This lecture examines how a family values agenda became powerful in American political life and why it appealed to conservative evangelical Christians. Conservative evangelicals thought traditional gender norms would reaffirm lines of authority that social revolutions of the 1960s had undermined. In the 1970s and 1980s evangelicals founded Christian academies and developed homeschooling curricula that put conservative ideas about gender and authority front and center. Campaigns against abortion and feminism coalesced around a belief that God created women as wives and mothers—a belief that conservative evangelicals thought feminists and pro-choice advocates threatened. Christian right leaders championed a particular vision of masculinity in campaigns against gay rights and nuclear disarmament. These political campaigns drew on conservative evangelical beliefs about men, women, children, and authority, making family values the most important force in late twentieth-century American politics.