



Enabling States to Grow

Effectively Managing Relationships through CRM Service

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Current IT Services to States



Web Service

Launched in September 2016

States currently on platform (8)

- ✓ lpid.org
- ✓ lpne.org
- ✓ lpvirginia.org
- ✓ lpar.org
- ✓ lpia.org
- ✓ wy.lp.org
- ✓ lpky.org
- ✓ lpnorthdakota.org

States sites in development that will be moving onto the platform shortly (5)

- ✓ Tennessee
- ✓ Missouri
- ✓ Michigan
- ✓ Indiana
- ✓ West Virginia



Email Service

- ✓ Launched in June 2017
- ✓ Gives everyone in LP professional emails
- ✓ Achieved cost reduction and new system serves State and LP National (soon)
- ✓ 5 pilot states operating currently



Current IT Services to States

What problem do we solve next?



The Problem

Only a handful of states effectively manage data

- State's are left to fend for themselves right now (track record is poor)
- National data dumps are inadequately used
- State membership lists are inadequately used
- Voter registration data is inadequately used
- Aristotle data has been purchased containing 469,667 registered libertarians. However, there is no place to store for states to leverage it effectively



Affiliates aren't equipped with necessary CRM tool to succeed

Half-broken / not maintained

or

High recurring cost



We should not expect affiliates to grow membership appreciable if they are working with poor tools

Solution

Use unified CRM to manage data

- ❑ Present data in usable, human readable format

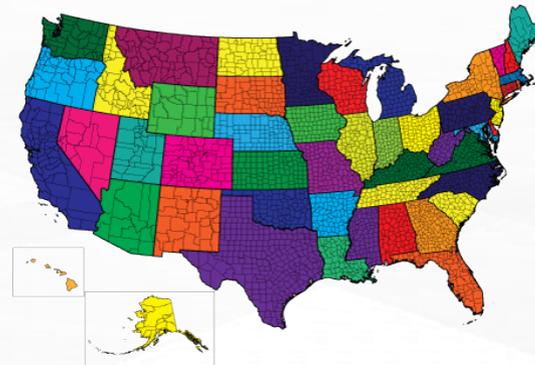
- ❑ Allow states to do a better job on outreach
 - ❑ Increase membership
 - ❑ Increase candidate recruitment
 - ❑ Increase GOTV efforts
 - ❑ Increase turnout at local party events

- ❑ Pricing model supports growth

What we recommend



Voter Database



Empower County Affiliates

Now v. Future

Current Situation

- Not democratizing data for entire party to use
- CRM not serving entire party
- Fundraising is the burden of a few
- No voter database
- States under-utilizing data

Potential Opportunity

- ✓ Give tools to states so they can make connections
- ✓ States focus on sales and not on back office operations
- ✓ Convert registered Libertarians into members
- ✓ Leverage everyone to bring in new members
- ✓ States maintain donor and voter data under CRM umbrella

Case Study

- Over 8,000 registered L's are in Kentucky. They have 115 dues paying members. They have data but not a good way to manage it.

- How many of those 8,000 could be contacted with a phone call, piece of mail or email?
 - Excel spreadsheets require a single maintainer. Massive bottleneck.
 - MS Access requires same physical location.
 - CRM enables everyone to get involved from home.

Benefits

- ✓ Built for non-profits
- ✓ Low-cost to implement
- ✓ Modular approach to development
- ✓ Development can be done in phases - prove it with a step by step model
- ✓ Highly customizable
- ✓ Invest now to save later (lower operating costs)



Why CiviCRM?

Other systems proposed to the LNC previously had price tags of over \$100,000 per year!

CiviCRM can provide similar functionality at lower operating costs

Where We Are At

- ✓ Evaluated numerous CRM systems
- ✓ Reduced list of options
- ✓ Selected managed hosting provider
- ✓ Preliminary testing completed with CiviCRM
- ✓ Initial permissioning of CRM data looks promising

The Raiser's Edge[®]

Not replacing Raiser's Edge in short-run

- Raiser's Edge is a donor-centric platform
- Paying per record
- Not a comprehensive CRM service
- Cost-prohibitive to import all existing data

Solution may replace Raiser's Edge long-term

- Phase 1: Voter Outreach
- Phase 2: Comprehensive Solution

Funds needed for...

- ✓ We would like additional consulting expertise to ensure successful implementation (start with a solid foundation)
- ✓ We would also like advice and support on creating action oriented user dashboards
- ✓ We would especially like advice, support, and potentially customizations for permissions settings
- ✓ Providing styling assistance for responsive online forms (profiles, etc.)

Increase Affiliate Support Budget

- ✓ 5K for implementation in FY 2017 where staff and others need assistance (we can get it ~70% there on our own)
- ✓ 10K/yr for FY 2018 annual budget for ongoing support and customizations
 - ✓ Hosting fee: \$200/mo + \$80/mo in upgrades

ROI

- ✓ 400 new basic members needed to cover ARC
- ✓ Increase vote totals
- ✓ Volunteers focused on outreach, not back office
- ✓ Increase turnout at local party events
- ✓ Donation history for affiliates hosted with LNC
- ✓ Enable synergy between LNC and states
 - ✓ National can leverage supporters cultivated by affiliates
 - ✓ Affiliates can leverage supporters cultivated by National

Questions?