



22 November 2016

Introduction:

Greetings fellow Libertarian National Committee members,

I am happy to once again address you and seek your support, especially after spending this most recent election season in close contact with many of you. It has been an honor to work alongside, and be mentored by you all.

Please read the following document that I have prepared for your convenience, and that I plan to present in full at the LNC meeting in December. I would love to hear your opinions on the subject. Please feel free to message me on facebook or text me at (412) 496 - 8552.

Thank you as always for your service to the Party,

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Looking Back, Looking Forward:

I am very excited about the election results - we all should be. But as the party's leaders, it is my opinion that in order to be effective, we need to take a step back and analyze to see how much we actually achieved, and how we should move forward. For example, if our goal was to raise the most money and get the most votes than we ever have before, we achieved it. If our goal was to poll at 15% and be included in the debates, we did not achieve it. If our goal was to mobilize more people than ever before, then we achieved it, but if our goal was to get 5% of the total general election vote, then we did not achieve it.

After their shortcomings in the 2012 election, the Republican Party launched the Growth and Opportunity Project, a multi-million dollar study that outlined major changes to the United States electorate that the Republican Party would have to adapt to, vulnerabilities in the GOP

setup, the message of the GOP, and then identified the changes the GOP would have to make in order to continue to compete on the federal level. And despite the fact that the Trump campaign ignored many of the recommendations made by the report itself, the project most definitely proved right and useful in many ways.

The report focused on:

1. Messaging
2. Demographic Partners
3. Campaign Mechanics
4. Friends and Allies (Third Party Groups)
5. Fundraising
6. Campaign Finance
7. Primary Process

Obviously, at least one of these things (Primary Process) would most likely not applicable or useful in a similar project that the LNC would commission. But the pursuit of a project that is designed to identify the successes, shortcomings, and our goals going forward, is a needed one. The report, if issued, must be completely objective, blunt, and revealing. It cannot be soft in areas that we thought we did well in, or areas that we would rather keep out of the public eye.

In order to improve, we must be brutally honest with ourselves and party members.

My Proposition:

The bottom line is that our party, just like any other organization, will not be able to continue to grow without outlining clear goals for the future, a critique of our most recent Presidential campaign, ideas for supporting affiliates, and a vision for future national campaigns. We must act now to give delegates in 2018 and 2020, affiliates, and Libertarian Party members as a whole a clear path to victory in 2018 and 2020, while there is still some steam and excitement from the Johnson 2016 campaign in all of our systems.

It is my opinion, that we should set out to evaluate, regardless of the mode of commissioning the project:

1. Messaging (and modes of messaging)
2. Inclusion in the Debates
3. Fundraising & Campaign Finance
4. Campaign Mechanics
5. State and Local Affiliates

The Options:

Option One

The first (and in my opinion, the best) option is to take a free market approach to the project, and bid the project out to a political consulting agency, while overseeing the project by a committee. The LNC should set out clear goals for the project, and receive regular updates from the committee of the status and action of the project. Contracting the project out would be our best chance of removing the bias that would be present if we ourselves conducted the project, but this would (likely) be the most expensive option.

Option Two

The second option is to assign a committee of individuals within the movement to conduct the project, while allowing parts to be bid out, (surveys/demographic research for example). The Committee would theoretically be carrying out most of the study. The main problem I see with this is our inherent bias. Many of us are heavily involved in the party outside of the LNC, and a project of this magnitude will only be effective if bias is removed. A possible advantage to this is cost saving, since we would not have to pay committee members.

Option Three

The last possible (from my perception) option is to undertake the project by means of a committee and possibly staff, without any contracted help. The disadvantages still exist from the second option, but costs could be saved. It is unclear to me on how the LNC would be capable of such an undertaking, however I am open to hearing how we could do it ourselves.

In any case, cost parameters should be set by the national committee. I have reached out to a few consultants that were recommended to me in order to get a real gauge on cost, but have not received a response. I am open to other options.

I suggest that someone within the body make the motion:

"I move that the Libertarian National Committee establish a committee to take bids from political consultants for the task of extensively reviewing and making recommendations for the Libertarian Party's Messaging (and modes of messaging), Inclusion in the Debates, Fundraising & Campaign Finance, Campaign Mechanics, and State and Local Affiliates. Said agency will agree to present their findings to the public before December of 2017. The Committee will take bids until the 10th of January."

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