

## **Staff Reports**

November 14-15, 2015 Meeting of the Libertarian National Committee, Inc.  
Orlando, Florida

### **Executive Director's Report**

**Submitted by Wes Benedict**

Membership and financial reports are submitted separately by Director of Operations Robert Kraus.

### ***Staff***

Since the last meeting, Oliver Hall was hired to serve as General Counsel to the LNC.

Salaried and hourly staff:

- Wes Benedict — Executive Director
- Carla Howell — Political Director
- Robert Kraus — Operations Director
- Casey Hansen — Member Services Manager
- Nick Dunbar — Special Projects

Staff contractors:

- Bob Johnston — Candidate and Affiliate Support Specialist
- Andy Burns - State Affiliate Support Specialist
- Lauren Daugherty – Special Projects
- Elizabeth Brierly –Assistant Editor; helps with various publications

Other contractors used on a regular basis:

- Paula Edwards – FEC Consultant
- Mat Thexton – membership renewal calls
- Denise Luckey – graphic design
- Collin Daugherty—graphic design
- Oliver Hall – Special Counsel
- There are more contractors we use on a semi-regular basis that are not detailed here for things such as cleaning services, HVAC repair, general maintenance, tech support, legal help, ballot access petitioning, and other things.

Major Projects

- Work with Audit Committee

- The LNC adopted a new logo at its last meeting. Staff has worked to update and create new stationery, apparel, brochures, and forms to comply with the new branding.
- Setup convention registrations and web pages and turn over to other staff
- Help new staff work on projects (note to LNC – use of the term “project” in this case is in the
- New Training program

Board Reports with detailed fundraising data follow. Please note that the results reported for appeals that are recent are not the final results. Contributions to appeals continue for months beyond the drop (mailing) date.

## **Employee Tasks & Duties**

### **Wes Benedict: Executive Director**

Primary fundraiser (with lots of help)  
Write some fundraising letters & emails  
Staff hiring, evaluation, assignment of tasks, supervision  
Write contracts for ballot access  
Write contracts for staff contractors  
LNC/Chair interface  
Brand development  
Oversee new logo rollout  
Oversee membership plans, renewals and prospecting  
Manage LPStore.org, design and order promotional items  
Create and monitor Facebook Ads (on hold)  
Help with outreach events  
Oversee LP.org structure and content  
Database troubleshooting, including email contact list

### **Carla Howell: Political Director**

LP News editor  
Liberty Pledge newsletter editor  
Post blog entries, press releases, poll and other information on LP.org  
Writing/Editing - blog, press releases, videos, LP News, other web content  
Media inquiry responses, interviews, travel to interview  
Social Media Management: Facebook, twitter, etc.  
Giving speeches, travel (State Events)  
Candidate recruitment, coaching, support, support literature, LP solutions, talking points  
Campaign and candidate support  
Affiliate support  
Creation of LP literature  
General promotion of LP candidates (e.g., radio show)  
Track media hits and contacts  
Miscellaneous meetings with, and inquires from, outside organizations  
Miscellaneous issues concerning members, candidates, affiliates, donors

### **Robert Kraus: Operations Director**

Help with maintenance of LP.org; interface with technical support  
Customer service - internal and external  
Maintain membership/contributor database (Raiser's Edge)  
Assist with mem database troubleshooting and cleanup  
Supervision of Mem support Specialist  
Administrator of lp.org & hq.lp.org email and group list servers  
Maintain compliance with government policies, especially the FEC  
Managing lawsuits and other legal matters with the chair & treasurer  
Managing our ballot access matters & petitioning w-treasurer  
Affiliate support - working w-states on various things  
Manage database updates provided by state affiliates to LPHQ  
Staff liaison to the Convention Oversight Committee & other conv duties

Staff liaison to the Building Fund & Other Committees  
Accounting and bookkeeping (a/p, a/r, maintain QuickBooks)  
Preparation of financial and membership reports  
Provide data to FEC consultant for FEC filing  
Facilities and equipment planning and maintenance  
General purchasing and procurement  
Work with Chair and Treasurer on financial issues & audit  
Record & Attend LNC meetings (12 hrs every 4 months)  
Maintain membership, financial, and other archives  
Payroll and benefits administration for LP Staff  
Create and maintain Employee Manual  
Maintain LNC contact list (an off-line document and at LP.org)  
Process & manage monthly gifts for direct account draft  
Assist Casey with processing and entering contributions into RE  
Assist in general office upkeep, organization, and ordering of supplies  
Re-check of daily deposits and cash audits  
Miscellaneous: Filing, research, member correspondence

**Nick Dunbar: Membership and Pledge Programs. Special Projects**

Work with vendors for house and acquisition appeals (gets fundraise letters printed)  
Work with vendors for LP News printing and mailing  
Sends monthly renewal email blasts  
Data pulls for donor acknowledgments (thank you notes)  
Update Board Report (Standard report which shows appeal results)  
In house IT support for servers, PC's & phones  
Process monthly gifts for members & get updated info plus Pledge News  
Analyze results on all mail appeals and select segments for lists  
Orders LP stationery, letterhead, envelopes

**Bob Johnston: Member, Candidate and Affiliate Support**

Call Libertarian candidates to find out the information they need to run for office  
Keep track of our current ballot access in each state  
Compile LP candidate data and update LP.org web site  
Monthly Donors: call and email those whose cards expire  
Miscellaneous projects, e.g., compiling filing requirements for affiliates  
Compile LP elected officials data and update LP.org web site  
Compile election results for LP candidates  
Address general questions and complaints from members  
Provides customer service to state and local affiliates  
Manage LP.org blog

**Casey Hansen: Member Services & Affiliate Relations**

Maintain Events Listing on LP.org  
Create new records for people who ask for information packets  
Prepare data for new memberships and print letters for membership cards  
Prepare information packets for new inquiries  
Print and mail special mail projects (annual reports, Christmas cards, etc.)

Print and send membership cards to monthly pledgers  
Update and maintain records in RE  
Design website for state affiliates  
Maintain State Chair and State Organization contact lists  
Convention and LNC Meeting Prep  
Photocopy checks before deposit  
Prepare daily reports and do daily cash audits  
Process and cage all checks, credit cards and cash received via mail into RE  
Process and cage all web transactions into RE (varies greatly)  
Process refunds and contribution returns  
Print and send acknowledgements of donations  
Prepares email updates lists  
Each month, import website recurring gift transactions into Raiser's Edge  
Import new inquiries and volunteers into RE  
Greet visitors to the office  
Produce and mail LP information packets  
Generate weekly inquiries list  
Put together and mail merchandise orders  
Produce and mail LP membership card packets  
Sort and tag physical monetary contributions (checks, cc, and cash)  
Address general questions and complaints from members  
Answer and direct incoming phone calls  
Monitor and sort incoming email to LP email addresses  
Maintain address and contact information for members  
Accept, open, and deliver courier packages  
Accept, open, and sort mail from USPS  
Deposit checks at bank after they have been processed & verified

**Lauren Daugherty: Special Projects**

Write fundraising letters; oversee graphic design  
Write fundraising emails  
Write press releases  
Write op-eds  
Post content on LP.org  
Send broadcast emails

**Andy Burns: Affiliate Development Specialist**

Provide tools and support to state affiliates  
Help states with fundraising  
Help states with database management  
Provide customized marketing and support materials

**Elizabeth Brierly: Assistant Editor**

Layout of LP News  
Layout of Liberty Pledge News  
Posting content to LP.org  
Manage LP.org/convention content

2014 Appeals as 2015-10-31				Page 1 of 1									
Official Mailing ID	Drop Date	Title	# of Pieces Mailed	Target Population	Gross Revenue	Total Costs	Net Revenue	No of Donors	Percent Response	Average Gift Amount	Cost to Raise \$1.	ROI	Cost per Donor
House													
1402 HO	2/10/14	urgent yellow	34,992	most recent contributors	\$29,089.00	\$10,714.91	\$18,374.09	509	1.45%	\$57.15	\$0.37	\$2.71	\$21.05
1403 HO	3/21/14	annual report	19,584	stakeholders Jan 01, 2013 - Present	\$28,958.00	\$19,034.62	\$9,923.38	289	1.48%	\$100.20	\$0.66	\$1.52	\$65.86
1405 HO	5/15/2014*	building Fund	800	previous building fund donors (first class)	\$9,458.00	\$1,192.00	\$8,266.00	87	10.88%	\$108.71	\$0.13	\$7.93	\$13.70
1406 HO	6/13/14	Voter Demand	19,998	most recent contributors	\$14,641.00	\$7,573.00	\$7,068.00	244	1.22%	\$60.00	\$0.52	\$1.93	\$31.04
1408 HO	9/3/14	Urgent - Layoff	19,992	most recent contributors	\$28,020.00	\$6,274.00	\$21,746.00	394	1.97%	\$71.12	\$0.22	\$4.47	\$15.92
1411 HO	11/10/14	Porcupine	22,561	most recent contributors	\$20,305.00	\$7,339.00	\$12,966.00	240	1.06%	\$84.60	\$0.36	\$2.77	\$30.58
Subtotal House					\$130,471.00	\$52,127.53	\$78,343.47	1,763	1.49%	\$74.01	\$0.40	\$2.50	\$29.57
2014 LP NEWS	VARIES								#DIV/0!	#DIV/0!			
Subtotal House Appeals Incl. LP News					\$130,471.00	\$52,127.53	\$78,343.47	1,763	1.49%	\$74.01	\$0.40	\$2.50	\$29.57
Renewals													
1401 RE	1/31/14	2012 2013 letter	4,104	Std 6 Mo renewal	\$9,580.00	\$1,560.11	\$8,019.89	182	4.43%	\$52.64	\$0.16	\$6.14	\$8.57
1402 RE	2/28/14	2012 2013 MM letter	3,562	Std 6 Mo renewal	\$12,149.00	\$1,354.82	\$10,794.18	210	5.90%	\$57.85	\$0.11	\$8.97	\$6.45
1403 RE	4/6/14	2012 2013 MM letter	4,502	Std 6 Mo renewal	\$10,194.00	\$1,567.79	\$8,626.21	206	4.58%	\$49.49	\$0.15	\$6.50	\$7.61
1404 RE	4/24/14	2012 2013 MM letter	3,976	Std 6 Mo renewal	\$9,777.00	\$1,386.16	\$8,390.84	196	4.93%	\$49.88	\$0.14	\$7.05	\$7.07
1405 RE	5/31/14	2012 2013 MM letter	2,425	Std 6 Mo renewal	\$8,985.00	\$1,060.91	\$7,924.09	189	7.79%	\$47.54	\$0.12	\$8.47	\$5.61
1406 RE	7/10/14	life member	12,834	current non-life members	\$23,421.00	\$8,213.45	\$15,207.55	55	0.43%	\$425.84	\$0.35	\$2.85	\$149.34
1407 RE	7/31/15	wes upgrade appeal	3,100	Std 6 Mo renewal	\$15,534.00	\$1,342.00	\$14,192.00	295	9.52%	\$52.66	\$0.09	\$11.58	\$4.55
1408 RE	9/17/14	wes upgrade appeal	3,713	Std 6 Mo renewal	\$18,465.00	\$1,294.00	\$17,171.00	326	8.78%	\$56.64	\$0.07	\$14.27	\$3.97
1409 RE	10/8/14	wes upgrade appeal	4,211	Std 6 Mo renewal	\$14,814.00	\$1,652.40	\$13,161.60	256	6.08%	\$57.87	\$0.11	\$8.97	\$6.45
1410 RE	11/7/14	wes upgrade appeal	2,540	Std 6 Mo renewal	\$10,720.00	\$783.00	\$9,937.00	191	7.52%	\$4.10	\$0.07	\$13.69	\$4.10
1411 RE	12/12/14	wes upgrade appeal	5,402	Std 6 Mo renewal	\$17,662.00	\$2,026.00	\$15,636.00	286	5.29%	\$61.76	\$0.11	\$8.72	\$7.08
1412 RE	1/12/15	wes upgrade appeal	5,234	Std 6 Mo renewal	\$11,245.00	\$1,781.00	\$9,464.00	210	4.01%	\$53.55	\$0.16	\$6.31	\$8.48
Subtotal Renewals					\$162,546.00	\$24,021.64	\$138,524.36	2602	4.68%	\$62.47	\$0.15	\$6.77	\$9.23
Lapsed													
1406 LA	7/7/14	Please Renew Your Mem	31,748	long term expired	\$13,318.50	\$9,056.41	\$4,262.09	249	0.78%	\$53.49	\$0.68	\$1.47	\$36.37
1410 LA	11/7/14	wes upgrade appeal	12,286	long term expired	\$8,510.00	\$2,856.80	\$5,653.20	137	1.12%	\$62.12	\$0.34	\$2.98	\$20.85
Subtotal Lapsed					\$21,828.50	\$11,913.21	\$9,915.29	386	0.88%	\$56.55	\$0.55	\$1.83	\$30.86
Prospecting													
1404 PR-0	4/10/14	Reg LP - No premium	29,296	Registered Libertarians	\$2,547.95	\$8,784.41	-\$6,236.46	54	0.18%	\$47.18	\$3.45	\$0.29	\$162.67
1404 PR-1	4/10/14	Reg LP - book , t-shirt	29,295	Registered Libertarians (plus cost of prem)	\$4,539.00	\$8,784.41	-\$4,245.41	122	0.42%	\$37.20	\$1.94	\$0.52	\$72.00
Subtotal Prospecting					\$7,086.95	\$17,568.82	-\$10,481.87	176	0.30%	\$40.27	\$2.48	\$0.40	\$99.82
WEB													
Web Contributions		Donations			\$63,970.00		\$63,970.00	646		\$99.02			
Web New Members		New Members			\$53,491.00		\$53,491.00	1,556		\$34.38			
Web Renewals		Renewal Memberships			\$171,774.00		\$171,774.00	2,654		\$64.72			
WHITE MAIL													
White Mail Contributions		Donations			\$30,149.00		\$30,149.00	175		\$172.28			
White Mail for Membership		Membership			\$14,615.00		\$14,615.00	180		\$81.19			
Subtotal for Web and White Mail					\$333,999.00		\$333,999.00	5,211		\$64.09			
SPECIAL PROJECTS													
1404 HO		ballot fund - email		piryx	\$8,285.00		\$8,285.00	153		\$54.15			
2014 GRAND TOTAL					\$664,216.45	\$105,631.20	\$558,585.25	10,291		\$64.54			

## Costs, Dates, and Revenue from Direct Mail Projects 2008 through 2015

### 2015 Appeals as 2015-10-31

Official Mailing ID	Drop Date	Title	# of Pieces Mailed	Target Population	Gross Revenue	Total Costs	Net Revenue	No of Donors	Percent Response	Average Gift Amount	Cost to Raise \$1.	ROI	Cost per Donor
<b>House</b>													
1501 HO	1/5/15	PSD&C	20,471	most recent contributors	\$22,537.00	\$6,665.00	\$15,872.00	387	1.89%	\$58.24	\$0.30	\$3.38	\$17.22
1502 HO	2/23/15	4 carrier test	19,998	most recent contributors	\$9,997.00	\$7,841.00	\$2,156.00	173	0.87%	\$57.79	\$0.78	\$1.27	\$45.32
1504 HO	4/20/15	yellow urgent - BA	19,987	most recent contributors	\$14,734.00	\$6,364.00	\$8,370.00	235	1.18%	\$62.70	\$0.43	\$2.32	\$27.08
1505 HO	6/1/15	Annual Report	18,068	stakeholders Jan 01, 2014 - Present	\$13,947.00	\$13,876.00	\$71.00	170	0.94%	\$82.04	\$0.99	\$1.01	\$81.62
1506 HO	6/29/15	logo survey	19,986	most recent contributors	\$12,227.00	\$8,561.00	\$3,666.00	343	1.72%	\$35.65	\$0.70	\$1.43	\$24.96
1507 HO	8/3/15	OK Ballot Access	21,156	recent contributors + OK all + 5yr BA	\$22,392.00	\$7,542.00	\$14,850.00	211	1.00%	\$106.12	\$0.34	\$2.97	\$35.74
1510 HO	10/14/15	New Logo	19,989	recent contributors	\$4,890.00	\$8,056.00	-\$3,166.00	100	#REF!	#REF!	#REF!	#REF!	#REF!
<b>Subtotal House</b>			<b>139,655</b>		<b>\$100,724.00</b>	<b>\$58,905.00</b>	<b>\$41,819.00</b>	<b>1,619</b>	<b>1.16%</b>	<b>\$62.21</b>	<b>\$0.58</b>	<b>\$1.71</b>	<b>\$36.38</b>
<b>Renewals</b>													
1501 RE	1/29/15	wes upgrade appeal	5,226	Std 6 Mo renewal	\$12,944.00	\$1,516.00	\$11,428.00	240	4.59%	\$53.93	\$0.12	\$8.54	\$6.32
1502 RE	3/6/15	wes upgrade appeal	4,585	Std 6 Mo renewal	\$11,615.00	\$1,521.00	\$10,094.00	207	4.51%	\$56.11	\$0.13	\$7.64	\$7.35
1503 RE	3/26/15	wes upgrade appeal	4,046	Std 6 Mo renewal	\$11,837.00	\$1,444.00	\$10,393.00	220	5.44%	\$53.80	\$0.12	\$8.20	\$6.56
1505 RE	5/31/15	wes upgrade appeal	3,394	Std 6 Mo renewal	\$3,315.00	\$1,227.00	\$2,088.00	49	1.44%	\$67.65	\$0.37	\$2.70	\$25.04
1507 RE	7/23/15	wes upgrade appeal	4,353	Std 6 Mo renewal	\$29,562.00	\$1,486.00	\$28,076.00	530	12.18%	\$55.78	\$0.05	\$19.89	\$2.80
1508 RE	8/25/15	wes upgrade appeal	4,205	Std 6 Mo renewal	\$14,315.00	\$1,362.00	\$12,953.00	256	6.09%	\$55.92	\$0.10	\$10.51	\$5.32
1509 RE	9/30/15	wes upgrade appeal	3,460	Std 6 Mo renewal	\$5,395.00	\$1,335.00	\$4,060.00	83	2.40%	\$65.00	\$0.25	\$4.04	\$16.08
1510 RE	10/28/15	wes upgrade appeal	3,563	Std 6 Mo renewal			\$0.00		0.00%	#DIV/0!	#REF!	#REF!	#REF!
<b>Subtotal Renewals</b>			<b>35,680</b>		<b>\$97,094.00</b>	<b>\$13,167.00</b>	<b>\$83,927.00</b>	<b>1737</b>	<b>4.87%</b>	<b>\$55.90</b>	<b>\$0.14</b>	<b>\$7.37</b>	<b>\$7.58</b>
<b>Lapsed</b>													
1502 LA	2/9/15	Please Renew Your Mem	29,989	long term expired	\$5,256.00	\$9,580.00	-\$4,324.00	114	0.38%	\$46.11	\$1.82	\$0.55	\$84.04
1508 LA	8/12/15	Please Renew Your Mem	26,120	long term expired	\$3,625.00	\$7,487.00	-\$3,862.00	92	0.35%	\$39.40	\$2.07	\$0.48	\$81.38
<b>Subtotal Lapsed</b>			<b>77,334</b>		<b>\$8,881.00</b>	<b>\$17,067.00</b>	<b>-\$8,186.00</b>	<b>206</b>	<b>0.27%</b>	<b>\$43.11</b>	<b>\$1.92</b>	<b>\$0.52</b>	<b>\$82.85</b>
<b>Prospecting</b>													
<b>Subtotal Prospecting</b>			<b>0</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>
<b>Web &amp; White mail</b>													
Web Contributions		Donations			\$23,446.00		\$23,446.00	229		\$102.38			
Web New Members		New Members			\$29,300.00		\$29,300.00	863		\$33.95			
Web Renewals		Renewal Memberships			\$78,186.00		\$78,186.00	1,384		\$56.49			
White Mail Contributions		Donations			\$45,278.00		\$45,278.00	77		\$588.03			
White Mail for Membership		Membership			\$9,162.00		\$9,162.00	129		\$71.02			
<b>Subtotal for Web and White Mail</b>					<b>\$185,372.00</b>		<b>\$185,372.00</b>	<b>2,682</b>		<b>\$69.12</b>			
<b>2015 GRAND TOTAL</b>					<b>\$291,347.00</b>	<b>\$30,234.00</b>	<b>\$261,113.00</b>	<b>4,625</b>		<b>\$62.99</b>			

# **LNC Political Director & LP Communications Report**

**July 13, 2015 – Nov 9, 2015**

**Prepared by Carla Howell**

## **Projects and one-time activities:**

- Organized and managed first offering of “LP Activist Training by Libertarians for Libertarians” in D.C. area. Very positive feedback. 29 registrants and overall low cost. Working on scheduling next training.
- Live tweeting during GOP debates
- Wrote articles for and edited *LP News* September & December issues. Elizabeth Brierly now doing layout and assistant editing.
- Compiled, edited August, September, October issues of *Liberty Pledge*. Elizabeth Brierly now doing layout and assistant editing.
- Spoke at LP South Carolina convention; met with LP organizers in Rhode Island
- Updated campaign guide *Game-Changing Libertarian Communications*
- With Nick, worked with two groups that have filed lawsuits against CPD in which LNC is plaintiff (Our America Initiative, Change the Rules)

## **Regular activities:**

- Support state chairs and key state activists in candidate recruitment; recruit individual candidates when opportunities arise
- Research and develop talking points for candidates and media interviews
- Coach candidates and lead sessions of Who’s Driving
- Write, format, send emails via iContact, usually compilations of recent blogs, press releases and important announcements. With Elizabeth Brierly, have maintained rate of bi-weekly emails for several months.
- Write news releases
- Edit and write blogs. Bob Johnston oversees. Have maintained frequency of blogs at approximately five per week.
- TV, radio and print interviews – book interviews and do ones that Nick Sarwark doesn’t do.
- Assist with state ballot access, lawsuits, petitioning issues as needed.
- Correspond with elected Libertarians



- Attend DC-area events and keep in contact with key libertarian organizations and allies on specific issues, e.g., represent.us (non partisan “anti-corruption”)
- Oversee posting of Facebook memes to LP.org
- Miscellaneous admin: e.g. update/create iContacts lists, ensure cross-posting content to FB/Twitter; help maintain candidate contacts spreadsheet and list of candidates to cover; misc. LP.org updates
- Take miscellaneous phone calls and occasionally meet with walk-in visitors at headquarters
- Maintain relationship with VoiceAmerica to maintain LP show *Libertarians Working For You* for free.

### **Press Releases this period**

- Old Parties Collude on Budget Deal to Put Americans Deeper in Debt
- Libertarian Party: Stop Border Patrol drug-busting of U.S. citizens
- Libertarian and Green Parties Sue FEC for Anti-Trust Violations in Presidential Debates
- Libertarian Party responds to new Gallup Poll
- Libertarians versus Donald Trump
- How Your Vote Matters to Black Lives

### **Blogs this period**

- LP presidential candidate on Stossel show tonight after debate
- LNC Meeting November 14-15, 2015 in Orlando, FL
- LPIN mayoral candidate, only six votes behind, considering a recount
- Fall 2015 Libertarian Vote Totals
- Eleven Libertarians elected to office Tuesday
- Commission on Presidential Debates won't change the 15% poll rule
- Stossel Post-Debate Show Will Feature Libertarian Perspective
- Libertarians Working For You show features Father Larry Beane and Andy Craig
- Arkansas LP nominates candidates for 2016 office
- Presidential candidate debate at the Massachusetts LP convention
- Jesse Ventura Considering Run for President on the Libertarian Ticket
- Libertarian tax protester Irwin Schiff dies in prison
- LP Political Director Carla Howell interviewed on CCTV
- Libertarians Working For You show, with Jeffrey Ragas on foreign policy
- Washington Times contrasts LP frugality with Obama's taxpayer-funded vacations
- U.S. Supreme Court Won't Hear California Minor Party Lawsuit Against Top-Two
- 2016 State Conventions
- Libertarians are not Republicans: an LP leader's interview with MinnPost
- LEGALIZE FREEDOM winner of 2016 convention theme contest

- Libertarians Working For You show, with Carla Howell and Nicholas Sarwark on the benefits of cutting government
- Sputnik News Features LP Chair Sarwark on Trans-Pacific Partnership
- Gallup Poll: Informed Americans Rate Both Parties in Congress Worse
- Help choose theme for 2016 convention
- Maine Libertarian Party Registration Drive Seems Likely to Succeed
- LP Activist Training By Libertarians, For Libertarians October 16-18 in Alexandria, VA
- Libertarians Working For You show, with Wendy Adams on education, and Dr. Mary Ruwart on the FDA
- Washington Times article on the Libertarian and Green Party lawsuit
- Reason Magazine blogs the arguments for the LP's lawsuit against the Presidential Debate Commission
- Washington Post: Libertarians, Greens ready lawsuit against CPD
- CPD Offers Token Response Under Pressure to Open Presidential Debates
- Libertarians Working For You Show on education with Jason France, and on immigration
- Presidential debate at the Massachusetts LP convention
- 2016 LP Presidential candidates
- Libertarians Working For You show on what an elected Libertarian official can accomplish with Matt Schutter, and on crony capitalism with Marty Swinney
- New Libertarian Logo Polo Shirt
- Oklahoma's Libertarians look to give voters another choice in '16 election
- LP News September 2015 issue is now online
- Libertarians Working For You show on tax cuts, with Michael Vogt, Andy Bakker, and Marty Swinney
- Libertarians Working For You show, with Daniel Hayes, Gregory Todd Rice, and Damien Caillault
- Union Leader sides with Libertarians in protest of NH court ruling
- Speaking opportunity for 2016 LP Presidential candidates
- U.S. District Court Upholds New Hampshire Law that Makes it Illegal to Circulate Party Petition in Odd Years
- Libertarians Working For You show, with Carla Howell
- Georgia Libertarian for governor featured in Atlanta Journal-Constitution
- Feldman, Perry, Kerbel running for LP presidential nomination
- Three new people join Libertarian Party Headquarters team
- BAN publisher Richard Winger featured in Guardian article about Trump
- Libertarians Working For You show, with Mike Dodd, Roland Riemers, Dr. George Phillies, and Peter Rohrman
- New York Libertarians take pistol permit law to court
- LPMN Seeking New Executive Director
- Libertarians Working For You show, with Gavin O'Keefe and Peter Rohrman
- Slate of Libertarian candidates in Anderson, Indiana removed from ballot

- Washington LP has three candidates finish first or second to advance to the general election
- Donate \$49.99 and get Mary Ruwart's book Healing Our World
- Dane County Libertarians help feed the hungry in Madison, WI
- Florida Libertarians sponsor candidate forum
- Libertarians Working For You show, with Wendy Adams, Dr. George Phillies, and J. J. Summerell
- Help us match \$30k pledge for ballot access
- Minnesota LP Executive Director interviewed on KTLK-AM
- Read Nick's piece printed by the Miami Herald
- GOP tries to remove Indiana Libertarian city office slate
- Alabama LP to host rally to bring Uber and Lyft to Birmingham
- Libertarians Working For You show, with Adam Hutchison and Lily Williams
- U.S. District Court Rules Pennsylvania System of Imposing Costs on Minor Party Petitions that Lack Sufficient Signatures is Unconstitutional
- LNC Chair interviewed on LavaFlow podcast
- Religion Poll and Christian Libertarian Conference in Austin August 7-8
- LNC Chair interview on Lions of Liberty podcast
- Libertarians Working For You Show, with Peter Rohrman, Bridget Ulrich, and Mark Anderson
- Three Libertarians running in one Indiana town council
- Poll: What religion are Libertarians?
- Elected Libertarian blocks blight ordinance

## **LP Media coverage**

Below is a partial list of national LP media interviews (does not include several not logged, state affiliate or candidate-specific coverage, LP mentions where we were not interviewed, or interviews that Chair Sarwark or others booked without LPHQ involvement):

- 10/16/ Washington Times on LP Activist Training
- 10/15 CBS / WCCO-TV interview of Carla Howell for Jesse Ventura story
- 10/ 13 CCTV interview of Carla Howell
- 9/29 Washington Times on CPD lawsuit
- 9/28 Reason Hit & Run on LP's lawsuit
- 9/18 Chair Sarwark on 4540AM KMLV Louisiana
- 8/4 Chair Sarwark on AM 1420 WBSM-New Bedford, MA
- 8/3 Chair Sarwark Letter to Editor in Miami Herald
- 7/24 Chair Sarwark on Lions of Liberty podcast
- 7/10 Sputnik interview of Chair Sarwark on Trans-Pacific Partnership

# Director of Operation's Report – Nov 2015

by Robert Kraus

## **Blackbaud – Data Dumps – Internal Customer Service**

We continue to do various on going clean ups of emails and other items in the dumps. As part of our effort to have accurate data – Casey tests all emails on new and renewed memberships by sending them all a quick “thank you, your membership card has been mailed” email every Monday. Bad emails are then removed from the database.

We also had Mellissa Data run a test on what I-Contact has determined are bad emails to see if they really are bad – and we re-loaded the good emails back into the system.

There are still a number of states that use the old formatted dump which is very cumbersome. We continue to reach out to those states to switch to the updated format which is much easier and simpler to use.

There was a change in what we call our “solicit codes” a couple months ago to better define who gets what kind of mail/phone calls or emails. The change in names appeared in the last couple dumps and only appeared to affect Virginia (which receives the old formatted dump and is using an older data base program). A work-a-round has been found to correct this issue. If any other states need us to use the “old terms” for these solicit codes please let us know.

## **Building Fund**

There is \$3,466 in the restricted building fund account as of 10/31/15. Year to date we’ve made \$22,500 in additional principle payments and the balance owed is now at \$463,947 (the original mortgage amount was \$500,000). We plan on making an additional principle payment of at least \$3,000 this month. Meanwhile Mark Hinkle has volunteered to make some phone calls to folks who gave to the building fund last year to see if they can donate an additional amount to help get us closer to our goal this year of paying down the mortgage.

In terms of maintenance, we have had no major or unexpected expenses the last few months. We do plan on re-filming our windows within the next few weeks at a cost expected to be under \$1,800. This should provide a little savings on the energy front and clean up some of the windows were the old film has been peeling.

We also just hosted the annual meeting an our association fee is expected to only go up by \$5 a month (from \$290 to \$295).

## **FEC Filing**

We continue to file accurate FEC reports and use Paula Edwards to complete the FEC Filing Process on a monthly basis and handle our amendments. The reconciliation and audit steps to this process continue to work to assure that these reports are correct prior to filing, and to insure that the disbursements and contributions match to our cash accounting records.

As a reminder, the FEC reports are done on a cash basis while our financial reports are done on an accrual basis as required by our bylaws which require adherence to GAAP. Therefore, our Statement of Operations will not always look the same as what is reported on the summary page of our FEC Filings.

## **Financial**

Finances remain VERY tight despite the reserve being above the requirement (\$96.3k at end of Oct vs. \$\$117.9k 2 months ago). As of 11/11 we now are down to \$75k unrestricted cash on hand. Aside from considerable upcoming ballot access expenses we have just paid our real estate tax bill for the 2<sup>nd</sup> half of 2015 (\$4,421) plus business property taxes (\$1,589). In addition we have our annual Blackbaud licensing bill of \$13,200 due in Dec.

## **Thank you!**

Robert



## Affiliate Development Specialist Report

Submitted by Andy Burns for the period July 14 - October 14.

### Overview

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The states I decided to work with needed up front work on their branding and website before we could build the value to start asking for money. Fundraising efforts will be emphasized in the next phase.

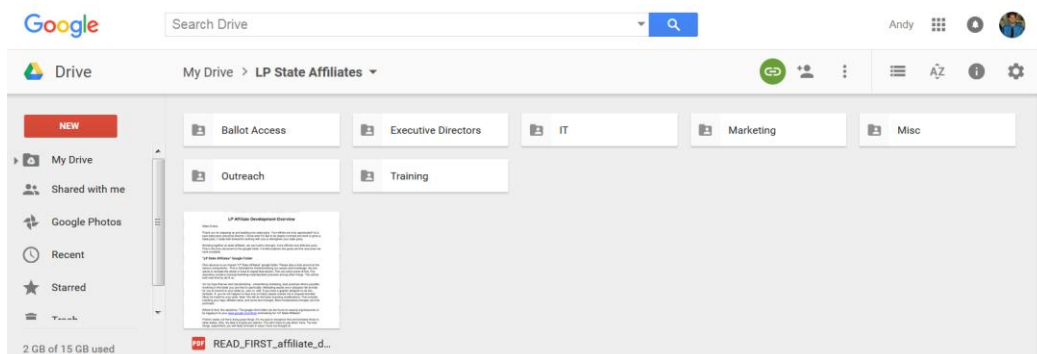
I've either designed new websites or upgrading existing sites. For websites, I am offering states a NationBuilder site or a Wordpress + CiviCRM installation. NationBuilder is an all-in-one platform for building a state's website, maintaining a database and for email broadcasts. Wordpress is a website building tool that is widely used. CiviCRM is a Customer Relationship Management system that is used to manage a database, collect contributions and email supporters. It is open-source and free to use. Thus far I have entered into developing Wordpress site that are already in progress. Shortly I will have a Wordpress template theme that will streamline website building efforts.

One challenge has been getting some of my ideas to get passed through some of the respective state committees. I suspect over time I will gain more trust with them and as I build a track record of successfully assisting states.

### Institutionalize Marketing Assets and Knowledge

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I created a [LP State Affiliates Google Drive](#) repository to get the LP to stop re-inventing the wheel and start sharing with each other. Continuously updated. Strategy based on templating any and all materials states use that are easily customizable. This includes logos, stock web graphics, issue statements, shirts, buttons, yard signs, literature, email templates, etc. The google drive also has the best training materials to date located in one place.



## **Table of Contents (only includes folders)**

1. Ballot Access
2. Executive Directors
3. IT
4. Marketing
  - Business Cards
  - Buttons
  - Literature
  - Logo
  - Shirts
  - Stationery
  - Statue of Liberty photos
  - Web Graphics
    - Web Banners
    - Facebook Covers
    - Issues
    - Sidebar Buttons
  - Yard Signs
5. Outreach
6. Training
  - State Parties
  - Candidates
7. Miscellaneous

## **Partner States Progress (6 states)**

### **Connecticut (start: Late July)**

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#### **Fundraising**

Baseline metric - 2014 funds raised: \$1,119.51. Average monthly revenue: \$93.29

- Fundraising for the period August 1 - Sept 30: \$955. Average monthly revenue: \$477.50
- New membership structure instituted

#### **Websites/Databases**

- New Nationbuilder website, [www.lpct.org](http://www.lpct.org) (old Connecticut site).
- Communications Director Joshua Katz is in charge of NationBuilder and is fully trained on using all functions of it, CMS, CRM, email distribution.
- Went from disorganized state party excel data, not even using national data to it being fully up-to-date and integrated into NationBuilder.
- Put together a plan for responding to inquiries, which they are in the process of putting into action
- Sending newsletter and email blasts regularly

#### **Marketing**

- Using new "torch eagle" LP logo
- Re-branded Facebook and ran inexpensive ad increasing likes by nearly 100 in 2 days
- Utilizing "lit reply card", and "common sense on issues chart" to streamline branding. See template section to see the graphics.

#### **Miscellaneous**

- Adopted divisional org structure: [www.lpct.org/divisions](http://www.lpct.org/divisions)

### **New Jersey (start: Late July)**

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#### **Fundraising**

Baseline metric - 2014 funds raised \$9,764.41. Average monthly revenue: \$813.70

Fundraising for the period August 1 - September 30: \$905. Average monthly revenue: \$452.50

#### **Website/Databases**

- In process of web redesign of njlp.org

#### **Marketing**

- Adopted "lit reply card", and "common sense on issues" chart to streamline branding

#### **Miscellaneous**

- In stage of evaluating a paid ED (have prospect)

### **California (start: Early Sept)**

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#### **Fundraising**

Baseline metric - 2014 funds raised \$26,232. Average monthly revenue: \$2,186

Fundraising for the period August 1 - September 30: \$1,860. Average monthly revenue: \$930.

- Mailing 2500+ current and former national members to drive state membership- A November mailing.
- Wrote fundraising letter and designed stationery.
- Outreach improvement underway (tabling)

#### **Websites/Database**

- Will be installing CiviCRM

### **Virginia (start: mid August)**

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#### **Fundraising**

Baseline metric - 2014 funds raised \$16,582.83. Average monthly revenue: \$1,381.90.

Fundraising for the period August 15 - September 30: \$ (not reported in time). Average monthly revenue: \$(not reported in time).

#### **Website / Databases**

- Wordpress site developed: [www.lpvirginia.org](http://www.lpvirginia.org) (working alongside LPVA group, significant involvement).

## **South Dakota (start: early Oct)**

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- Built new NationBuilder site: [www.lpsouthdakota.org](http://www.lpsouthdakota.org) ([old South Dakota site](#)).

## **Washington State (start: Oct 1)**

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## **Marketing Materials**

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### **Graphic Design contractor - Collin Daugherty**

Collin Daugherty has delivered a strong value to affiliates. We're getting consistent branding across affiliates I am working with and making available all the assets.

8 states have received some level of graphic design support with customization of templated materials. They include California, Connecticut, Illinois, Kansas, Minnesota, Montana, New Jersey and South Dakota.

### **Templating**

Our template strategy is guided on providing a standard template that only needs small customizations for states to use. See items following.

Also, because I can't force states to adopt the new logo but they still may want assistance in all other areas we are providing materials that align with the previous branding guidelines (blue, yellow, white) to match their current logo with materials such as stationery, shirts, web banners, etc. These two versions of the master template are very close together on most materials and usually only involves changing out the new "torch eagle" v. "lady liberty" old logo and/or the porcupine v. eagle.

## **New Logo for States**

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I've encouraged states to adopt the new torch eagle logo. Some have wanted to stick with the lady liberty design.

New "torch eagle" logo: Connecticut, South Dakota.





## Common Sense on Issues Chart

States currently using it and on their site: Connecticut, Minnesota, South Dakota, Maine.

**LIBERTARIAN**  
Fiscally Responsible Socially Accepting

Libertarian Party = Common Sense on Issues!

<b>LEFT POSITIONS</b>	<b>LIBERTARIAN POSITIONS</b>			<b>RIGHT POSITIONS</b>
<b>DISAGREE</b> <ul style="list-style-type: none"> <li>Government regulated economy</li> <li>Military intervention (Somalia, Haiti, Balkans)</li> <li>Using eminent domain for private gain</li> <li>Ban guns</li> <li>Tax funding of government charities</li> <li>Special rights for minorities</li> <li>More government spending</li> </ul>	<b>AGREE</b> <ul style="list-style-type: none"> <li>Personal freedom</li> <li>Non-interventionist foreign policy</li> <li>Tolerance of others' peaceful choices</li> <li>Civil liberties</li> <li>Separation of church and state</li> <li>Equal opportunity</li> <li>Recently supports gay marriage</li> </ul>	<b>LIBERTARIAN</b> <ul style="list-style-type: none"> <li>Government should just defend our rights. Let individuals pursue their own interests.</li> <li>Stop nation-building and being the policeman of the world. Peace through trade and diplomacy.</li> <li>End the failed "War on Drugs" &amp; legalize marijuana</li> <li>Champion of civil liberties &amp; protector of personal privacy</li> <li>Supports small business, entrepreneurship, free markets &amp; capitalism</li> <li>People should marry whomever they want</li> <li>Government spending is largely wasteful and inefficient</li> </ul>	<b>AGREE</b> <ul style="list-style-type: none"> <li>Economic freedom</li> <li>Robust national defense</li> <li>Respect for others' property rights</li> <li>Individual right to keep &amp; bear arms</li> <li>Giving generously to those in need</li> <li>Advancement based on individual abilities</li> <li>Less government spending</li> </ul>	<b>DISAGREE</b> <ul style="list-style-type: none"> <li>Government regulated morality</li> <li>Military adventurism ("regime change")</li> <li>War on Drugs</li> <li>Surveillance state</li> <li>Tax funding of faith-based charities</li> <li>Corporate welfare</li> <li>Marriage should be between a man &amp; a woman</li> </ul>

**Join The Libertarian Party Today!**
**LP.org**

## Lit Reply Card

States who have it printed: New Jersey, Minnesota, Connecticut.  
 Designed: Kansas, South Dakota (will print later).

### Front

**LIBERTARIAN**  
Fiscally Responsible Socially Accepting

**Libertarian Party = Common Sense on Issues!**

LP.org

<b>LEFT POSITIONS</b>	<b>LIBERTARIAN POSITIONS</b>			<b>RIGHT POSITIONS</b>
<b>DISAGREE</b> <ul style="list-style-type: none"> <li>Government regulated economy</li> <li>Military intervention (Somalia, Haiti, Balkans)</li> <li>Using eminent domain for private gain</li> <li>Ban guns</li> <li>Tax funding of government charities</li> </ul>	<b>AGREE</b> <ul style="list-style-type: none"> <li>Personal freedom</li> <li>Non-interventionist foreign policy</li> <li>Tolerance of others' peaceful choices</li> <li>Civil liberties</li> <li>Separation of church and state</li> <li>Equal opportunity</li> </ul>	<b>LIBERTARIAN</b> <ul style="list-style-type: none"> <li>Government should just defend our rights. Let individuals pursue their own interests.</li> <li>Stop nation-building and being the policeman of the world. Peace through trade and diplomacy.</li> <li>End the failed "War on Drugs" &amp; legalize marijuana</li> <li>Champion of civil liberties &amp; protector of personal privacy</li> <li>Supports small business, entrepreneurship, free markets &amp; capitalism</li> </ul>	<b>AGREE</b> <ul style="list-style-type: none"> <li>Economic freedom</li> <li>Robust national defense</li> <li>Respect for others' property rights</li> <li>Individual right to keep &amp; bear arms</li> <li>Giving generously to those in need</li> <li>Advancement based on individual abilities</li> </ul>	<b>DISAGREE</b> <ul style="list-style-type: none"> <li>Government regulated morality</li> <li>Military adventurism ("regime change")</li> <li>War on Drugs</li> <li>Surveillance State</li> <li>Tax funding of faith-based charities</li> <li>Corporate welfare</li> </ul>

## [Back](#)

### I Want to Join the Libertarian Party!

☐ **YES!** I want to become a proud member of the Libertarian Party. Please sign me up at the following annual membership level:

- |                                |            |
|--------------------------------|------------|
| <input type="checkbox"/> \$600 | Patron     |
| <input type="checkbox"/> \$300 | Sponsor    |
| <input type="checkbox"/> \$120 | Supporting |
| <input type="checkbox"/> \$60  | Sustaining |
| <input type="checkbox"/> \$30  | Basic      |
| <input type="checkbox"/> \$10  | Student    |

☐ The Libertarian Party is the Party of Principle. To publicly affirm what we believe - and to ensure that our party never strays from our principles - we ask our members to proudly affirm this statement: I certify that I do not believe in or advocate the initiation of force as a means of achieving political or social goals.

I Would Like to Pay By:

- ☐ Check Payable to "Libertarian Party"  
☐ Cash

First: \_\_\_\_\_ Last: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Street: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Occupation: \_\_\_\_\_ Employer: \_\_\_\_\_

State law requires political committees to report the name, address, and occupation and employer for each individual whose contributions aggregate in excess of \$200 in a calendar year. Political contributions are not tax-deductible.

Prepared and paid for by the Libertarian National Committee, Inc. 1444 Duke St, Alexandria, VA 22314-3403. Not authorized by any candidate or candidate committee.

You can find the [PDF file here](#). It is an easily customizable introduction to the Libertarian Party template for states to use. A [state example](#) is here from New Jersey. Both the new logo and old logo can be used. Simplicity is more appealing than elaborate brochures, especially in the digital age. The goal is to give them the high level information and get them to the website.

### Benefits

- **Easily Understood.** Graphically conveys the main message right away using the "best of both world's" analogy (Fiscally conservative and socially liberal) with how many millennials and a growing segment of the electorate self-identify. Using this appeal places the LP in a market space where there are no competitors in terms of other political parties.
- **Visually appealing** by being in the middle to attract independents and average voters.
- **Shows overlap** with the other parties. We attract people by appealing to the ideals they already have rather than saying their previous beliefs were all wrong. This makes it easier to bring people over.
- **Changes the conversation on being extreme.** Reverses the stereotype that Libertarians are extreme and frames the "Two Old Parties" as the extremists for being on the far left and far right.
- **Efficient.** It is multi-purpose. You can use it at outreach events and for mailings to prospect for new members / follow-up with membership inquiries. It fits in a #9 envelope and has a membership form on the back.
- **Convenient.** It fits in a back pocket. Lit pieces that are too large people are less likely to take.

### State Customization

- Your logo will be inserted in the top left corner ( for states continuing with the old logo a porcupine will be inserted in the middle where the eagle is)
- On the back your state name will be inserted where appropriate

- Insert appropriate membership levels
- Add campaign finance disclaimer language

## Specs and Costs

- The card stock to use is 100# Gloss Cover, whatever house stock your local printer has is fine. Printing is a 4 color process on the front and black on the back - 4/1. Dimensions: 8.5"x3.5". Cost comparison: in MN it was 6.2 cents/piece for 10K.

## Shirts

Versions with the new logo are in the google drive [here](#).



## Stationery



Libertarian Party of New Jersey  
PO Box 56  
Tennent, NJ 07763-0056  
NJLP.org

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Place  
Stamp  
Here

**Fiscally Responsible, Socially Accepting, Pro-Peace!**



Libertarian Party of New Jersey  
PO Box 56  
Tennent, NJ 07763-0056



## Web Graphics

### Website Banners



LEFT POSITIONS		LIBERTARIAN POSITIONS		RIGHT POSITIONS
DISAGREE	AGREE	LIBERTARIAN	AGREE	DISAGREE
<ul style="list-style-type: none"> <li>Government regulated economy</li> <li>Military intervention (Somalia, Haiti, Balkans)</li> <li>Using eminent domain for private gain</li> <li>Ban guns</li> </ul>	<ul style="list-style-type: none"> <li>Personal freedom</li> <li>Non-interventionist foreign policy</li> <li>Tolerance of others' peaceful choices</li> <li>Civil liberties</li> <li>Conservation of resources</li> </ul>	<ul style="list-style-type: none"> <li>Government should just defend our rights, let individuals pursue their own interests</li> <li>Stop nation-building and being the policeman of the world. Peace through trade and diplomacy</li> <li>End the failed "War on Drugs" &amp; legalize marijuana</li> <li>Champion of civil liberties &amp; protection of</li> </ul>	<ul style="list-style-type: none"> <li>Economic freedom</li> <li>Robust national defense</li> <li>Respect for others' property rights</li> <li>Individual right to keep &amp; bear arms</li> </ul>	<ul style="list-style-type: none"> <li>Government regulated morality</li> <li>Military adventurism ("regime change")</li> <li>War on Drugs</li> <li>Surveillance state</li> <li>Free trade of</li> </ul>

Facebook Banners are similar to what is above, just different dimensions.

### Issue Graphics (sampling of them below, 17 in total)

We modified Nevada's issue graphics and made them available.



## Buttons



## Yard signs for Outreach Events

Same as the "don't spy on me" legalize it" and wage peace" designs above. 18"x24"

**\*\*All of these materials are an overview and are not a comprehensive collection of the designed materials. For a complete list please see [LP State Affiliates Google Drive](#).\*\***

## Other Items

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- Hosting weekly conference call with "Partner State" chairs.
- Made significant improvement to Maine's site: [www.lpme.org](http://www.lpme.org) ([modified existing Maine site](#)).
- Developed import process how-to for NationBuilder and CiviCRM users.
- LP West Virginia now utilizing national data on a monthly basis.
- Worked with Florida on website forms and database glitches they were having with CiviCRM.
- Contacted all 50 state chairs and plan to do so quarterly. Develop positive relationship between national and state parties.
- Created Executive Director supporting docs: article posting for hire, job description, overview of why states should hire an ED, template contract.
- Templated divisional organization structure for state parties to easily adopt (Political, Communications, Outreach, IT, Field Development, Finance, Public Policy, and others as needed)
- Put together a how-to process flow for following up with new members, inquires, volunteers.
- Answer several inquiries from states