker's rostrum in the U.S. House of Representatives. The National Motto is also inscribed on the walls of the United State Senate chambers.

Nearly 100 Members of Congress have the National Motto prominently displayed in their offices.

To date, over 600 cities and counties nationwide display the National Motto in their offices, chambers, official seals, and even on the outside of police and sheriff's cruisers.

The National Motto is displayed in and on countless government buildings, businesses, schools, etc.



Legal Support

No court anywhere in the United States has ever held the public posting of *“In God We Trust”* violates the Constitution. We have strong legal support to uphold and defend our Motto.

Anti-faith groups continually challenge the constitutionality of the Motto, and time and again have failed. Courts across the country repeatedly affirm the constitutionality of our Motto, and resolutely reject the notion it promotes the establishment of religion.

The Motto has been found constitutional in critical court cases:

In 1977, Madalyn Murray O’Hair, the founder of American Atheists, brought suit claiming that the National Motto, “In God We Trust,” and the usage of the National Motto on U.S. coins and currency violated the First Amendment to the Constitution. The federal district court dismissed Ms. O’Hair’s complaint, and the appellate court affirmed. *O’Hair v. Blumenthal*, 462 F. Supp. 19 (W.D. Tex. 1978), *affd.* 588 F. 2d 1144 (5th Cir. 1979), *cert. denied*, 442 U.S. 930 (1979). In dismissing the complaint, the trial court quoted approvingly from a previous circuit court decision (*Aronow v. United States*, 432 F.2d 242, 243 (9th Cir. 1970)) that held that the “national motto and the slogan on coinage and currency ‘In God We Trust’ has nothing whatsoever to do with the establishment of religion. Its use is of a patriotic or ceremonial character and bears no true resemblance to a governmental sponsorship of a religious exercise.” 462 F. Supp. at 19-20.

The court in O’Hair also relied upon the U.S. Supreme Court case of *School District of Abington Township v. Schempp*, 374 U.S. 203 (1963), which considered compulsory reading of the Bible in public schools (something that the Court prohibited). In this opinion involving public schools, Justice Brennan, in a concurring opinion, stated that the National Motto, “In God We Trust,” was “interwoven . . . so deeply into the fabric of our civil polity that its present use may well not present that type of involvement which the First Amendment prohibits.” *Id.* at 303.

U.S. Court of Appeals for the Ninth Circuit, not known for its conservative leanings, in *Aronow v. United States*, held that the motto is “patriotic or ceremonial [in] character” and “has nothing whatsoever to do with the establishment of religion.” And, 40 years later, in *Newdow v. Lefevre*, the Ninth Circuit re-affirmed that holding. The Tenth Circuit reached the same result in *Gaylor v. United States*, 74 F.3d 214 (10th Cir. 1992), *cert. den.*, 517 U.S. 1211 (1996).



National Strategic Center

Building a Culture of Strategy



Building a Culture of Strategy

The National Strategic Center utilizes a large network of leaders and strategists to help build and sustain a Culture of Strategy among the Faith Community.



- ➔ Providing the teaching, training, and usage of the best *Strategic Principles* for leaders on multiple levels and across multiple domains.
- ➔ Fostering strategic dialogues across all spheres of culture.
- ➔ Collecting the strategic ideas and refining them into *Strategies* that can be distributed through a network which empowers groups and individuals to take action.
- ➔ Giving voice to the values behind the strategies. Creating a true flow of strategic ideas between the grassroots and our nation's best strategists.

And you are part of it!

- ➔ Receive action-oriented, step-by-step toolkits to implement the strategies crafted by our nation's top strategists. [Available HERE](#)
- ➔ Offer ideas and input on certain issues or challenges affecting faith in your area.
- ➔ Upload videos of conversations, presentations, or public behavior that are hostile to faith.
- ➔ Report successes that you have had in defending faith so that other Strategic Action Centers can replicate your successes across the nation.
- ➔ Receive trainings and resources on how to think, act, and communicate strategically.



01

02

03

04

05

06

Resources

Bring the following documents to your meeting

Click the links below to access full documents:

[Legal Support for Our National Motto](#)

[Sample City Council Resolution](#)

[National Law Signed by President Eisenhower](#)

[Congressional Resolution Affirming "In God We Trust"](#)

[Other Faith Impact Toolkits](#)



[Click here](#) to tell us about your successes!

[Click here](#) for more ideas and Faith Impact Opportunities!

For more information, contact

(757) 546-2190

Help@NationalStrategicCenter.com

www.CPCFoundation.com/NSC

