

Staff Reports

Meeting of the Libertarian National Committee, Inc.

April 15-16, 2017

Pittsburgh, Pennsylvania

Contents

1. Executive Director's Report
2. Political Director's Report
3. Operations Director's Report
4. Head of Development's Report

Executive Director's Report

Submitted by Wes Benedict

Summary

2016 was an excellent year for the Libertarian Party. The Party excelled in areas including ballot access, presidential election vote results, membership growth, and financial performance.

We're working to maintain gains from 2016 (results typically peak in Presidential election years), and we're laying the foundation to prepare for the 2018 election cycle.

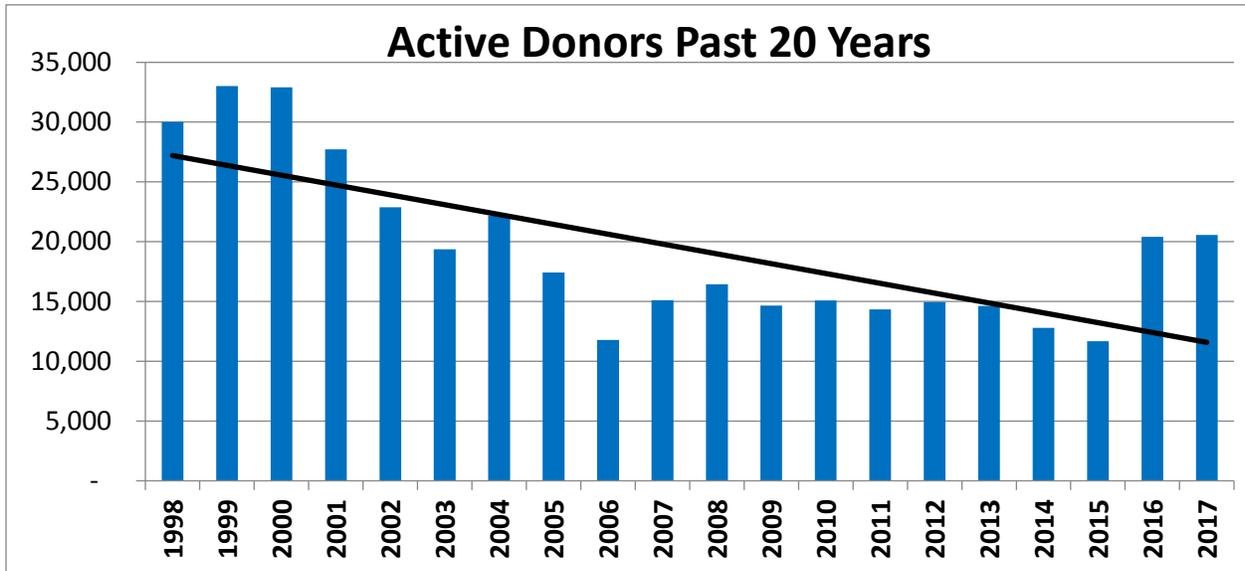
In Q1 2017 we focused on infrastructure upgrades: LP.org, LPStore.org, LPAction.org, upgrading the membership database to Raisers Edge NXT, a development department, and staff changes. Those projects have gone well, as have overall Q1 financial results.

Areas of concern include an expected upcoming large decline in membership, weakness in the performance of prospecting to the Johnson for President database, and weakness in house fundraising letter performance. However, those weaknesses have been counteracted by strong performance in other areas by our new development staff.

Much of the content of my section of this report was generated by copying and pasting directly from the great work of the rest of our staff and contractors.

Membership

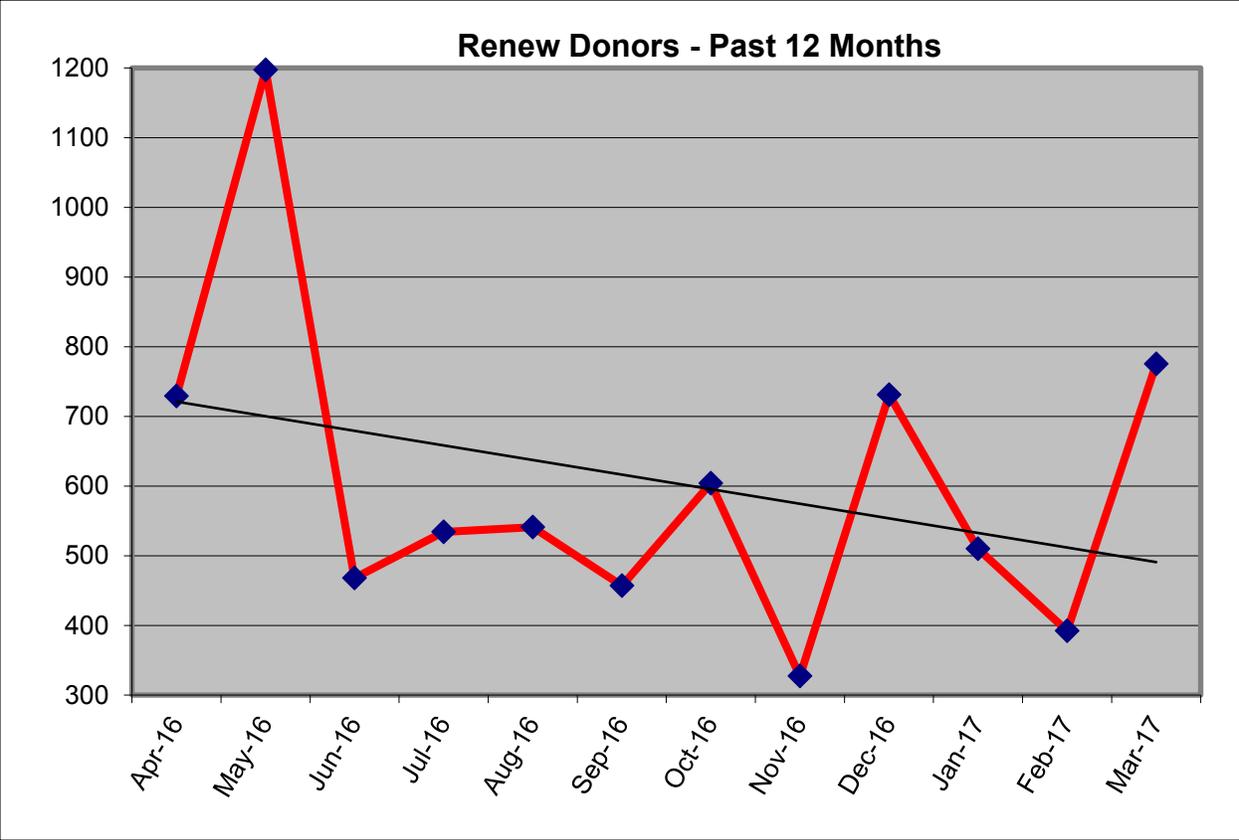
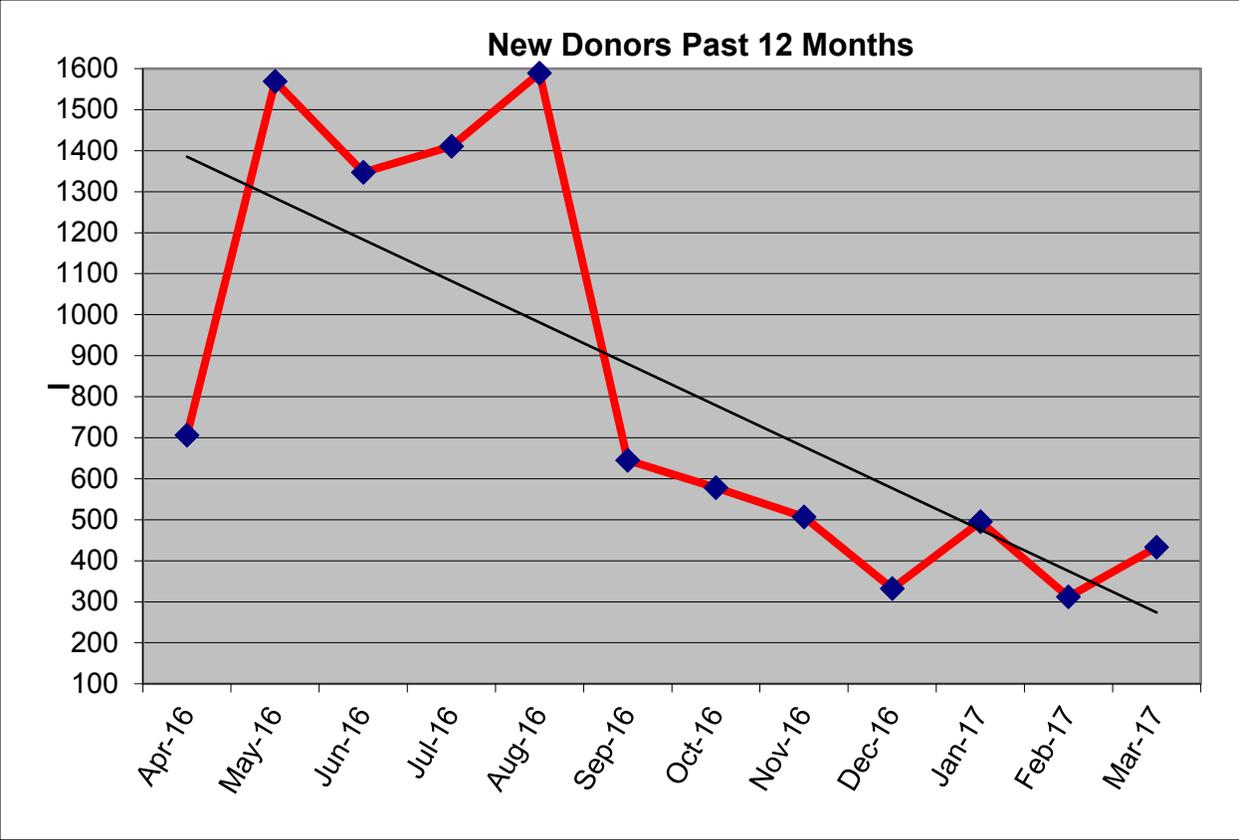
Interest generated by the 2016 Presidential election drove “membership” up to the highest level since 2004.



We’re trying to keep membership above the 20,000 level. However, in May through August of 2016 there was a huge spike in new members and renewals (see detailed membership graphs that follow). Given that many of those memberships will therefore expire in May through August of 2017, I’m projecting a drop of 4,000 to 5,000 members by August. Of course, we’d like to prevent the drop. We’re testing, and exploring, but haven’t found a feasible program yet to prevent the drop.

Membership retention efforts:

- “Snail mail” renewal letters
- Email renewal notices
- Phoning lapsed members (by staff and LNC volunteers)
- Special offers, like books and T-shirts
- Facebook (regular posts and paid ads)
- Prospecting to the Johnson for President donor list (subject to contract restrictions)
- Prospecting to lists of other organizations
- New memberships from LP.org



Prospecting to the Johnson for President database has produced weaker than hoped for results.

Effort	Cost	Revenue	Donors
Two email sent by Ron Nielsen/Johnson Campaign in December & January	\$400	\$12,000 (estimate)	300 (estimate)
Prospecting snail mail 1612 PR	\$5,527	\$3,627	41
Prospecting snail mail 1702 PR	\$6,024	\$825**(partial)	26**(partial)
Prospecting snail mail 1702 PRL	\$8,369	\$2,807**(partial)	73** (partial)

** (partial) is noted because these are preliminary results from mailings sent in February 2017. More results will come from these letters—but my rough estimate is that at least 75% of the results are already in. Additionally, these snail mail efforts encourage people to donate online as well, and we’ve not yet made an attempt to identify online donations that were likely encouraged by the letters.

Anti-spam policies of email providers have hampered email outreach to the Johnson campaign list.

Financial Results

As reported later by our Head of Development, revenue for the first quarter of 2017 was high at \$377,897 (a preliminary estimate), which is higher than the first quarter for any year going back to at least 2007. We had budgeted a loss of \$45,100 for the first quarter, but ended the quarter with only a \$9,240 loss.

Although we are ahead of budgeted revenue for Q1, I’d caution against extrapolating those results too far. A larger than normal portion of the Q1 revenue was from a single individual and those results were combined with two successful matching challenge fundraising efforts. We’ll keep working to exceed budgeted revenue, but given our budgeted loss of \$170,400 for 2017, we should remain cautious on spending.

For 2017, we’ve paid \$62,000 towards paying off the building mortgage early. The Policy Manual requires only \$60,000 in 2017, so we succeeded early, primarily due to a matching donation challenge of \$25,000 by Michael Chastain specifically for the building.

Staff assisted the Convention Oversight Committee with a Name the Convention Theme Contest fundraiser that raised \$15,490. Because of our accrual accounting policies, that \$15,490 will not show as 2017 revenue, but will be booked in July 2018.

LPStore.org

We receive lots of requests to add new T-shirts and other products to LPStore.org. Each new product we offer entails added inventory management costs, with shirts being especially cumbersome due to the various shirt sizes required for each design. Our goal is to offer things that lots of people will want that also usefully promote the Libertarian Party brand, and leave specialty sites like Café Press to offer an infinite variety for infinite tastes.

We ran a shirt contest in March to test 6 varieties of new shirts. The results are below. Kudos to Keith Thompson of Louisiana for designing the two top-selling shirts. Items with a * we've made stock items on LPStore.org and are carrying inventory now. Although the number of orders for the two shirt styles specifically designed for women was low, we added the "Ladies Scoop Neck" so our site could show at least one design specifically for women.

- 130 - "I'm With Her!" T-shirt*
- 96 - "Taxation Is Theft" T-shirt*
- 91 - "Don't Spy On Me" T-shirt*
- 42 - "Legalize It" T-shirt
- 16 - Ladies Scoop Neck*
- 10 - Ladies Racerback Tank



New LP.org website

We launched a new website for LP.org in October, 2016, to replace the one deployed in 2008. The new one, built on WordPress, is mobile-friendly. While it had a fresh and more modern look, the October 2016 installation and hosting was plagued with problems, even experiencing complete outages for extend periods in December and January because of the faulty installation. While the website was designed by a firm specializing in website design, that design was then installed to a hosting service by a volunteer appointed by the former LNC. Additionally, we had three wikis for internal use on the hosting plan of our old website. Those wikis were disabled by the October 2016 website rollout.

At the December 2016 meeting, the LNC passed a motion thanking the Website Redevelopment Committee for getting the new website in place, and allowing the Executive Director to take over management of the website.

Since then, staff worked with the original design firm, and that design firm reinstalled the website to a different hosting service. That reinstallation seems to have solved most of the major technical issues and the site has been up and running robustly ever since. Additionally, while the original problematic hosting service was costing \$1,200 per month, the re-installation hosting is only costing \$249 per month. Our old LP.org website (pre-October 2016), was costing \$712 per month, so our new \$249 per month hosting service provides savings.

With the website deployed to a functional hosting service, we've been allowed to work on dozens of other improvements both to the look and technical functionality. And the wikis that were disabled have since been restored by Andy Burns.

I'd especially like to thank staff member Andy Burns for his help with the new website, as well as Ken Moellman and the rest of the new I.T. Committee whose expertise we have consulted for many issues.

Ballot Access

After 2016, we retained or gained ballot access in 37 states plus D.C., the highest ever after an election in the party's history. Only two states have gubernatorial elections in 2017, New Jersey and Virginia, and both have started their own petition drives for 2017 Governor races (not needing LNC staff's help).

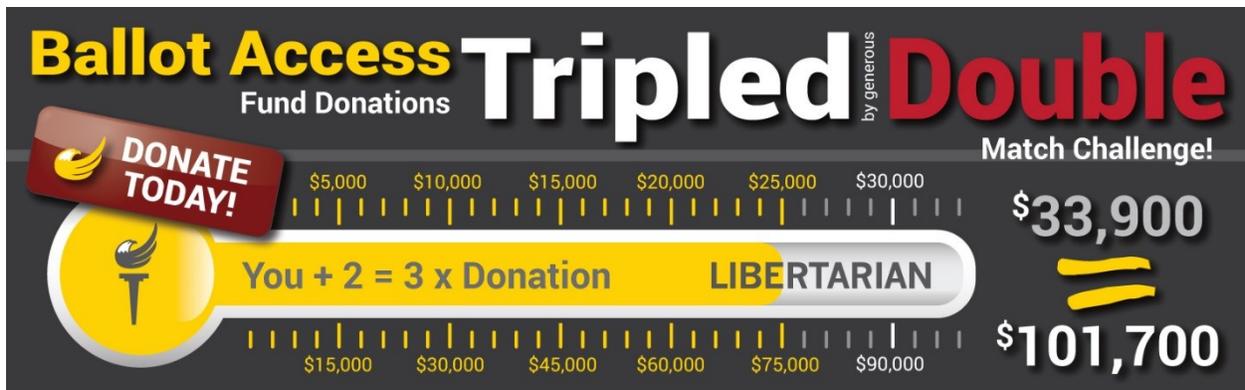
Arkansas and Ohio have started petition drives to prepare for 2018 elections.

Arkansas: We signed a contract with the state affiliate who is contracting with the petitioners. The drive started March 27. We've paid \$2,040 for 1,020 raw signatures. The deadline is June 25 and we don't expect problems meeting the deadline in Arkansas.

Ohio: We signed contracts with 7 petitioners recruited and managed by Ken Moellman and we've paid \$48,229.38 for 20,520 raw signatures. The ultimate deadline is June 2018, but there's hope to finish early. The paid petition drive was outpacing the LPO's validation efforts. Also, the \$60,000 the LPO thought it had pledged from three major donors hasn't materialized, making the LPO unable to pay for the portion of signatures they had planned to pay for. They are working on alternative plans. Staff has talked to the LPO about helping with LPO fundraising efforts. In the meantime, the LPO and the Ballot Access Committee decided to halt the paid effort temporarily while the LPO got a bit reorganized and caught up.



A “double matching” fundraising effort lead by Lauren Daugherty helped get most of the funds in early that we’ll need for 2017 ballot access efforts.



Archives Move for Historical Preservation Committee

Caryn Ann Harlos took a strong interest in cataloging, preserving, and presenting historical Libertarian Party documents. She demonstrated significant follow-through. After having spent a non-trivial amount of time providing information and materials to her, I decided it made sense to ship the archives close to her in Colorado so she could work with the items more directly as well as manage the volunteers she has recruited. The LNC approved the move and we’re scheduled to complete the move in April 2017.

Staff

We've made several staff changes since the December LNC meeting.

Salaried and hourly staff:

- Wes Benedict—Executive Director
- Carla Howell—Political Director
- Robert Kraus—Operations Director
- Nick Dunbar—Special Projects
- Matthew Thexton—Member Services (added part-time)

Staff contractors:

- Bob Johnston—Candidate and Affiliate Support Specialist
- Andy Burns—State Affiliate Support Specialist
- Lauren Daugherty—Head of Development (new title)
- Elizabeth Brierly—Assistant Editor; helps with various publications
- Denise Luckey—Designer
- Jess Mears—Development Coordinator (added)
- Burly Cain—Special Projects (added)

Other contractors used on a regular basis:

- Oliver Hall—Special Counsel
- Paula Edwards—FEC Consultant
- Mat Thexton—membership renewal calls
- Collin Daugherty—graphic design
- 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, LP News articles, and other things.

Former staff and contractors:

- Casey Hansen — Member Services Manager
- Rachel Mills – Press Secretary
- Nathan Grabau – Development Coordinator

Upcoming Staff Reorganization

- Discontinuing position of Political Director
- Creating position of Communications/Press Secretary
- Creating position of Candidate Support and Recruiter

Facebook

Members, staff, and some LNC reps have repeatedly expressed a lot of concern to me over what is getting posted on our facebook page <https://www.facebook.com/libertarians>

They're concerned about our overall social media strategy, the specific posts, etc.

I share some of their concerns, but have basically told them there's not much I can do in the short term. And that to change who's posting what there would require action from the LNC. If I were to go in there and tell volunteers and others who can do what, and started revoking posting privileges, I don't see that ending well unless the LNC took some direct vote instructing me to do that.

Staff has the capability to take responsibility of the Facebook page if instructed to, just like staff is responsible for the content on LP.org. Overall, I think our Facebook volunteers have done a tremendous job. Sometimes a few of them have tested the limits of what makes sense to post on our official party page. If staff were to be responsible for the Facebook page, I do think there's a chance the page could become too risk averse. An alternative to putting staff in charge of the page could be for the Advertising Publications and Review Committee to more actively review and reject postings they feel might hurt the party's image. If staff is put in charge of the Facebook page, I would expect some volunteers to quit, while others might get even more involved.

Things I needed from the LNC

Last meeting, I asked the LNC for the following three things. All three were granted. That was helpful. Thank you.

1. Freedom and flexibility to get website working better.
2. Small upgrade to the Raisers Edge database and contribution system.
3. Cautious spending focused on priorities of fundraising, website, database.

Direct Mail Performance (Board Reports)

A series of tables follows with lots of detail on our direct mail performance. We refer to the tables as "Board Reports". Keep in mind that the numbers provided are a snapshot, and that mailings that were released within the past few months will continue to show increased returns.

Also, it's worth noting that many of our snail mail letters encourage people to renew, join, or donate online at LP.org. Donations made online in response to a snail mail letter are not linked to the results presented in the Board Reports.

All 2017 results are preliminary and the numbers will continue to go up as additional donations are received for each of those packages.

Costs, Dates, and Revenue from Direct Mail Projects 2008 through 2017													
2017 Appeals as 2017-03-31													
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
House													
1701 HO	1/23/17	Guns and Marijuana	24,992	recent contributors	\$10,755.00	\$8,546.00	\$2,209.00	151	0.60%	\$71.23	\$0.79	\$1.26	\$56.60
1702 AR		Annual report	11,367		\$5,676.00	\$19,343.00	-\$13,667.00	81	0.71%	\$70.07	\$3.41	\$0.29	\$238.80
Subtotal House			36,359		\$16,431.00	\$27,889.00	-\$11,458.00	232	0.64%	\$70.82	\$1.70	\$0.59	\$120.21
1702 LP NEWS	2/6/17	Building fund match	21,014	subscribers	\$6,673.00		\$6,673.00	78	0.37%	\$85.55			
Subtotal House Appeals Incl. LP News					\$23,104.00	\$27,889.00	-\$4,785.00	\$310.00	#DIV/0!	\$74.53	\$1.21	\$0.83	\$89.96
Renewals													
1701 RE	1/30/17	wes upgrade appeal	3,862	6 month Expires	\$11,520.00	\$1,414.00	\$10,106.00	201	5.20%	\$57.31	\$0.12	\$8.15	\$7.03
1702 RE	3/8/17	wes upgrade appeal	4,215	6 month Expires	\$6,383.00	\$1,469.00	\$4,914.00	110	2.61%	\$58.03	\$0.23	\$4.35	\$13.35
1703 RE	3/31/17	wes upgrade appeal	5,845	6 month Expires		\$1,730.00	-\$1,730.00		0.00%	#DIV/0!	#DIV/0!	\$0.00	#DIV/0!
Subtotal Renewals			13,922		\$17,903.00	\$4,613.00	\$13,290.00	311	2.23%	\$57.57	\$0.26	\$3.88	\$14.83
Lapsed													
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Subtotal Lapsed			0		\$0.00	\$0.00	\$0.00	0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Prospecting													
1702 PR	2/21/17		20,012	GJ list	\$825.00	\$6,024.00	-\$5,199.00	26	0.13%	\$31.73	\$7.30	\$0.14	\$231.69
1702 PRL	2/16/17	free t-shirt!	19,832	GJ list	\$2,807.00	\$8,369.00	-\$5,562.00	73	0.37%	\$38.45	\$2.98	\$0.34	\$114.64
Subtotal Prospecting			39,844		\$3,632.00	\$14,393.00	-\$10,761.00	99	0.25%	\$36.69	\$3.96	\$0.25	\$145.38
Web & White mail													
Web Contributions		Donations			\$7,040.00		\$7,040.00	120		\$58.67			
Web New Members		New Members			\$27,805.00		\$27,805.00	675		\$41.19			
Web Renewals		Renewal Memberships			\$32,825.00		\$32,825.00	616		\$53.29			
White Mail Contributions		Donations			\$1,657.00		\$1,657.00	30		\$55.23			
White Mail for Membership		Membership			\$3,022.00		\$3,022.00	33		\$91.58			
Subtotal for Web and White Mail					\$72,349.00		\$72,349.00	1,474		\$49.08			
SPECIAL PROJECTS													
2016 GRAND TOTAL					\$116,988.00	\$46,895.00	\$70,093.00	2,194		\$53.32			

2016 Appeals as 2017-03-31

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
House													
1601 HO	2/1/16	Sarwark 2016 BA	20,005	recent contributors	\$29,708.00	\$8,779.00	\$20,929.00	349	1.74%	\$85.12	\$0.30	\$3.38	\$25.15
1603 HO	3/25/16	urgent yellow BA	19,985	recent contributors	\$47,517.00	\$5,887.00	\$41,630.00	390	1.95%	\$121.84	\$0.12	\$8.07	\$15.09
1604 HO	4/22/16	2015 annual report	19,946	2015-16 stakeholders	\$43,793.00	\$6,913.00	\$36,880.00	337	1.69%	\$129.95	\$0.16	\$6.33	\$20.51
1605 HO	5/7/16	dangerous times	20,103	recent contributors	\$31,793.00	\$7,126.00	\$24,667.00	238	1.18%	\$133.58	\$0.22	\$4.46	\$29.94
1606 HO	6/23/16	no teaser - be revolutionary	24,980	24 month contributors	\$64,408.00	\$3,322.00	\$61,086.00	459	1.84%	\$140.32	\$0.05	\$19.39	\$7.24
1608 HO	8/10/16	all rights	22,439	recent contributors, volunteers	\$26,807.00	\$6,755.00	\$20,052.00	256	1.14%	\$104.71	\$0.25	\$3.97	\$26.39
1609 HO	9/16/16	GOTV	34,979	recent contributors	\$20,114.00	\$11,352.00	\$8,762.00	232	0.66%	\$86.70	\$0.56	\$1.77	\$48.93
1610 HO	10/14/16	Year of the Libertarian	34,979	recent contributors	\$ 9,983.00	\$10,530.00	-\$547.00	130	0.37%	\$76.79	\$1.05	\$0.95	\$81.00
1612 HO	12/9/16	Year of the Libertarians 2	25,000	recent contributors	\$11,539.00	\$8,482.00	\$3,057.00	100	0.40%	\$115.39	\$0.74	\$1.36	\$84.82
Subtotal House			222,416		\$285,662.00	\$69,146.00	\$216,516.00	2,491	1.12%	\$114.68	\$0.24	\$4.13	\$27.76
Renewals													
1601 RE	2/3/16	wes upgrade appeal	3,281	6 month expires	\$12,433.00	\$1,305.00	\$11,128.00	222	6.77%	\$56.00	\$0.10	\$9.53	\$5.88
1602 RE	2/29/16	wes upgrade appeal	3,327	6 month expires	\$13,165.00	\$1,313.00	\$11,852.00	176	5.29%	\$74.80	\$0.10	\$10.03	\$7.46
1603 RE	3/22/16	wes upgrade appeal	3,054	6 month expires	\$11,700.00	\$1,271.00	\$10,429.00	180	5.89%	\$65.00	\$0.11	\$9.21	\$7.06
1604 RE	4/30/16	wes upgrade appeal	2,667	6 month expires	\$7,465.00	\$1,105.00	\$6,360.00	118	4.42%	\$63.26	\$0.15	\$6.76	\$9.36
1605 RE	5/24/16	wes upgrade appeal	2,422	6 month expires	\$5,841.00	\$1,075.00	\$4,766.00	99	4.09%	\$59.00	\$0.18	\$5.43	\$10.86
1606 RE	6/28/16	wes upgrade appeal	2,251	6 month expires	\$11,681.00	\$1,051.00	\$10,630.00	176	7.82%	\$66.37	\$0.09	\$11.11	\$5.97
1607 RE	8/6/16	wes upgrade appeal	2,495	6 month expires	\$18,940.00	\$1,095.00	\$17,845.00	186	7.45%	\$101.83	\$0.06	\$17.30	\$5.89
1608 RE	8/22/16	wes upgrade appeal	2,423	6 month expires	\$7,890.00	\$1,079.00	\$6,811.00	136	5.61%	\$58.01	\$0.14	\$7.31	\$7.93
1609 RE	9/26/16	wes upgrade appeal	2,448	6 month expires	\$6,535.00	\$1,864.00	\$4,671.00	117	4.78%	\$55.85	\$0.29	\$3.51	\$15.93
1610 RE	11/3/16	wes upgrade appeal	2,765	6 month expires	\$10,407.00	\$1,395.00	\$9,012.00	175	6.33%	\$7.97	\$0.13	\$7.46	\$7.97
1611 RE	11/22/16	wes upgrade appeal	3,003	6 month expires	\$9,185.00	\$1,162.00	\$8,023.00	139	4.63%	\$66.08	\$0.13	\$7.90	\$8.36
1612 RE	12/28/16	wes upgrade appeal	3,071	6 month expires	\$9,256.00	\$1,272.00	\$7,984.00	144	4.69%	\$64.28	\$0.14	\$7.28	\$8.83
Subtotal Renewals			33,207		\$124,498.00	\$14,987.00	\$109,511.00	1868	5.63%	\$66.65	\$0.12	\$8.31	\$8.02
Lapsed													
1605 LA	5/7/16	dangerous times	9,882	recent lapsed	\$6,578.00	\$3,503.17	\$3,074.83	134	1.36%	\$49.09	\$0.53	\$1.88	\$26.14
1605 LA2	5/23/16	alternatives	31,061	recent and long term lapsed	\$6,775.00	\$8,049.00	-\$1,274.00	104	0.33%	\$65.14	\$1.19	\$0.84	\$77.39
1608 LA	8/10/16	all rights	12,572	recent and long term lapsed	\$1,050.00	\$3,800.00	-\$2,750.00	17	0.14%	\$61.76	\$3.62	\$0.28	\$223.53
Subtotal Lapsed			53,515		\$14,403.00	\$15,352.17	-\$949.17	255	0.48%	\$56.48	\$1.07	\$0.94	\$60.20
Prospecting													
1602 SFL	2/19/16	SFL Conference		Students for Liberty	\$125.00			262	#DIV/0!	\$0.48	\$0.00	#DIV/0!	\$0.00
1603 PR	4/8/16	Alternatives	29,982	house inquiries and exchange lists	\$7,890.00	\$11,995.00	-\$4,105.00	176	0.59%	\$44.83	\$1.52	\$0.66	\$68.15
1605 PR	6/6/16	dangerous times	1,277	exchange list	\$2,650.00	\$425.40	\$2,224.60	12	0.94%	\$220.83	\$0.16	\$6.23	\$35.45
1612 PR	12/2/16	wes member appeal	24,834	GJ prospect list	\$3,627.00	\$5,527.00	-\$1,900.00	41	0.17%	\$88.46	\$1.52	\$0.66	\$134.80
Subtotal Prospecting			56,093		\$14,292.00	\$17,947.40	-\$3,655.40	491	0.88%	\$29.11	\$1.26	\$0.80	\$36.55
Web & White mail													
Web Contributions		Donations			\$257,555.00		\$257,555.00	1,744		\$147.68			
Web New Members		New Members			\$318,204.00		\$318,204.00	6,691		\$47.56			
Web Renewals		Renewal Memberships			\$205,526.00		\$205,526.00	3,272		\$62.81			
White Mail Contributions		Donations			\$138,901.00		\$138,901.00	206		\$674.28			
White Mail for Membership		Membership			\$16,993.00		\$16,993.00	206		\$82.49			
Subtotal for Web and White Mail					\$937,179.00		\$937,179.00	12,119		\$77.33			
SPECIAL PROJECTS													
2016 GRAND TOTAL					\$1,090,372.00	\$48,286.57	\$1,042,085.43	14,733		\$74.01			

2015 Appeals as 2016-12-31

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
House													
1501 HO	1/5/15	PSD&C	20,471	most recent contributors	\$25,137.00	\$6,665.00	\$18,472.00	390	1.91%	\$64.45	\$0.27	\$3.77	\$17.09
1502 HO	2/23/15	4 carrier test	19,998	most recent contributors	\$10,492.00	\$7,841.00	\$2,651.00	177	0.89%	\$59.28	\$0.75	\$1.34	\$44.30
1504 HO	4/20/15	yellow urgent - BA	19,987	most recent contributors	\$14,759.00	\$6,364.00	\$8,395.00	236	1.18%	\$62.54	\$0.43	\$2.32	\$26.97
1505 HO	6/1/15	Annual Report	18,068	stakeholders Jan 01, 2014 - Present	\$14,198.00	\$13,876.00	\$322.00	176	0.97%	\$80.67	\$0.98	\$1.02	\$78.84
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	\$22,542.00	\$7,542.00	\$15,000.00	216	1.02%	\$104.36	\$0.33	\$2.99	\$34.92
1510 HO	10/14/15	New Logo	19,989	recent contributors	\$18,270.00	\$8,056.00	\$10,214.00	337	1.69%	\$54.21	\$0.44	\$2.27	\$23.91
1511 HO	11/20/15	BA	19,890	recent contributors	\$17,222.00	\$8,239.14	\$8,982.86	86	0.43%	\$200.26	\$0.48	\$2.09	\$95.80
Subtotal House			159,545		\$134,847.00	\$67,144.14	\$67,702.86	1,961	1.23%	\$68.76	\$0.50	\$2.01	\$34.24
Renewals													
1501 RE	1/29/15	wes upgrade appeal	5,226	Std 6 Mo renewal	\$13,169.00	\$1,516.00	\$11,653.00	243	4.65%	\$54.19	\$0.12	\$8.69	\$6.24
1502 RE	3/6/15	wes upgrade appeal	4,585	Std 6 Mo renewal	\$11,855.00	\$1,521.00	\$10,334.00	213	4.65%	\$55.66	\$0.13	\$7.79	\$7.14
1503 RE	3/26/15	wes upgrade appeal	4,046	Std 6 Mo renewal	\$12,187.00	\$1,444.00	\$10,743.00	226	5.59%	\$53.92	\$0.12	\$8.44	\$6.39
1505 RE	5/31/15	wes upgrade appeal	3,394	Std 6 Mo renewal	\$4,545.00	\$1,227.00	\$3,318.00	77	2.27%	\$59.03	\$0.27	\$3.70	\$15.94
1507 RE	7/23/15	wes upgrade appeal	4,353	Std 6 Mo renewal	\$30,137.00	\$1,486.00	\$28,651.00	536	12.31%	\$56.23	\$0.05	\$20.28	\$2.77
1508 RE	8/25/15	wes upgrade appeal	4,205	Std 6 Mo renewal	\$14,990.00	\$1,362.00	\$13,628.00	273	6.49%	\$54.91	\$0.09	\$11.01	\$4.99
1509 RE	9/30/15	wes upgrade appeal	3,460	Std 6 Mo renewal	\$7,925.00	\$1,335.00	\$6,590.00	131	3.79%	\$60.50	\$0.17	\$5.94	\$10.19
1510 RE	10/28/15	wes upgrade appeal	3,563	Std 6 Mo renewal	\$12,276.00	\$1,249.00	\$11,027.00	214	6.01%	\$5.84	#REF!	#REF!	#REF!
1511 RE	12/11/15	wes upgrade appeal	3,150	Std 6 Mo renewal	\$13,627.00	\$1,194.00	\$12,433.00	226	7.17%	\$60.30	\$0.09	\$11.41	\$5.28
1512 RE	12/28/15	wes upgrade appeal	3,218	Std 6 Mo renewal	\$13,389.00	\$1,182.00	\$12,207.00	222	6.90%	\$60.31	\$0.09	\$11.33	\$5.32
Subtotal Renewals			42,048		\$134,100.00	\$13,516.00	\$120,584.00	2361	5.62%	\$56.80	\$0.10	\$9.92	\$5.72
Lapsed													
1502 LA	2/9/15	Please Renew Your Mem	29,989	long term expired	\$5,356.00	\$9,580.00	-\$4,224.00	114	0.38%	\$46.98	\$1.79	\$0.56	\$84.04
1508 LA	8/12/15	Please Renew Your Mem	26,120	long term expired	\$4,025.00	\$7,487.00	-\$3,462.00	103	0.39%	\$39.08	\$1.86	\$0.54	\$72.69
1512 LA	12/9/15	5 teaser test	25,586	long term expired	\$5,053.00	\$12,357.00	-\$7,304.00	84	0.33%	\$60.15	\$2.45	\$0.41	\$147.11
Subtotal Lapsed			81,695		\$14,434.00	\$29,424.00	-\$14,990.00	301	0.37%	\$47.95	\$2.04	\$0.49	\$97.75
Prospecting													
1502 SFL				Students for Liberty	\$1,495.00			349	#DIV/0!	\$4.28	\$0.00	#DIV/0!	\$0.00
Subtotal Prospecting			0		\$1,495.00	\$0.00	\$1,495.00	349	#DIV/0!	\$4.28	\$0.00	#DIV/0!	\$0.00
Web & White mail													
Web Contributions		Donations			\$28,297.30		\$28,297.30	279		\$101.42			
Web New Members		New Members			\$35,900.00		\$35,900.00	1,024		\$35.06			
Web Renewals		Renewal Memberships			\$97,881.65		\$97,881.65	1,727		\$56.68			
White Mail Contributions		Donations			\$48,134.91		\$48,134.91	100		\$481.35			
White Mail for Membership		Membership			\$10,638.55		\$10,638.55	156		\$68.20			
Subtotal for Web and White Mail					\$220,852.41		\$220,852.41	3,286		\$67.21			
SPECIAL PROJECTS													
2015 GRAND TOTAL					\$370,881.41	\$42,940.00	\$327,941.41	6,297		\$58.90			

2014 Appeals as 2015-12-31																			
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						
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			117,927		\$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			117,927		\$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			55,603		\$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			44,034		\$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			58,591		\$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									

LNC Political Director & LP Communications Report

April 2017

Prepared by Carla Howell

Key stats

- Libertarians are running in special elections for US House seats vacated by Trump appointees in Kansas and Montana, and for legislature in several states.
- Two states have regular elections for legislature or governor this year: Virginia and New Jersey. New Jersey has candidates for governor and Lt. governor along with 12 legislative candidates, plus local candidates. In Virginia, there is a governor candidate and several legislative candidates so far (no official list at time of this writing).
- Bob Johnston has populated the new 2017 candidates page. We're still trying to get affiliates to give us their lists of 2017 candidates, possibly delayed because a lot of new state chairs were recently elected.
- There has been a steady flow of candidate inquiries originating from LP.org website this year: 137 between Dec 28 and April 10. This seems to be in response to Run for Office ads on LP Facebook page and in *LP News*, along with articles about candidate recruitment therein. Also likely a reflection of larger LP membership, which correlates to the number of candidates who run, as well as efforts by affiliates who concentrate on candidate recruitment (much of which is aimed at 2018).
- Iowa appears on the verge of repealing its straight-ticket device, and Texas could follow this year. Eight other states still have straight-ticket: Alabama, Indiana, Kentucky, Oklahoma, Pennsylvania, South Carolina, Utah, and Michigan (where it was repealed, but it still exists because a U.S. District Court Judge blocked it).

Projects and one-time activities:

- Reorganized LPAction.org so more user-friendly; updated existing information and added new materials to Candidate section. Working with Andy Burns to implement and re-launch. More materials being added.
- Attended hearing for, and following developments of, FEC/CPD lawsuit sponsored by Level the Playing Field, in which LNC is a co-plaintiff. After favorable court ruling in February, where judge ordered FEC to reconsider evidence and issue new ruling, the FEC issued a draft opinion on March 23. In it, FEC basically made same claims as before, i.e., they attempted to justify their 15% threshold for debate inclusion. The LPF legal team is planning next action.

- Assisted with recruiting VA governor candidate. Had difficulty with this due to several prospects who seriously considered running, but backed away. Cliff Hyra announced his bid on April 4.

Regular activities:

- Issue *LP News*, now every two months. Edit and write articles. Elizabeth Brierly does layout and assists with editing.
- Compile and edit monthly issues of *Liberty Pledge*. Elizabeth Brierly does layout and assists with editing.
- Blogs: Bob Johnston oversees and writes; Carla edits and writes.
- Write, format, send biweekly emails to General list via iContact, usually compilations of recent blogs and special announcements. Elizabeth Brierly formats and helps edit.
- Write and issue news releases for LP.org and email to media and LP General list.
- With Bob Johnston, support candidates and affiliates. Bob addresses ballot access and reporting requirements for both candidates and affiliates. Carla does some of same, plus coaches candidates, develops talking points, assists with preparation of media interviews and debates.
- Respond to TV, radio and print inquiries, and book Nick when available. Take, or arrange for others to take, remaining interviews.
- Support state chairs and key state activists in candidate recruitment and help recruit individual candidates when feasible.
- Assist states affiliates and candidates with petitioning, ballot access, lawsuits, as needed.
- Oversee maintenance of iContact email lists – Media and General.
- Attend state conventions and lead sessions of Who's Driving, other presentations.
- Correspond with elected Libertarians.
- Respond to incoming emails, phone calls and occasionally meet with walk-in or scheduled visitors at headquarters
- Attend DC-area events and keep in contact with key libertarian organizations and allies.
- Help Bob maintain candidate contacts spreadsheet; track strongest LP campaigns.
- Maintain relationship with VoiceAmerica to sustain LP's free access to show *Libertarians Working For You*.

Press Releases since last compilation in staff reports

- 4/7 We denounce last night's strikes on Syria.
- 3/22 Libertarian Party condemns arrest and detention of Cuban freedom activists
- 3/1 Libertarians react to Trump speech
- 2/28 Fill the Federal Election Commission vacancy with a Libertarian
- 2/9 Libertarians praise House bill to end Dept. of Education
- 2/8 Civil asset forfeiture is legalized theft by government.
- 2/2 Libertarian Party wins court case against the FEC
- 2/1 Libertarians cautiously hopeful Trump will reduce regulatory burden
- 1/28 Libertarian Party to Muslims: We stand with you.
- 1/27 The Libertarian Party opposes restrictions on peaceful immigration
- 1/25 Libertarian Party accuses Senate subcommittee of aiding child sex traffickers
- 1/19 LP to GOP lawmakers: End Obamacare's individual mandate NOW
- 1/10 LP warns: Cut Sessions short
- 12/15 LP congratulates Perry for opportunity to abolish Department of Energy

LP National Media coverage

- 3/23 Sarwark 5-part interview SF Review of Books
- 3/18 Howell Liberty Talk Radio
- 3/13 Sarwark IVN on A Civil Assessment
- 3/8 Sarwark on Robert Amato show
- 3/1 Howell 1420 WBSM New Bedford, MA
- 2/27 Sarwark intvw Old Dominion Libertarian
- 2/13 LP info provided for book by Eric DeVries
- 2/10 Sarwark Salon
- 2/10 Sarwark Fox News on asset forfeiture
- 2/7 Sarwark WSJ re: Justin Amash
- 2/7 Howell 1420 WBSM New Bedford, MA
- 2/7 Sarwark and Howell Real Clear Politics - FEC ruling
- 2/5 Breitbart column attacks Sarwark on immigration
- 2/2 LP dereg press release covered in Wash. Times

- 2/2 Sarwark intvw w/ Jason Sipe
- 2/1 Howell intvw. w/ Dame (to be published next week)
- 2/2 Sarwark intvw. with Jason Sipe
- 1/31 Sarwark BadChristian podcast
- 1/31 LP to Muslims press rel. in Sacramento Mirror
- 1/20 Vohra in PJ Media on Inauguration Protest
- 1/13 Sarwark in OpEd News re: Sessions press release
- 1/13 Sarwark intvw. with Mazzarone
- 1/13 Sarwark KCWU News
- 12/23 Vohra RTTV re: Rand Paul report
- 12/28 Sarwark Lions of Liberty podcast

Blogs and news posted to LP.org

- 4/11 An Open Letter to the People of Syria, Iran, Iraq, and Other Nations
- 4/10 Illinois LP elects five new officeholders
- 4/6 Libertarians: The men and women in the arena
- 4/5 Two more Republican officeholders join the LP
- 4/4 We are going to outmaneuver and outwork them
- 4/3 In Oxnard, Starr keeps fighting
- 4/3 Federal court hearing in LPF v. FEC gives hope for more open debates
- 4/2 New and improved LPedia.org
- 3/31 Libertarian parenting
- 3/31 Nebraska Bill, Making it Easier for a Party to Remain on Ballot, Gets Tentative Approval in State Senate
- 3/29 Featured lifetime LP member: John Shuey
- 3/28 LNC seeks audio-visual services vendor for 2018 LP National Convention
- 3/28 How to get your campaign started conference call
- 3/27 Kamal Jain showed how to campaign on government transparency
- 3/26 Introducing Legacy Libertarians
- 3/24 Illinois Libertarian candidates win federal lawsuit against law making it illegal for medical marijuana groups to contribute to candidates

- 3/24 Your donation will be TRIPLED!
- 3/24 Westword interviews Libertarian activist Sarah Dagers Stewart
- 3/23 Libertarian selected chair of Concerned Citizens for Elected Mayor in Castle Rock, CO
- 3/23 LSLA Conference
- 3/22 NEW Libertarian shirts! Limited edition
- 3/21 Libertarian candidate campaigns in Montana
- 3/21 Announcing our 2018 national convention theme
- 3/20 Wichita Eagle: Libertarian candidate squares off in debate with Democrat
- 3/16 Our latest victory
- 3/16 LNC chair interviewed on IVN News podcast “A Civil Assessment”
- 3/15 Libertarian Hammer Running to Win Over Del. Dickie Bell’s Seat Again
- 3/14 New Jersey Libertarians nominate Peter Rorhman for Governor
- 3/14 Final round of voting on convention theme
- 3/13 Montana LP chooses candidate for special election for US House seat
- 3/11 LNC Seeks Applicants for Platform Committee, and Bylaws and Rules Committee
- 3/7 Help choose theme for 2018 convention
- 3/1 Arkansas filing deadline moved
- 02/27 Lifetime Membership
- 2/27 Jerome Tuccille, the Libertarian Party’s second gubernatorial candidate, passes away at 79
- 2/24 Renew your membership and get a FREE classic Libertarian book
- 2/24 Former LNC chair interviewed by Being Libertarian
- 2/23 Conference call on outreach to the Left
- 2/22 WA Secretary of State caught in hypocrisy
- 2/22 2017 LP state conventions
- 2/22 Salem city council candidate: ‘Taxation is theft’
- 2/22 Almost there!
- 2/21 LP News February 2017 issue is now online
- 2/16 Kansas Libertarians nominate Chris Rockhold for special election
- 2/15 Affiliate Support Fund

- 2/15 WBRE TV/NBC and WNEP TV report on Libertarian v. Scranton lawsuit
- 2/14 Fox News: LNC chair knocks Trump support of ‘immoral’ asset forfeiture
- 2/14 Libertarian Valentine
- 2/13 LNC regional rep Caryn Ann Harlos on the Tom Woods podcast
- 2/10 Send us ideas for the 2018 convention theme!
- 2/9 Rep. Caleb Dyer (R-NH) joins Libertarian Party
- 2/8 Kansas City Star: Libertarians offer a choice of freedom
- 2/7 Seven Libertarians vying for LP nomination in U.S. House special election
- 2/6 Calif. Libertarian Angela McArdle running in special election for U.S. House
- 2/2 Joe Lanzendorfer running in special election in Delaware
- 2/1 Kansas Libertarians vie for nomination in rare special election for US House
- 1/31 Libertarian in special election for VA House of Delegates
- 1/29 Historical Preservation Committee
- 1/28 Pearl River County Libertarian Party established, chair speaks to Poplarville Rotary
- 1/26 Bullies in Ohio
- 1/20 LNC Vice Chair: Not protesting Trump – yet
- 1/13 US Spy Chief Presents Third-Party Debates as Proof RT Is Anti-US
- 1/12 Final 2016 LP candidate vote results
- 1/12 Ballot Access Battle Ground
- 1/11 Nebraska libertarian legislator chosen to head judicial committee
- 1/10 Double your investment in the LP!
- 1/9 Bloomberg News: Libertarian Challenge to Contribution Limits Advances
- 1/6 New Libertarian Party video: Choose Freedom
- 1/5 Reason Magazine: Thank You, Gary Johnson, for Being the Best Thing in 2016!
- 1/5 Honoring David Nolan
- 1/4 Bacon’s Rebellion: 2016 a big year for the Libertarian Party
- 1/3 2017 dates of interest to libertarians
- 12/30 Year End
- 12/30 Polling bias hurts Libertarians
- 12/29 LNC chair interviewed on Lions of Liberty podcast

- 12/28 Small-government activism propels Grifoni's successful bid for City Council
- 12/27 Ballot measures yield gains, losses for liberty
- 12/26 No preferred flavor of statism
- 12/21 Washington Secretary of State Ignores Precedent, Steals Major Party Status From Libertarians
- 12/21 LP News December 2016 issue is now online
- 12/10 Updated November 2016 Libertarian Election Results
- 12/19 Peace on Earth, Goodwill towards Men
- 12/19 Record endorsements for Libertarian Party candidates
- 12/16 McDermott for U.S. House in Alaska gets 10 percent of vote
- 12/15 Toledo Blade: Recognize the Libertarians
- 12/13 The National Interest: What the Libertarian Party Wants on Foreign Policy
- 12/12 Happy 45th Anniversary!
- 12/9 Corey Fauconier running in special election for state senate in Virginia
- 12/9 Libertarian National Committee Meets Dec. 10-11, Alexandria, VA

Director of Operation's Report – April 2017

by Robert Kraus

Blackbaud – Data Dumps – Internal Customer Service

We have moved to the upgraded next generation cloud based database by Blackbaud called RE NXT. This also incorporates Online Express by Blackbaud which will tie our some of our fundraising via the web site directly into the database. We have utilized this aspect currently for the regional reps who are calling their lapses members & also in-house for some of our renewals, tele-fundraising & pledge updates.

Overall the conversion went better then expected & we were up and running in the new data base within a little over 24 hours. Prior to the conversion we ran a national change of address postal update on our records. In addition, we purged about 200k old prospect (mostly "P") records that were more then 10 years old for which we did not have updated addresses, phones, emails & they were not marked as signing the pledge. None of these had any donation history. These records have been saved & available for those sates that may want them at some point in the future.

We are still in process of setting up part of the new on line system with Blackbaud & we are still looking into how this may allow us to provide some access to our database by the affiliates & we will report back by the next meeting.

There are a small number of states that use the old formatted dump which is very cumbersome. We continue to reach out to them to switch to the updated format which is much easier and simpler to use & anticipate converting all to the updated formatted dump by June.

Building Fund

Curr mortg balc = \$260,121

Extra payments made so far this year = \$62,000

Curr in restricted fund \$2211 (we will likely transfer another \$2500 at end of this month since the last LP News is still bringing in a few dollars).

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

In terms of fundraising we've had our best 1st quarter since 2005. Our current monthly reserve as of 03/31/17 is at \$194,155. We continue to allocate staff compensation on a monthly basis to functional programs / projects & fundraising as noted in the Monthly P&L Detail report.

Thank you!

Robert

Lauren Daugherty, Head of Development

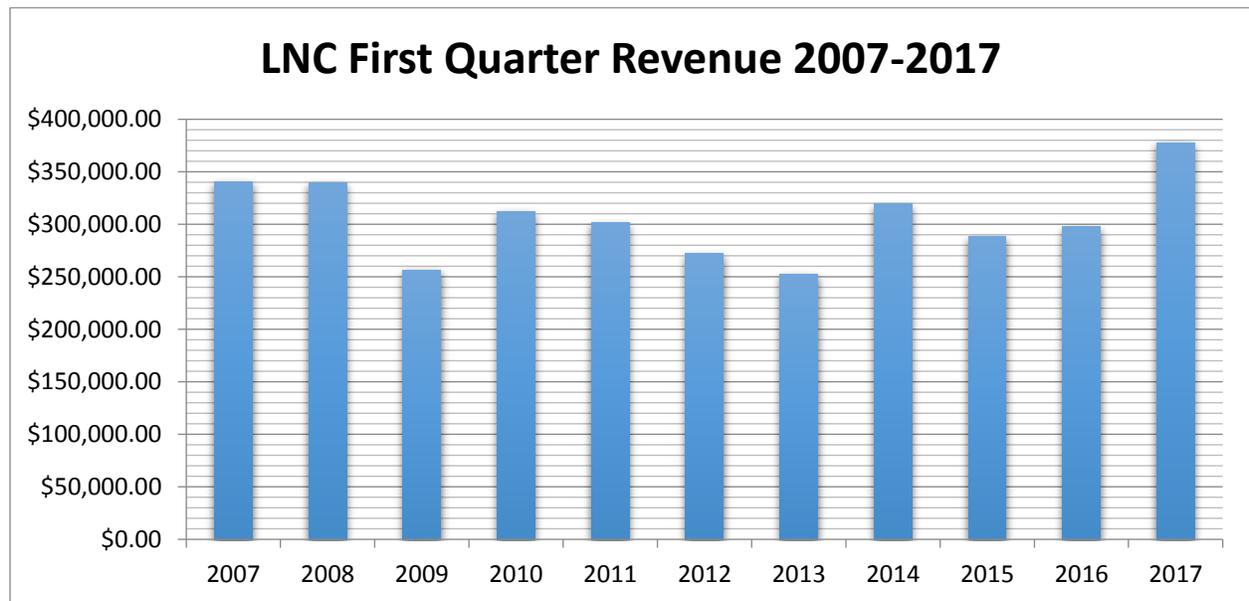
April 2017

Over the last 3 months, we have created a fundraising department in order to better cultivate donors and members.

Originally, our department was staffed by three consultants: myself as Head of Development and Nathan Grabau and Jess Mears as Development Coordinators.

Nathan moved on to other professional pursuits after a few weeks. Jess has stayed, learned basic fundraising skills which built nicely on her previous professional experiences, and has turned into a valuable staffer.

This quarter we raised a total of \$377,792.31, not counting convention revenue or bequest revenue as these will be booked in other periods due to accounting policies. This total surpasses the first quarter fundraising for the past ten years, and beats 2007 and 2008's numbers by more than 10%. Keep in mind that this was achieved despite LP.org being down off and on throughout much of January and with no direct database access for our fundraising team in January or February.



Also, we have maintained membership above the 20k mark. Our primary objective has been revenue and membership has been secondary. I consider fundraising and membership to be two sides of the same coin. They are slightly different but closely related. Much of the work that Jess and I do serves dual goals of increasing fundraising and increasing membership.

In the first quarter, we raised over \$60k towards the building fund. The LNC had budgeted \$60k towards the mortgage for 2017 so that budget line item is now fully funded. The rapid completion of this was facilitated by a generous matching opportunity.

This first matching opportunity was so successful that we were then able to secure a double-matching opportunity for the Ballot Access Fund. Double-matching opportunities are very rare in our industry and very special. This offer is still in progress but I expect it will be completed soon. Upon completion of this offer, we'll have raised over \$100k for the Ballot Access Fund. We are grateful to the donors who offered the generous matches which have encouraged other donors to invest in these critical projects.

We have been slowly updating various pieces relating to fundraising. These include donation forms, thank-you notes, auto-generated responses to online donations, and so on. We have more such pieces that need updating and will continue to pursue that in the next quarter.

We have also been securing donor meetings for our Chair, our Executive Director, and myself. These meetings are critical to building relationships with donors. We've landed some meetings with some high-capacity folks and we plan to continue to build their relationship with the party and encourage them to invest. This takes deliberate and thoughtful work over time.

I have long felt that we needed to do more to communicate directly with our members. So, this quarter we tried a series of conference calls featuring Libertarian leaders speaking on a variety of topics. To date, we have hosted 11 calls and 646 people have called in to these calls. We've received very happy feedback from participants. Each of these calls costs the party a few hours of staff time and really nothing else. I consider them a very sound investment.

Here's some sample feedback from Jon E.:

Thank you very much for the call last night and for all the information that was provided. I appreciated you asking and answering the question I emailed as well. That was very helpful to me as I look to do everything I can to support and grow the Libertarian Party.

Jess, you did a terrific job organizing the call and relaying all of the questions. Even the fact that a confirmation email came out shortly before the call began was a great idea.

Caryn Ann -- I was truly impressed with your presentation. You have a real knack for communicating in a concise yet very articulate manner. Your generosity with your knowledge and experience in the party was very kind, and your passion is contagious! I work in media as a TV Producer, so I tend to be more critical (good or bad...) of the way things are presented. This was very, very good.

Thank you again. I'm honored to be a new member of the Libertarian Party and excited to be a part of what will, no doubt, be a great future for the party and for liberty.

We are also working to give our members and donors more attention and responsiveness. Jess Mears now manages the info@lp.org box which, at times, receives a significant volume of emails on all sorts of topics. Jess attends to whatever is needed with these emails and we've received very happy feedback from members when we exceeded their expectations. Jess also calls as many donors as she can each week to thank them for their donations and she prioritizes calling new members, to thank them for joining.

Here's some sample feedback from Corbin B.:

It really is a cool feeling to [join the Libertarian Party]. You get a card and everything. Jess personally reached out to me and got me set up with contacts. It's a great feeling to be involved in a party which supports the individual as much as we support them.

We also updated the Lifetime Membership pin and offered this new version to existing Lifetime Members. I've heard only positive feedback on this new design

and multiple Lifetime Members expressed that they were very happy that we sent them the pin free of charge.

Many of our Liberty Pledgers are not receiving the sense of satisfaction that we'd like them to have. I aim to improve this. These Liberty Pledgers give every month and play a critical role in our organization. Earlier this month, we offered these Liberty Pledgers a print which features a glamor shot of Gov. Johnson, surrounded by media. Roughly 60 Liberty Pledgers have taken us up on this offer so far and we've received very happy comments from them about this offer.

The one email promotion of LP Store this quarter featured a limited-edition run of several shirts. The two most popular were shirts that speak to the "spirit of the times". We are adding some of these shirts to LP Store.

Lastly, this quarter we have launched a new program called Legacy Libertarians. This is meant to encourage bequests and help the party have a better awareness of bequests that will come our way in the future. We've only done one email on this program to date and I hope to expand upon that in the next quarter.

Next quarter, I want to focus on membership numbers with the goal of maintaining the 20k benchmark. Last summer, we saw a surge in new members. As we know from past history, many first time members do not renew. Thus we can expect a drop in these numbers in the coming months. The best way to counter this is with effective and thoughtfully planned renewal offers and also concerted efforts to recruit new members.