

## Staff Reports

*Meeting of the Libertarian National Committee, Inc.*

*September 29, 2018*

*Phoenix, Arizona*

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### Executive Director's Report

#### Submitted by Wes Benedict

By many measures, the Libertarian Party is in very good shape.

Detailed Membership and Financial reports are provided separately.

Fundraising is very strong, as reported by our Director of Development, Lauren Daugherty, and that was accomplished even while our Chair and Development Director have also been leading on the political front by running for public office this year. We should expect fundraising to be strong in 2019 as well.

Back in June 10, 2018, Ballot Access guru Richard Winger commented on the blog Independent Political Report that

- *The Libertarian Party is in its best ballot access position by far, currently.*
- *Also Libertarian Party registration is at an all-time high, percentagewise as well as raw numbers.*
- *Also we have legislators in two states now. We didn't have any legislators from 2002 through 2015.*

In the same post, former LNC Vice Chair Chuck Moulton wrote the following:

*The biggest positive steps forward I see are:*

- 1) *We have a building that works for our staff and are well on our way to paying off its mortgage, which will free up money previously spent on rent/mortgage payments for other projects.*

- 2) *We are on a more solid ballot access foundation going into 2020 than we have been in decades (perhaps ever) thanks to both the Johnson campaign's vote totals and LNC early investments.*
- 3) *We've improved our IT infrastructure in terms of the website backend, email, and LPedia.*
- 4) *It looks like we're on a path to implementing a data solution that will work well for state and county affiliates: the CiviCRM project with LP customizations.*
- 5) *The reach of our social media continues to expand.*
- 6) *We now have specific staff members focused on winning elections, recruiting & supporting candidates, affiliate support, and fundraising. In the past we usually had general purpose staffers wearing many hats who were not as specialized or suited for those roles.*

While every member, donor, volunteer, candidate, and officer in our party shares in the credit, I think our staff is a top reason for the strong performance in recent years.

From 2009 to 2011, we had around 7 to 8 staff members. While our balance sheet and cash in the bank was strong, I put forward a proposal to expand the budget to add staff, but that expansion was stopped by the LNC. I was personally highly involved with almost all fundraising, the writing of most fundraising letters, emails, LP News articles, blog posts, Liberty Pledge News, media appearances, candidate and affiliate support (what little I had time for), and even graphic design work.

In contrast, today we have 16 staff members with added staff focusing on campaigns, candidate recruitment, a press secretary, graphic designer, affiliate support, and three or more people mostly focused on fundraising.

Our quality of work and quantity has improved dramatically.

I think staff should continue to be the number one focus for investment with any new funds the party raises. If the LNC had an extra million dollars to invest, I'd recommend they invest most of it in more staff.

A million dollars invested in an advertising campaign might get a burst of attention would have very short-term effects. A million dollars invested in five campaigns for public office might result in growing our number of elected Libertarians from 173 to 174 or 175.

In contrast, an additional million dollars invested in staff could see our staff grow from 16 to 32 and would provide more services to our candidates and affiliates in more ways than we imagine is possible today. The result would likely be a far higher number of candidates, active affiliates, and elected Libertarians, than if, instead, a million dollars in cash grants were handed out.

The opinions above regarding investing in staff are mine, and they are certainly not universal. There are plenty of Libertarian Party activists who think the party would do better with volunteers trying to manage most of the day-to-day operations and activities while keeping up with all the latest technologies and practices and that most of the funds raised by the LNC should be granted to affiliates or candidates, with or without strings attached.

The ultimate decision with how to invest available LNC funds is made by the LNC during the budgeting process—something you'll handle at the December meeting in Alexandria.

Below is a list of our staff and their primary duties.

## **Staff Tasks & Duties**

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

Assure fundraising targets are met (with lots of help)  
Write some fundraising letters & emails  
Staff hiring, evaluation, assignment of tasks, supervision  
Write staff contractors  
Write contracts for ballot access  
Oversee membership plans, renewals and prospecting  
LNC/Chair interface  
Brand development  
Oversee LPStore.org content  
Order literature and branded items for LPStore.org  
Order LP stationery, letterhead, envelopes  
Help with outreach events  
Oversee LP.org structure and content  
Database troubleshooting, including email contact list  
Pre-approve expenditures by staff  
Ensure staff complies with Policy Manual, federal and state election laws  
LNC Meetings: post reports to LP.org, assemble handouts, broadcast mtg  
Contact and meetings with 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 Member Services Manager  
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 some ballot access matters & petitioning  
Manage database updates provided by state affiliates to LPHQ  
Process refunds and contribution returns  
Create new records for people who ask for information packets  
Each month import website recurring gift transactions into Raiser's Edge  
Import new inquiries and volunteers into RE  
Generate bi-weekly inquiries mailing list  
Answer and direct incoming phone calls  
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  
Data pulls for donor acknowledgments (thank you notes)  
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 staff 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

**Eric Dixon: Editor & Technology Developer**

LP News editor  
Post blog entries, press releases, poll and other information on LP.org  
Writing/Editing blog, press releases, videos, LP News, web content  
Technical support for LP.org, iContact, other areas as needed

**Lauren Daugherty: Development Director**

Develop and manage fundraising campaigns  
Write fundraising letters; oversee graphic design  
Write fundraising emails  
Analyze results on all mail appeals and select segments for lists  
Major donor cultivation  
Thank donors  
Update donors (on plans, progress, etc.)  
Prospecting  
Promote convention sales  
Oversee convention branding  
Post content on LP.org  
Send fundraising emails  
Creation of LP literature  
Fundraising events  
Update iContact email database

**Richard Fields: Press Secretary**

Monitor breaking news and select topics for press releases  
Draft content for press releases

- Get party leadership and candidates publicity via earned media
- Serve as spokesman for the party in some media appearances
- Track media hits and contacts
- Manage media contact list

**Elizabeth Brierly: Media Coordinator & Assistant Editor**

- Respond to media inquiries in collaboration with press secretary
- Guide and shape our branding/messaging as needed
- Maintain media contacts list
- Schedule, coordinate, and seek media interviews (including e-mailed "interviews") of LNC, E.D., press secretary
- Solicit candidates & other spokespeople as needed
- Follow up on interviews
- Monitor and track media coverage for inclusion in blog, other publications
- Assistant Editor and content developer of Liberty Pledge News
- Suggest topics for press releases, blog, and LP News
- Write, edit blog submissions and post content to LP.org
- Fact-check publications; find and edit images
- Support for other staff on special projects e.g. annual report, convention
- I.T. troubleshooting (e.g., iContact, Wordpress)
- Backup curator/editor for biweekly member e-mailings
- Develop and lay out web pages as needed, e.g., "Dates of Interest"

**Bob Johnston: Candidate and Affiliate Support Specialist**

- Help candidates find out the information they need to run for office
- Help candidates with FEC and state campaign finance questions
- Keep track of our current ballot access in each state
- Compile LP candidate data and update candidate list on LP.org
- Monthly Donors: call and email those whose cards expire
- Call and email expired members and ask to renew
- Compile 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
- Maintain Events listing on LP.org
- Other miscellaneous projects

**Cara Schulz: Candidate Recruiting Specialist**

- Recruit candidates for public office
- Provide campaign training and support for candidates for office
- Train affiliates to help recruit and support candidates

**Apollo Pazell: Campaigns Advisor**

Recruit candidates for targeted races  
Provide campaign support for candidates for targeted races  
Provide candidate talking points

**Andy Burns: Affiliate Development Specialist**

Provide tools and support to state affiliates  
Help states with fundraising  
Help states with database management  
Help states with marketing and support materials  
Training on any facet of running a state affiliate  
Provide customized marketing and support materials  
Design websites for state affiliates  
design websites for candidates  
Maintain State Chair and State Organization contact lists  
Webmaster for LPStore.org  
Create and manage best practices via LPAction.org  
Identify ways to help state/national parties to work together  
List to affiliate needs and present top needs to national LP

**Denise Luckey: Designer**

Graphic design for print, email, websites, and social media accounts  
Layout and design of Liberty Pledge News  
Help manage convention website  
Prepare convention handouts and signage  
(This position is a lot of work despite the short description.)

**Jess Mears: Membership Manager**

Manage membership prospecting, renewals, fulfillment processes  
Manage membership relations and retention  
Send membership renewal emails  
Send membership prospecting emails  
Analyze results on membership appeals and select segments for lists  
Post membership promotions on social media  
Social Media Management: Facebook, twitter, etc.  
Liberty Pledge newsletter editor

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

Work with vendors for mailings  
Get renewal letters printed  
Work with vendors for LP News printing and mailing  
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 for Pledge News

**Matthew Thexton: Member Services Manager**

Prepare packages for new and renewing members  
Prepare information packets for new inquires  
Print and mail special mail projects (holiday cards, convention, etc.)  
Print and send membership cards to monthly pledgers annually  
Update and maintain records in RE  
De-duplicate records in RE  
Assist with convention and LNC Meeting Prep  
Scan checks, deposit, electronically archive each deposit  
Process and cage checks, credit cards & cash received via mail into RE  
Process and cage all web transactions into RE  
Print and send acknowledgements of donations  
Greet visitors to the office  
Put together and mail merchandise orders  
Address general questions and complaints from members  
Accept, open, and deliver courier packages  
Accept, open, and sort mail from USPS  
Process mail bounce-backs, obtaining new addresses when possible  
Consolidate and send membership card data to vendor  
Receive and stock inventory of literature & branded items  
Receive and stock office supplies

**Tyler Harris: Member Services Assistant**

Assist with duties of the Members Services Manager  
Assist Campaigns Advisor with campaign field management  
Respond to inquiries made to info@lp.org  
Assist with office filing/organization  
Assist Membership Manager in analyzing membership data  
Assist Development Director with the hand-addressing of mailings  
Assist with compiling of candidate contact and website information  
Assemble convention badges/ribbons  
Various other tasks as assigned

**Lindsay Horn: Development Assistant**

Call expired members and ask them to renew  
Assist with other fundraising and membership efforts

The regular chart we refer to as a "Board Report" reporting the details of direct mail fundraising efforts follows.

**Costs, Dates, and Revenue from Direct Mail Projects 2008 through 2018**  
**2018 Appeals as of 2018-09-18**

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>													
1801 HO HD	12/31/17	Ballot Access	472	HD	\$10,535.00	\$588.00	\$9,947.00	26	5.51%	\$405.19	\$0.06	\$17.92	\$22.62
1802 HO	2/1/18	General Fund and annual Contact u	32,212	various	\$34,409.00	\$9,190.00	\$25,219.00	469	1.46%	\$73.37	\$0.27	\$3.74	\$19.59
1803 AR	3/5/18	Annual Report	5,992	active donors	\$7,436.00	\$10,089.00	-\$2,653.00	120	2.00%	\$61.97	\$1.36	\$0.74	\$84.08
1804 HO	4/5/2018	Urgent Ballot Access	20008	active donors	\$18,416.00	\$7,130.00	\$11,286.00	279	1.39%	\$66.01	\$0.39	\$2.58	\$25.56
1806 HO	6/10/18	Weld Letter	4,416	active donors	\$9,525.00	\$3,974.00	\$5,551.00	66	1.49%	\$144.32	\$0.42	\$2.40	\$60.21
1808 FT	9/5/18	Field Teams	5,238	active donors	\$985.00	\$4,195.00	-\$3,210.00	9	0.17%	\$109.44	\$4.26	\$0.23	\$466.11
1808 HO	8/1/18	Sex Workers Rights	4,910	half lapsed / Half long term donors	\$8,814.00	\$6,838.00	\$1,976.00	92	1.87%	\$95.80	\$0.78	\$1.29	\$74.33
<b>Subtotal House</b>			<b>73,248</b>		<b>\$90,120.00</b>	<b>\$42,004.00</b>	<b>\$48,116.00</b>	<b>1,061</b>	<b>1.45%</b>	<b>\$84.94</b>	<b>\$0.47</b>	<b>\$2.15</b>	<b>\$39.59</b>
<b>Renewals</b>													
1802 LP News	2/13/18	lift - General Giving	15,465	subscribers	\$37.00	\$1,211.00		1	0.01%	\$37.00			
1805 LP News	4/23/18	lift - Historic Preservation	15,653	subscribers	\$102.40	\$1,899.00		4	0.03%	\$25.60			
1808 LPN	8/8/18	lift - CRM	15,681	subscribers	\$5,135.00	\$1,166.00		68	0.43%	\$75.51			
<b>Lapsed</b>													
1804 LA	4/20/18		39,996		\$8,008.00	\$12,186.00	-\$4,178.00	158	0.40%	\$50.68	\$1.52	\$0.66	\$77.13
<b>Subtotal Lapsed</b>			<b>39,996</b>		<b>\$8,008.00</b>	<b>\$12,186.00</b>	<b>-\$4,178.00</b>	<b>158</b>	<b>0.40%</b>	<b>\$50.68</b>	<b>\$1.52</b>	<b>\$0.66</b>	<b>\$77.13</b>
<b>Prospecting</b>													
1805 PR1	4/17/18		20,234		\$1,042.00	\$6,474.00	-\$5,432.00	30	0.15%	\$34.73	\$6.21	\$0.16	\$215.80
1805 PR2	4/21/18		18,471		\$8,651.00	\$6,099.58	\$2,551.42	78	0.42%	\$110.91	\$0.71	\$1.42	\$78.20
<b>Subtotal Prospecting</b>			<b>38,705</b>		<b>\$9,693.00</b>	<b>\$12,573.58</b>	<b>-\$2,880.58</b>	<b>108</b>	<b>0.28%</b>	<b>\$89.75</b>	<b>\$1.30</b>	<b>\$0.77</b>	<b>\$116.42</b>
<b>Web &amp; White mail</b>													
Web Contributions		Donations			\$23,156.00		\$23,156.00	321		\$72.14			
Web New Members		New Members			\$77,785.00		\$77,785.00	2,112		\$36.83			
Web Renewals		Renewal Memberships			\$153,103.00		\$153,103.00	3,065		\$49.95			
White Mail Contributions		Donations			\$6,337.00		\$6,337.00	47		\$134.83			
White Mail for Membership		Membership			\$5,721.00		\$5,721.00	88		\$65.01			
<b>Subtotal for Web and White Mail</b>					<b>\$266,102.00</b>		<b>\$266,102.00</b>	<b>5,633</b>		<b>\$47.24</b>			
<b>SPECIAL PROJECTS</b>													
<b>2018 GRAND TOTAL</b>													
					<b>\$447,579.00</b>	<b>\$79,431.58</b>	<b>\$368,147.42</b>	<b>8,180</b>		<b>\$54.72</b>			

**2017 Appeals as 2018-09-30**

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>													
1701 HO	1/23/17	Guns and Marijuana	24,992	recent contributors	\$11,853.00	\$8,546.00	\$3,307.00	166	0.66%	\$71.40	\$0.72	\$1.39	\$51.48
1702 AR	3/2/17	Annual report	11,367	\$65+ recent contributors	\$10,451.00	\$19,343.00	-\$8,892.00	113	0.99%	\$92.49	\$1.85	\$0.54	\$171.18
1702 AR HD	3/2/17	Annual report Deluxe	274	High Donors	\$100.00	\$746.00	-\$646.00	1	0.36%	\$100.00	\$7.46	\$0.13	\$746.00
1704 BA	4/4/2017	Ballot Access	5000	previous BA contributors	\$14,961.00	\$7,834.00	\$7,127.00	117	2.34%	\$100.39	\$0.59	\$1.71	\$58.84
1705 HO	5/31/17	Hire Ltr	19,984	recent contributors	\$11,746.00	\$6,884.00	\$4,862.00	147	0.74%	\$24.63	\$0.80	\$1.26	\$19.62
1705 HO HD	5/7/17	Lay Foundation for 2018	779	High Donors	\$7,360.00	\$319.00	\$7,041.00	8	1.03%	\$2,005.50	\$0.71	\$1.42	\$1,416.00
1706 HO HD	7/16/17	Path to 2018#2	780	High Donors	\$3,620.00	\$2,884.00	\$736.00	15	1.92%	\$1,069.60	\$0.71	\$1.42	\$755.20
1708 HO	8/17/17	Tipping Point	35,006	contributors and inquirers	\$16,044.00	\$11,328.00	\$4,716.00	252	0.72%	\$24.37	\$0.08	\$11.97	\$2.04
1709 HO HD	9/15/17	Path to 2018 #3	220	High Donors	\$6,140.00	\$513.00	\$5,627.00	13	5.91%	\$38.46	\$8.55	\$0.12	\$328.69
1710 HO HD	10/18/17	Path to 2018 #4	1,000	High Donors	\$500.00	\$4,273.00	-\$3,773.00	1	0.10%	\$14,413.00	\$0.52	\$1.93	\$7,460.00
1712 HO	11/21/18	Become a Liberty Pledger	20,007	recent contributors	\$14,413.00	\$7,460.00	\$6,953.00	200	1.00%	\$72.07			
<b>Subtotal House</b>			<b>119,409</b>		<b>\$97,188.00</b>	<b>\$70,130.00</b>	<b>\$27,058.00</b>	<b>1,033</b>	<b>0.87%</b>	<b>\$94.08</b>	<b>\$0.72</b>	<b>\$1.39</b>	<b>\$67.89</b>
<b>LP News</b>													
1702 LP News	2/6/17	Building fund match	21,014	subscribers	\$7,548.00		\$7,548.00	88	0.42%	\$85.77			
1704 LP News	3/29/17	Momentum	20,961	subscribers	\$2,802.00		\$2,802.00	49	0.23%	\$57.18			
1706 LP News	6/11/17	Become a Pledger	18,703	subscribers	\$4,158.00		\$4,158.00	29	0.16%	\$143.38			
1709 LP News	9/12/17	Ballot Access	15,974	subscribers	\$7,013.00		\$7,013.00	94	0.59%	\$74.61			
1712 LP News	11/21/18	LS Shirt Insert	15,335	subscribers	\$980.00		\$980.00	25	0.16%	\$39.20			
<b>Subtotal House Appeals Incl. LP News</b>					<b>\$104,736.00</b>	<b>\$70,130.00</b>	<b>\$34,606.00</b>	<b>\$1,121.00</b>	<b>#DIV/0!</b>	<b>\$93.43</b>	<b>\$0.67</b>	<b>\$1.49</b>	<b>\$62.56</b>
<b>Renewals</b>													
1701 RE	1/30/17	wes upgrade appeal	3,862	6 month Expires	\$12,495.00	\$1,414.00	\$11,081.00	213	5.52%	\$58.66	\$0.11	\$8.84	\$6.64
1702 RE	3/8/17	wes upgrade appeal	4,215	6 month Expires	\$12,973.00	\$1,469.00	\$11,504.00	206	4.89%	\$62.98	\$0.11	\$8.83	\$7.13
1703 RE	3/31/17	wes upgrade appeal	5,837	6 month Expires	\$12,440.00	\$1,730.00	\$10,710.00	206	3.53%	\$60.39	\$0.14	\$7.19	\$8.40
1704 RE	4/30/17	wes upgrade appeal	7,113	6 month Expires	\$13,860.00	\$2,062.00	\$11,798.00	201	2.83%	\$68.96	\$0.15	\$6.72	\$10.26
1705 RE	5/26/17	Blockbuster year	8,068	6 month Expires	\$3,872.00	\$2,651.00	\$1,221.00	105	1.30%	\$36.88	\$0.68	\$1.46	\$25.25
1706 RE	7/7/17	free lapel pin	9,130	6 month Expires	\$11,175.00	\$4,911.00	\$6,264.00	227	2.49%	\$49.23	\$0.44	\$2.28	\$21.63
1707 RE	7/21/17	wes upgrade appeal	8,847	6 month Expires	\$13,245.00	\$2,645.00	\$10,600.00	240	2.71%	\$55.19	\$0.20	\$5.01	\$11.02
1708 RE	9/5/17	wes upgrade appeal	8,911	6 month Expires	\$18,885.00	\$2,308.00	\$16,577.00	290	3.25%	\$65.12	\$0.12	\$8.18	\$7.96
1709 RE	10/5/17	wes upgrade appeal	7,636	6 month Expires	\$7,663.00	\$2,371.00	\$5,292.00	125	1.64%	\$61.30	\$0.31	\$3.23	\$18.97
1710 RE	11/2/17	Blockbuster year - free gift	7,321	6 month Expires	\$5,897.00	\$3,002.00	\$2,895.00	118	1.61%	\$25.44	\$0.51	\$1.96	\$25.44
1711 RE	12/3/18	wes upgrade appeal	7,246	6 month Expires	\$15,505.00	\$2,063.00	\$13,442.00	247	3.41%	\$62.77	\$0.13	\$7.52	\$8.35
1712 RE	12/31/18	wes upgrade appeal	6,224	6 month Expires	\$14,436.00	\$1,897.00	\$12,539.00	235	3.78%	\$61.43	\$0.13	\$7.61	\$8.07
<b>Subtotal Renewals</b>			<b>84,410</b>		<b>\$142,446.00</b>	<b>\$28,523.00</b>	<b>\$113,923.00</b>	<b>2413</b>	<b>2.86%</b>	<b>\$59.03</b>	<b>\$0.20</b>	<b>\$4.99</b>	<b>\$11.82</b>
<b>Lapsed</b>													
1703 LA		Nick S renewals			\$20,295.00		\$20,295.00	368	#DIV/0!	\$55.15	\$0.00	#DIV/0!	\$0.00
1705 LA (1S)	5/26/17	Blockbuster year - t-shirt	21,930		\$4,825.00	\$7,675.00	-\$2,850.00	136	0.62%	\$35.48	\$1.59	\$0.63	\$56.43
1710 LA	11/2/17	Blockbuster year - free gift	11,886		\$2,900.00	\$4,874.00	-\$1,974.00	78	0.66%	\$37.18	\$1.68	\$0.59	\$62.49
<b>Subtotal Lapsed</b>			<b>33,816</b>		<b>\$28,020.00</b>	<b>\$12,549.00</b>	<b>\$15,471.00</b>	<b>582</b>	<b>1.72%</b>	<b>\$48.14</b>	<b>\$0.45</b>	<b>\$2.23</b>	<b>\$21.56</b>
<b>Prospecting</b>													
1702 PRW	2/21/17	please join	20,012	GJ list	\$1,150.00	\$6,024.00	-\$4,874.00	36	0.18%	\$31.94	\$5.24	\$0.19	\$167.33
1702 PRL	2/16/17	join get shirt	19,832	GJ list	\$3,482.00	\$8,369.00	-\$4,887.00	92	0.46%	\$37.85	\$2.40	\$0.42	\$90.97
1705 PR 1s	5/31/17	free t shirt	16,984	GJ list	\$1,496.00	\$6,922.00	-\$5,426.00	52	0.31%	\$28.77	\$4.63	\$0.22	\$133.12
1705 PR 2s	5/11/17	choose a shirt	50,001	GJ list	\$6,600.00	\$16,107.00	-\$9,507.00	206	0.41%	\$32.04	\$2.44	\$0.41	\$78.19
1711 PR	5/11/17	choose a shirt	50,001	GJ list	\$6,077.00	\$14,726.00	-\$8,649.00	120	0.24%	\$50.64	\$2.42	\$0.41	\$122.72
<b>Subtotal Prospecting</b>			<b>156,830</b>		<b>\$18,805.00</b>	<b>\$52,148.00</b>	<b>-\$33,343.00</b>	<b>506</b>	<b>0.32%</b>	<b>\$37.16</b>	<b>\$2.77</b>	<b>\$0.36</b>	<b>\$103.06</b>
<b>Web &amp; White mail</b>													
Web Contributions		Donations			\$31,595.00		\$31,595.00	360		\$87.76			
Web New Members		New Members			\$125,409.00		\$125,409.00	2,554		\$49.10			
Web Renewals		Renewal Memberships			\$162,266.00		\$162,266.00	2,825		\$57.44			
White Mail Contributions		Donations			\$8,861.00		\$8,861.00	83		\$106.76			
White Mail for Membership		Membership			\$10,654.00		\$10,654.00	136		\$78.34			
<b>Subtotal for Web and White Mail</b>					<b>\$338,785.00</b>		<b>\$338,785.00</b>	<b>5,958</b>		<b>\$56.86</b>			
<b>SPECIAL PROJECTS</b>													
<b>2017 GRAND TOTAL</b>					<b>\$632,792.00</b>	<b>\$163,350.00</b>	<b>\$469,442.00</b>	<b>10,580</b>		<b>\$59.81</b>			

**2016 Appeals as 2017-12-31**

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
<b>House</b>													
1601 HO	2/1/16	Sarwark 2016 BA	20,005	recent contributors	\$29,758.00	\$8,779.00	\$20,979.00	350	1.75%	\$85.02	\$0.30	\$3.39	\$25.08
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	\$43,818.00	\$6,913.00	\$36,905.00	337	1.69%	\$130.02	\$0.16	\$6.34	\$20.51
1605 HO	5/7/16	dangerous times	20,103	recent contributors	\$31,787.00	\$7,126.00	\$24,661.00	238	1.18%	\$133.56	\$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	\$26,832.00	\$6,755.00	\$20,077.00	256	1.14%	\$104.81	\$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	\$10,008.00	\$10,530.00	-\$522.00	130	0.37%	\$76.98	\$1.05	\$0.95	\$81.00
1612 HO	12/9/16	Year of the Libertarians 2	25,000	recent contributors	\$13,864.00	\$8,482.00	\$5,382.00	100	0.40%	\$138.64	\$0.61	\$1.63	\$84.82
<b>Subtotal House</b>			<b>222,416</b>		<b>\$288,106.00</b>	<b>\$69,146.00</b>	<b>\$218,960.00</b>	<b>2,492</b>	<b>1.12%</b>	<b>\$115.61</b>	<b>\$0.24</b>	<b>\$4.17</b>	<b>\$27.75</b>
2015 LP NEWS	VARIABLES						\$0.00		#DIV/0!	#DIV/0!			
<b>Subtotal House Appeals Incl. LP News</b>							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Renewals</b>													
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	\$11,756.00	\$1,051.00	\$10,705.00	178	7.91%	\$66.04	\$0.09	\$11.19	\$5.90
1607 RE	8/6/16	wes upgrade appeal	2,495	6 month expires	\$18,940.00	\$1,095.00	\$17,845.00	286	11.46%	\$66.22	\$0.06	\$17.30	\$3.83
1608 RE	8/22/16	wes upgrade appeal	2,423	6 month expires	\$7,940.00	\$1,079.00	\$6,861.00	137	5.65%	\$57.96	\$0.14	\$7.36	\$7.88
1609 RE	9/26/16	wes upgrade appeal	2,448	6 month expires	\$6,590.00	\$1,864.00	\$4,726.00	118	4.82%	\$55.85	\$0.28	\$3.54	\$15.80
1610 RE	11/3/16	wes upgrade appeal	2,765	6 month expires	\$10,432.00	\$1,395.00	\$9,037.00	176	6.37%	\$59.27	\$0.13	\$7.48	\$7.93
1611 RE	11/22/16	wes upgrade appeal	3,003	6 month expires	\$9,585.00	\$1,162.00	\$8,423.00	141	4.70%	\$67.98	\$0.12	\$8.25	\$8.24
1612 RE	12/28/16	wes upgrade appeal	3,071	6 month expires	\$9,656.00	\$1,272.00	\$8,384.00	149	4.85%	\$64.81	\$0.13	\$7.59	\$8.54
<b>Subtotal Renewals</b>			<b>33,207</b>		<b>\$125,503.00</b>	<b>\$14,987.00</b>	<b>\$110,516.00</b>	<b>1980</b>	<b>5.96%</b>	<b>\$63.39</b>	<b>\$0.12</b>	<b>\$8.37</b>	<b>\$7.57</b>
<b>Lapsed</b>													
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
<b>Subtotal Lapsed</b>			<b>53,515</b>		<b>\$14,403.00</b>	<b>\$15,352.17</b>	<b>-\$949.17</b>	<b>255</b>	<b>0.48%</b>	<b>\$56.48</b>	<b>\$1.07</b>	<b>\$0.94</b>	<b>\$60.20</b>
<b>Prospecting</b>													
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	\$7,965.00	\$11,995.00	-\$4,030.00	178	0.59%	\$44.75	\$1.51	\$0.66	\$67.39
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
<b>Subtotal Prospecting</b>			<b>56,093</b>		<b>\$14,367.00</b>	<b>\$17,947.40</b>	<b>-\$3,580.40</b>	<b>493</b>	<b>0.88%</b>	<b>\$29.14</b>	<b>\$1.25</b>	<b>\$0.80</b>	<b>\$36.40</b>
<b>Web &amp; White mail</b>													
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			
<b>Subtotal for Web and White Mail</b>					<b>\$937,179.00</b>		<b>\$937,179.00</b>	<b>12,119</b>		<b>\$77.33</b>			
<b>SPECIAL PROJECTS</b>													
<b>2016 GRAND TOTAL</b>													
					<b>\$1,091,452.00</b>	<b>\$48,286.57</b>	<b>\$1,043,165.43</b>	<b>14,847</b>		<b>\$73.51</b>			

White Mail for Membership		Membership			\$16,993.00		\$16,993.00	206		\$82.49			
<b>2015 Appeals as 2016-12-31</b>													
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
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00		#DIV/0!	#DIV/0!			
							\$0.00		#DIV/0!	#DIV/0!			
<b>Subtotal House</b>			<b>159,545</b>		<b>\$134,847.00</b>	<b>\$67,144.14</b>	<b>\$67,702.86</b>	<b>1,961</b>	<b>1.23%</b>	<b>\$68.76</b>	<b>\$0.50</b>	<b>\$2.01</b>	<b>\$34.24</b>
2015 LP NEWS	VARIES								#DIV/0!	#DIV/0!			
<b>Subtotal House Appeals Incl. LP News</b>							<b>\$0.00</b>		<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>
<b>Renewals</b>													
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
1504 RE		wes upgrade appeal		Std 6 Mo renewal			\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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
1506 RE		wes upgrade appeal	2,848	Std 6 Mo renewal (combined with 1506 LA)			\$0.00		0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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!
<b>Subtotal Renewals</b>			<b>42,048</b>		<b>\$134,100.00</b>	<b>\$13,516.00</b>	<b>\$120,584.00</b>	<b>2361</b>	<b>5.62%</b>	<b>\$56.80</b>	<b>\$0.10</b>	<b>\$9.92</b>	<b>\$5.72</b>
<b>Lapsed</b>													
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
<b>Subtotal Lapsed</b>			<b>81,695</b>		<b>\$14,434.00</b>	<b>\$29,424.00</b>	<b>-\$14,990.00</b>	<b>301</b>	<b>0.37%</b>	<b>\$47.95</b>	<b>\$2.04</b>	<b>\$0.49</b>	<b>\$97.75</b>
<b>Prospecting</b>													
1502 SFL				Students for Liberty	\$1,495.00			349	#DIV/0!	\$4.28	\$0.00	#DIV/0!	\$0.00
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Subtotal Prospecting</b>			<b>0</b>		<b>\$1,495.00</b>	<b>\$0.00</b>	<b>\$1,495.00</b>	<b>349</b>	<b>#DIV/0!</b>	<b>\$4.28</b>	<b>\$0.00</b>	<b>#DIV/0!</b>	<b>\$0.00</b>
<b>Web &amp; White mail</b>													
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			
<b>Subtotal for Web and White Mail</b>					<b>\$220,852.41</b>		<b>\$220,852.41</b>	<b>3,286</b>		<b>\$67.21</b>			
<b>SPECIAL PROJECTS</b>													
<b>2015 GRAND TOTAL</b>					<b>\$370,881.41</b>	<b>\$42,940.00</b>	<b>\$327,941.41</b>	<b>6,297</b>		<b>\$58.90</b>			

White Mail for Membership		Membership			\$16,993.00		\$16,993.00	206		\$82.49			
<b>2014 Appeals as 2015-12-31</b>													
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>													
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
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Subtotal House</b>			<b>117,927</b>		<b>\$130,471.00</b>	<b>\$52,127.53</b>	<b>\$78,343.47</b>	<b>1,763</b>	<b>1.49%</b>	<b>\$74.01</b>	<b>\$0.40</b>	<b>\$2.50</b>	<b>\$29.57</b>
2014 LP NEWS	VARIES								#DIV/0!	#DIV/0!			
<b>Subtotal House Appeals Incl. LP News</b>			<b>117,927</b>		<b>\$130,471.00</b>	<b>\$52,127.53</b>	<b>\$78,343.47</b>	<b>1,763</b>	<b>1.49%</b>	<b>\$74.01</b>	<b>\$0.40</b>	<b>\$2.50</b>	<b>\$29.57</b>
<b>Renewals</b>													
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	<b>Std 6 Mo renewal</b>	\$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
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
<b>Subtotal Renewals</b>			<b>55,603</b>		<b>\$162,546.00</b>	<b>\$24,021.64</b>	<b>\$138,524.36</b>	<b>2602</b>	<b>4.68%</b>	<b>\$62.47</b>	<b>\$0.15</b>	<b>\$6.77</b>	<b>\$9.23</b>
<b>Lapsed</b>													
									#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Subtotal Lapsed</b>			<b>44,034</b>		<b>\$21,828.50</b>	<b>\$11,913.21</b>	<b>\$9,915.29</b>	<b>386</b>	<b>0.88%</b>	<b>\$56.55</b>	<b>\$0.55</b>	<b>\$1.83</b>	<b>\$30.86</b>
<b>Prospecting</b>													
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
<b>Subtotal Prospecting</b>			<b>58,591</b>		<b>\$7,086.95</b>	<b>\$17,568.82</b>	<b>-\$10,481.87</b>	<b>176</b>	<b>0.30%</b>	<b>\$40.27</b>	<b>\$2.48</b>	<b>\$0.40</b>	<b>\$99.82</b>
<b>WEB</b>													
<b>Web Contributions</b>		Donations			\$63,970.00		\$63,970.00	646		\$99.02			
<b>Web New Members</b>		New Members			\$53,491.00		\$53,491.00	1,556		\$34.38			
<b>Web Renewals</b>		Renewal Memberships			\$171,774.00		\$171,774.00	2,654		\$64.72			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$30,149.00		\$30,149.00	175		\$172.28			
<b>White Mail for Membership</b>		Membership			\$14,615.00		\$14,615.00	180		\$81.19			
<b>Subtotal for Web and White Mail</b>					<b>\$333,999.00</b>		<b>\$333,999.00</b>	<b>5,211</b>		<b>\$64.09</b>			
<b>SPECIAL PROJECTS</b>													
1404 HO		ballot fund - email		piryx	\$8,285.00		\$8,285.00	153		\$54.15			
<b>2014 GRAND TOTAL</b>					<b>\$664,216.45</b>	<b>\$105,631.20</b>	<b>\$558,585.25</b>	<b>10,291</b>		<b>\$64.54</b>			

White Mail for Membership		Membership			\$16,993.00		\$16,993.00	206		\$82.49			
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>2013 Appeals (as of 2014-12-31)</b>													
<b>House</b>													
1301 HO	1/28/13	Big Opportunity	20,694		\$20,825.00	\$7,115.00	\$13,710.00	213	1.03%	\$97.77	\$0.34	\$2.93	\$33.40
1303 HO	4/2/13	Building fund	13,336		\$54,186.00	\$9,464.00	\$44,722.00	201	1.51%	\$269.58	\$0.17	\$5.73	\$47.08
1303 HO email	4/4/13	Building fund email	130,454		\$2,303.00	\$0.00	\$2,303.00	8	0.01%	\$287.88	\$0.00	#DIV/0!	\$0.00
1303 HO 3	4/22/13	Second Notice (bldg fund)	13,337		\$12,550.00	\$5,729.00	\$6,821.00	84	0.63%	\$149.40	\$0.46	\$2.19	\$68.20
1303 HO email	5/8/13	Building fund email	137,609		\$10,689.00	\$0.00	\$10,689.00	17	0.01%	\$628.76	\$0.00	#DIV/0!	\$0.00
1305 HO	5/24/13	2012 Annual Report	19,793		\$22,112.00	\$11,820.00	\$10,292.00	282	1.42%	\$78.41	\$0.53	\$1.87	\$41.91
1306 HO	6/11/13	Extremely Time Sens. ARF	19,887		\$16,096.00	\$6,374.00	\$9,722.00	243	1.22%	\$66.24	\$0.40	\$2.53	\$26.23
1307 HO	8/13/13	ballot access	19,000		\$23,142.00	\$9,184.00	\$13,958.00	285	1.50%	\$81.20	\$0.40	\$2.52	\$32.22
1309 HO	9/30/13	corrections and donations	40,000		\$32,712.00	\$8,067.00	\$24,645.00	549	1.37%	\$59.58	\$0.25	\$4.06	\$14.69
1310 HO	10/30/13	Heros	22,840		\$9,669.00	\$6,724.00	\$2,945.00	168	0.74%	\$57.55	\$0.70	\$1.44	\$40.02
									#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
1311 HO	11/15/14	Invest in growth	20,188		\$11,382.00	\$6,357.95	\$5,024.05	178	0.88%	\$63.94	\$0.56	\$1.79	\$35.72
									#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
1312 Ballot Fund	12/23/14	Special message - Gary Johnson	20,005		\$20,968.20	\$7,157.76	\$13,810.44	272	1.36%	\$77.09	\$0.34	\$2.93	\$26.32
<b>Subtotal House</b>			<b>457,138</b>		<b>\$236,634.20</b>	<b>\$77,992.71</b>	<b>\$158,641.49</b>	<b>\$2,500.00</b>	<b>0.55%</b>	<b>\$94.65</b>	<b>\$0.33</b>	<b>\$3.03</b>	<b>\$31.20</b>
2013 LP NEWS	VARIABLES				\$2,935.00			62	#DIV/0!	\$47.34			
<b>Subtotal House Appeals incl. LP News</b>			<b>457,138</b>		<b>\$239,569.20</b>	<b>\$77,992.71</b>	<b>\$161,576.49</b>	<b>2,562</b>	<b>0.56%</b>	<b>\$93.51</b>	<b>\$0.33</b>	<b>\$3.07</b>	<b>\$30.44</b>
<b>Renewals</b>													
1301 RE	1/22/13	Please Renew Your Mem	4,228		\$11,571.49	\$2,280.00	\$9,291.49	214	5.06%	\$54.07	\$0.20	\$5.08	\$10.65
1302 RE	2/20/13	Please Renew Your Mem	3,694		\$12,733.00	\$1,813.00	\$10,920.00	276	7.47%	\$46.13	\$0.14	\$7.02	\$6.57
1303 RE	3/25/13	Please Renew Your Mem	3,305		\$12,815.00	\$1,334.00	\$11,481.00	260	7.87%	\$49.29	\$0.10	\$9.61	\$5.13
1304 RE	4/23/13	Please Renew Your Mem	2,803		\$11,675.00	\$1,259.00	\$10,416.00	242	8.63%	\$48.24	\$0.11	\$9.27	\$5.20
1305 RE	6/11/13	Please Renew Your Mem	2,685		\$9,440.00	\$1,428.00	\$8,012.00	186	6.93%	\$50.75	\$0.15	\$6.61	\$7.68
1306 RE	6/26/13	Please Renew Your Mem	4,081		\$19,865.00	\$1,519.00	\$18,346.00	339	8.31%	\$58.60	\$0.08	\$13.08	\$4.48
1307 RE	7/22/13	Please Renew Your Mem	4,970		\$20,137.00	\$1,478.00	\$18,659.00	384	7.73%	\$52.44	\$0.07	\$13.62	\$3.85
1308 RE	8/30/13	Please Renew Your Mem	5,151		\$13,098.00	\$1,549.04	\$11,548.96	270	5.24%	\$48.51	\$0.12	\$8.46	\$5.74
1308 RE	8/30/13	Please Renew Your Mem	5,151		\$13,298.00	\$1,775.68	\$11,522.32	275	5.34%	\$48.36	\$0.13	\$7.49	\$6.46
1309 RE	9/24/13	Please Renew Your Mem	5,619		\$16,495.00	\$1,573.00	\$14,922.00	318	5.66%	\$51.87	\$0.10	\$10.49	\$4.95
1310 RE	10/30/13	Please Renew Your Mem	5,346		\$13,660.00	\$1,538.34	\$12,121.66	249	4.66%	\$54.86	\$0.11	\$8.88	\$6.18
1311 RE	11/15/13	Please Renew Your Mem	5,075		\$9,379.00	\$1,793.20	\$7,585.80	127	2.50%	\$73.85	\$0.19	\$5.23	\$14.12
1312 RE	12/31/13	Please Renew Your Mem	4,453		\$8,685.00	\$1,805.98	\$6,879.02	157	3.53%	\$55.32	\$0.21	\$4.81	\$11.50
<b>Subtotal Renewals</b>			<b>56,561</b>		<b>\$172,851.49</b>	<b>\$21,146.24</b>	<b>\$151,705.25</b>	<b>3297</b>	<b>5.83%</b>	<b>\$52.43</b>	<b>\$0.12</b>	<b>\$8.17</b>	<b>\$6.41</b>
<b>Lapsed</b>													
1308 LA	9/4/13	Please Renew Your Mem	39,057	long term expired	\$17,854.00	\$14,021.00	\$17,309.00	374	0.96%	\$47.74	\$0.79	\$1.27	\$37.49
1312 LA			25,000	long term expired	\$7,645.00		\$1,310.00	181	0.72%	\$42.24	\$0.00	#DIV/0!	\$0.00
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Subtotal Lapsed</b>			<b>64,057</b>		<b>\$25,499.00</b>	<b>\$14,021.00</b>	<b>\$11,478.00</b>	<b>555</b>	<b>0.87%</b>	<b>\$45.94</b>	<b>\$0.55</b>	<b>\$1.82</b>	<b>\$25.26</b>
<b>Prospecting</b>													
1311 PR	12/4/13		40,610		\$7,591.00	\$10,492.00	-\$2,901.00	152					
							\$0.00						
<b>Subtotal Prospecting</b>			<b>40,610</b>		<b>\$7,591.00</b>	<b>\$10,492.00</b>	<b>-\$2,901.00</b>	<b>152</b>	<b>0.37%</b>	<b>\$49.94</b>	<b>\$1.38</b>	<b>\$0.72</b>	<b>\$69.03</b>
<b>WEB</b>													
<b>Web Contributions</b>		Donations			\$31,149.00		\$31,149.00	452		\$68.91			
<b>Web New Members</b>		New Members			\$85,850.00		\$85,850.00	2,394		\$35.86			
<b>Web Renewals</b>		Renewal Memberships			\$137,101.00		\$137,101.00	2,761		\$49.66			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$45,252.00		\$45,252.00	130		\$348.09			
<b>White Mail for Membership</b>		Membership			\$11,135.00		\$11,135.00	187		\$59.55			
<b>Subtotal for Web and White Mail</b>					<b>\$310,487.00</b>		<b>\$310,487.00</b>	<b>5,924</b>		<b>\$52.41</b>			
<b>SPECIAL PROJECTS</b>													
1310 facebook		online		facebook	\$1,260.00		\$1,260.00	46		\$27.39			
1311 Ballot Fund		piryx		email list	\$28,256.78		\$28,256.78	586		\$48.22			
<b>2013 GRAND TOTAL</b>					<b>\$785,514.47</b>	<b>\$123,651.95</b>	<b>\$661,862.52</b>	<b>13122</b>		<b>\$59.86</b>			

White Mail for Membership		Membership			\$16,993.00		\$16,993.00	206		\$82.49			
<b>2012 Appeals</b>													
<b>House</b>													
1201 HO	2/6/12	Ron Paul Effect	29,725	House + Vols + lapsed	\$41,902.00	\$9,345.50	\$32,556.50	346	1.16%	\$121.10	\$0.22	\$4.48	\$27.01
1204-1 HO	4/16/12	BA urgent	18,937	House	\$13,388.00	\$4,452.42	\$8,935.58	201	1.06%	\$66.61	\$0.33	\$3.01	\$22.15
1205 HO	6/9/12	Annual Report	19,956	2011 constituents	\$25,213.00	\$8,867.31	\$16,345.69	330	1.65%	\$76.40	\$0.35	\$2.84	\$26.87
1206 HO	6/20/12	ARF - BA Alert	19,956	2011 constituents	\$15,124.00	\$6,044.14	\$9,079.86	222	1.11%	\$68.13	\$0.40	\$2.50	\$27.23
1207 HO	8/6/12	Don't let this hold back..	25,494	house + Vols + GJ	\$33,261.00	\$8,014.65	\$25,246.35	388	1.52%	\$85.72	\$0.24	\$4.15	\$20.66
1209 HO	9/13/12	Urgent Libertarian Message	32,776	house + Vols + GJ + lapsed	\$19,684.00	\$9,911.26	\$9,772.74	320	0.98%	\$61.51	\$0.50	\$1.99	\$30.97
1210 HO	10/4/12	If all americans knew	21,909	house + GJ	\$16,646.00	\$7,147.73	\$9,498.27	182	0.83%	\$91.46	\$0.43	\$2.33	\$39.27
1210-2 HO	10/30/12	Is this the ..Good News..?	22,333	house + GJ	\$11,461.00	\$7,060.00	\$4,401.00	134	0.60%	\$85.53	\$0.62	\$1.62	\$52.69
1211 HO	11/26/12	foot stompin, smil making..	20,650	house 18 + GJ	\$12,079.00	\$6,295.00	\$5,784.00	166	0.80%	\$72.77	\$0.52	\$1.92	\$37.92
1212 HO	12/31/12	You gotta see this: can't fail	18,773	house 18 + GJ less pledgers	\$16,595.00	\$6,072.00	\$10,523.00	0	0.00%	#DIV/0!	\$0.37	\$2.73	#DIV/0!
<b>Subtotal House</b>			<b>230,509</b>		<b>\$205,353.00</b>	<b>\$73,210.01</b>	<b>\$132,142.99</b>	<b>2,289</b>	<b>0.99%</b>	<b>\$89.71</b>	<b>\$0.36</b>	<b>\$2.80</b>	<b>\$31.98</b>
2012 LP NEWS	VARIES				\$625.00			9	#DIV/0!	\$69.44			
<b>Subtotal House Appeals Incl. LP News</b>			<b>230,509</b>		<b>\$205,978.00</b>	<b>\$73,210.01</b>	<b>\$132,767.99</b>	<b>2,298</b>	<b>1.00%</b>	<b>\$89.63</b>	<b>\$0.36</b>	<b>\$2.81</b>	<b>\$31.86</b>
<b>Renewals</b>													
1201 RE	1/9/12	Please Renew Your Mem	3,294		\$14,440.00	\$1,029.11	\$13,410.89	285	8.65%	\$50.67	\$0.07	\$14.03	\$3.61
1202 RE	2/8/12	Please Renew Your Mem	3,327		\$12,431.00	\$1,029.75	\$11,401.25	263	7.91%	\$47.27	\$0.08	\$12.07	\$3.92
1203 RE	3/17/12	Please Renew Your Mem	4,675		\$16,157.00	\$1,223.42	\$14,933.58	302	6.46%	\$53.50	\$0.08	\$13.21	\$4.05
1204 RE	4/12/12	Please Renew Your Mem	4,654		\$13,419.00	\$1,222.00	\$12,197.00	290	6.23%	\$46.27	\$0.09	\$10.98	\$4.21
1205 RE	6/2/12	Please Renew Your Mem	4,371		\$11,700.00	\$1,179.99	\$10,520.01	256	5.86%	\$45.70	\$0.10	\$9.92	\$4.61
1206 RE	7/2/12	Please Renew Your Mem	4,606		\$13,195.00	\$1,208.00	\$11,987.00	256	5.56%	\$51.54	\$0.09	\$10.92	\$4.72
1207 RE		Please Renew Your Mem			\$0.00	\$0.00	\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
1208 RE	8/7/12	Please Renew Your Mem	5,347		\$26,746.00	\$1,313.93	\$25,432.07	519	9.71%	\$51.53	\$0.05	\$20.36	\$2.53
1209 RE	9/21/12	Please Renew Your Mem	4,865		\$16,738.00	\$1,245.97	\$15,492.03	334	6.87%	\$50.11	\$0.07	\$13.43	\$3.73
1210 RE	10/16/12	Please Renew Your Mem	4,308		\$13,863.00	\$1,170.19	\$12,692.81	275	6.38%	\$50.41	\$0.08	\$11.85	\$4.26
1211 RE	11/16/12	Please Renew Your Mem	3,863		\$6,805.00	\$1,208.00	\$5,597.00	157	4.06%	\$43.34	\$0.18	\$5.63	\$7.69
1212 RE	12/22/12	Please Renew Your Mem	4,325		\$18,880.00	\$1,163.00	\$17,717.00	387	8.95%	\$48.79	\$0.06	\$16.23	\$3.01
<b>Subtotal Renewals</b>			<b>47,635</b>		<b>\$164,374.00</b>	<b>\$12,993.36</b>	<b>\$151,380.64</b>	<b>3324</b>	<b>6.98%</b>	<b>\$49.45</b>	<b>\$0.08</b>	<b>\$12.65</b>	<b>\$3.91</b>
<b>Lapsed</b>													
1206 LA	7/3/12	Why haven't you been told	21,693		\$2,330.00	\$5,997.00	-\$3,667.00	51	0.24%	\$45.69	\$2.57	\$0.39	\$117.59
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Subtotal Lapsed</b>			<b>21,693</b>		<b>\$2,330.00</b>	<b>\$5,997.00</b>	<b>-\$3,667.00</b>	<b>51</b>	<b>0.24%</b>	<b>\$45.69</b>	<b>\$2.57</b>	<b>\$0.39</b>	<b>\$117.59</b>
<b>Prospecting</b>													
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<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</b>													
<b>Web Contributions</b>		Donations			\$98,840.00		\$98,840.00	1,134		\$87.16			
<b>Web New Members</b>		New Members			\$138,345.00		\$138,345.00	3,533		\$39.16			
<b>Web Renewals</b>		Renewal Memberships			\$131,507.00		\$131,507.00	2,372		\$55.44			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$46,323.00		\$46,323.00	182		\$254.52			
<b>White Mail for Membership</b>		Membership			\$15,549.00		\$15,549.00	199		\$78.14			
<b>Subtotal for Web and White Mail</b>					<b>\$430,564.00</b>		<b>\$430,564.00</b>	<b>7,420</b>		<b>\$58.03</b>			
<b>SPECIAL PROJECTS</b>													
doorhangers										#DIV/0!			
lapsed member intern calling										#DIV/0!			
<b>2012 GRAND TOTAL</b>					<b>\$803,246.00</b>	<b>\$92,200.37</b>	<b>\$711,045.63</b>	<b>15,382</b>		<b>\$52.22</b>			

## LNC Development Department Report

September 2018

By Lauren Daugherty, Development Director

### **Results:**

Fundraising has been strong this year.

Our 2018 Libertarian National Convention revenues exceeded those from our 2016 Libertarian National Convention, something none of us had thought possible despite the record-breaking advanced ticket sales. At the beginning of the convention, we ran the math with the updated numbers and saw that this was now in the realm of possibility, so we made it our goal. With the generous help of so many members and donors, we made it happen.

Our 2018 first-quarter revenues were the strongest we've had in over 10 years.

Our 2018 second-quarter revenues (which include national convention revenues) were the second strongest of the past 10 years, exceeded only by 2016's.

And, our 2018 third-quarter revenues are also the second strongest we've had in 10 years, exceeded only by 2016's.

The same holds true for our year-to-date fundraising. 2018 YTD revenues are the second strongest of the past 10 years, exceeded only by 2016's.

Our YTD revenue is 23% above the average of the same time periods of the last 10 years. And our YTD is 28% above the average of our revenues for the same time periods in 2014 and 2010.

These calculations exclude revenues from bequests.

Much of our fundraising success in 2017 and now in 2018 has been because of upgraded giving. Our members and donors have appreciated the increased attention and communication we have been giving them and they respond favorably and generously.

### **Staff transitions:**

After the national convention, Jess Mears transitioned to her new role as Membership Manager and moved to DC to work from headquarters. She's been refining our membership recruitment, retention, and renewal processes at headquarters. She's doing a terrific job and her work will help us retain and grow our membership short-term and long-term.

### **Upgrading systems:**

Communication is a critical part of fundraising. We are continually upgrading our systems and forms of outreach. To help continue that progress, we recently hired a part-time contractor to focus on these sorts of projects and upgrades.

**Events:**

Jess and I have prioritized attending important events, getting to know members and donors, and communicating with them more effectively.

This year, Jess attended many state conventions and other events on our behalf. This has been very fruitful in multiple ways. We've signed up new members, built relationships with members and donors, and helped get people more connected with the party. Sometimes LNC members have assisted with this also. We need to continue to prioritize outreach at other organizations' and state affiliates' events in 2019.

About a year ago, we started hosting house parties as fundraisers the evening before LNC meetings. These have been productive. I am working on lining up some additional events throughout the next several months. We need to be hosting more events throughout the year, to get more donors involved, and build relationships year-round in preparation for future elections.

**Thanking members/donors:**

Jess and I are spending more time thanking donors and members. For example, we have started replying to donors/members via email after they have given online and quickly thanking them. I've received some very positive feedback from donors and members about this. In a world where we are all bombarded by mass communications, people increasingly crave and appreciate personal communication.

Jess and I have also started facilitating some thank-you cards signed by staff. These go to new Lifetime Members, new Liberty Pledgers, and now also to new members. This helps show our appreciation, build the relationship, and humanize the party. As part of this, at this LNC meeting, I'm going to ask LNC members to sign Thanksgiving cards for top donors.

Of course, we continue to send our traditional, printed thank-you letters, as overseen by Mat Thexton at HQ. He does an excellent job and these play an important role in helping donors have confidence in the organization and feel good about giving to the national party.

**Direct mail:**

Over the last year we've been experimenting with some smaller, more personalized, targeting mailings and had some great successes and some flops. Each time, we learn and tweak for future mailings. We are continuously experimenting and looking for new ways to increase our effectiveness and inspire our donors and members to give.

**Outreach to major donors:**

I update our current major donors on a regular basis via phone, email, and fax. Other charitable organizations that are highly successful with fundraising have fundraising staff that travel and meet with donors all over the country on a regular basis. This is very important in getting people more engaged with the organization. We don't currently have the manpower for much of this but we need to prioritize it as soon as possible.



# LIBERTARIAN

## Membership Department Report

September 2018

Submitted By: Jess Mears

### Team

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The Membership Department consists of Wes Benedict (Executive Director), Jess Mears (Membership Manager), Mat Thexton (Member Services Manager), Nick Dunbar (Membership and Pledge Programs Special Projects), Tyler Harris (Members Services Assistant), Liz Botkin (Membership Assistant-Renewal Calls), Bob Johnston (Campaigns and Affiliate Support Specialist-Renewal Calls), and Robert Kraus (Operations Director). All of these individuals are involved with the LNC's membership processes in varying degrees.

### Transition

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I relocated as of August 2018 to work out of LPHQ and at the same time, transitioned from Development Manager to Membership Manager. In this capacity, I will focus on our membership processes for retaining existing members, marketing to prospective members, and exploring ways to improve the membership experience. While the transition is still very recent, I look forward to more regularity in the coming months through developing a written membership procedures document.

While in a phase of acquainting myself with the membership aspect of the LP operations, I have discussed processes with staff to gain a comprehensive view of our membership program. Phone conversations are underway with state chairs to learn more about the state affiliate membership methods and to find ways to grow both the state affiliate and LP National memberships. These phone calls have been well received by state chairs and will continue through the fall. Many are heavily involved in campaigns or running for office themselves at this time.

### Key Departmental Responsibilities

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- Process membership transactions
- Produce the *Liberty Pledge News* for monthly pledgers
- Send membership renewal appeals (letter, email, text, telemarketing, unpaid social media posts)
- Membership prospecting
- Respond and address membership related inquiries, concerns, feedback, suggestions
- Update membership records

# Review of Membership Data

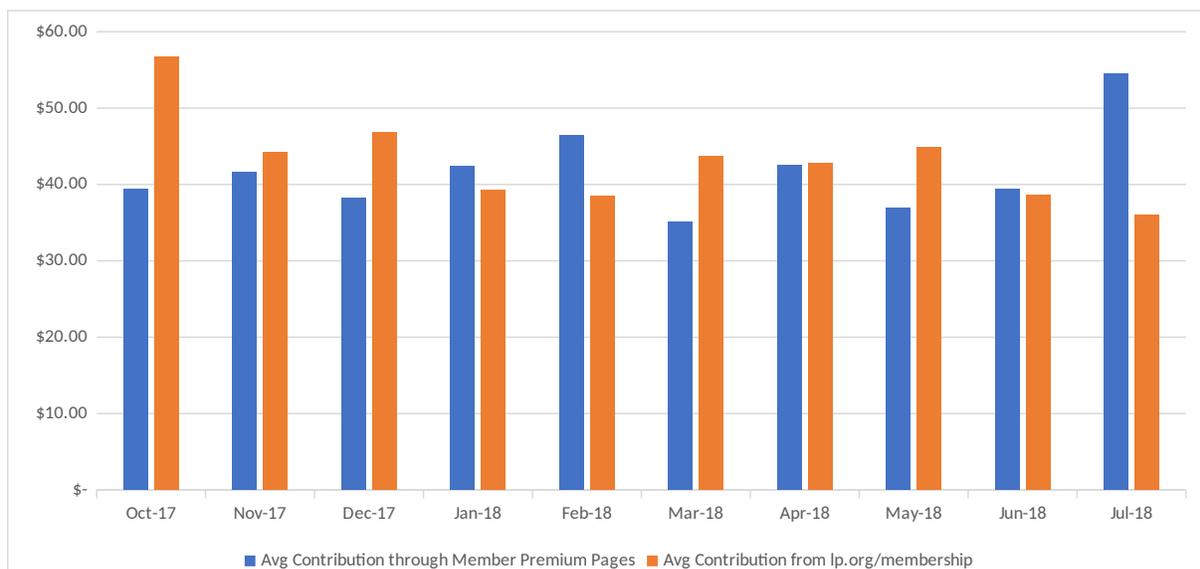
The Membership Department has reviewed data to discover trends, utilizing data research skills from Tyler Harris. For example, we looked at membership expiration dates to prepare for months ahead that have higher numbers of membership expirations than others. The highest number of members that will lapse on any given day will be July 11, 2019 with 131 expiring memberships.

Below is a graph of memberships depicting membership expiration dates per month during the upcoming year:



The Membership Department is in the process of reviewing digital membership transactions. There are numerous incentives that we have marketed online to increase membership conversions. We are reviewing data and will make recommendations related to refining the incentive program.

The graph below compares the monthly average donation with and without an incentive (premium pages-consistent program began in October 2017):



# Quarter 4 Objectives

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Following the mid-term elections, I look forward to continuing a review of our membership program and documenting the procedures. The team will review the membership program and consider modifications based upon industry best practices that complement our organization as well as historical data from membership appeals.

Membership week will run from 11/7 to 11/14. This will be a post-election campaign for new and renewing members with calls-to-action such as member-recruit-a-member appeals, guest appearances on social media from high visibility 2018 Libertarian campaigns for membership appeals, and to reflect on the successes of the 2018 election cycle.

The current 2018 membership card design (pictured below) will be retired shortly and replaced a new design. A two question survey will be sent to membership in early October via email to solicit input from our members on a new card design. There will be three options for our membership to select from and the design that receives the highest number of votes will be exchanged for the 2018 membership card design. Our Graphic Designer, Denise Luckey, has prepared the three options.



A membership satisfaction survey will be developed to better understand our members' interests, opinions, and motivations, as well as how LPHQ can better serve the membership. The goals are to determine if our members are actively involved with their state and county affiliates, gather opinion based data from the membership, and to determine if there are areas for improvement.

Membership prospecting will be a major focus in the final months of 2018. A digital marketing consultant (Lindsay Horn) was brought on to help improve webforms and digital marketing efforts to attract new members via digital efforts. Digital efforts could prove to have a greater return on investment for prospecting than mailing lists and multiple strategies will be tested. A budget of \$1,000 per month has been assigned for digital targeting for new and renewing members.

## Additional Activity

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A few team members from the Membership Department have assisted with our targeted elections to support the technology needs of Apollo Pazell and Cara Schulz. I have attended local events to network with like-minded organizations, including a Convention of States Project (2018 National Conventional vendor) event as well as a Blackbaud (LNC CRM provider) training session for end-of year giving.



## Social Media Report

September 2018

Submitted By: Jess Mears

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The Libertarian Party maintains the following social media accounts:

<b>Facebook</b>	Facebook.com/libertarians
<b>Twitter</b>	Twitter.com/lpnational
<b>Instagram</b>	Instagram.com/libertarianpartyofficial/
<b>LinkedIn</b>	Linkedin.com/company/lpnational/
<b>Pinterest</b>	Pinterest.com/lpnational/
<b>Snapchat</b>	@LPNational
<b>Mastadon</b>	@Lpnational@mastodon.social
<b>YouTube</b>	Youtube.com/LibertarianParty
<b>Tumblr</b>	Tumblr.com/blog/lpnational

Our social media platforms have been managed by a team committed volunteers for many years. These volunteers have contributed significantly to the growth of our brand and ideas and their efforts are sincerely appreciated. During this mid-term election season, many volunteers are spread thin with campaign work. The primary platform for volunteer posting is Facebook. As shown above, the Libertarian Party has a presence on many platforms and more volunteers are needed to enhance our social media outreach efforts. A social media volunteer application is under development at this time to recruit more volunteers. In addition to recruiting new volunteers, a mechanism to crowdsource quotes, commentary, designs, videos, photographs, and news from virtually anyone is also being developed. An orientation process for new social media volunteers is being drafted as one did not previously exist.

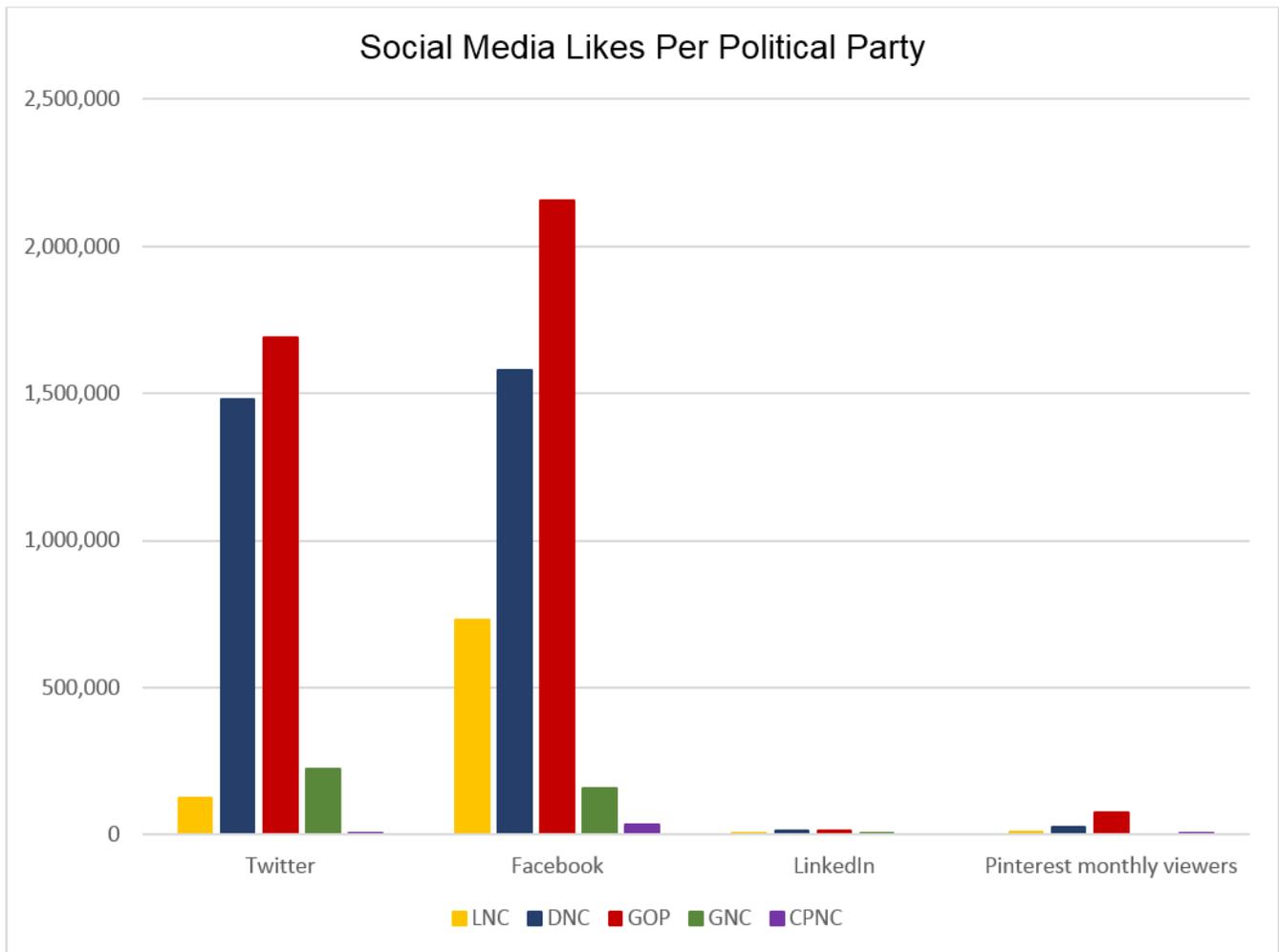
Certain platforms are more productive for reaching different demographics. In early 2017, I received access to the Instagram account, which had been managed by Matt Geiger of Maryland. The Instagram account has seen tremendous growth in followers in this time as Instagram is a growing platform in user totals. Our largest Instagram audience is between the ages of 25-34, followed by the 18-24 age range. We have tested out marketing strategies used by large corporations, such as Instagram and Snapchat takeovers with Larry Sharpe and Caryn Ann Harlos. Such efforts are difficult to quantify; however, it is important to educate our audiences on the functions of the Libertarian National Committee.

Due to easier opt-out options for emails from a mailing list, the Libertarian Party will need to increase efforts to obtain email addresses from individuals on social media. Nearly all organizations that utilize

an email service provider are struggling as emails from a mailing list are automatically sent to the Gmail “promotions” tab. This is not unique to the Libertarian Party. A monthly budget of \$1,000 has been approved to market to prospective members and lapsed members. A digital marketing consultant (Lindsay Horn) is in the process of developing pledge/lead pages to assist with collecting email addresses.

The social media team participated in a training session with Libertarian activist, Caitlin Cloven. Caitlin provided recommendations on a reformatted Facebook posting schedule, tips and suggestions for working with Facebook’s algorithms, and an organizational chart to provide more structure to the volunteer team.

Below is a comparison across social media platforms for likes/followers based upon political parties:



\*Data collected as of September 24, 2018

# Director of Operation's Report – Sept 2018

by Robert Kraus

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

Data Dumps continue to be sent out regularly & via the CRM to several states that are working with Andy Burns. As a reminder 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 some of our fundraising via the web site directly into the database. We have utilized this aspect currently for some of the board members & the regional reps. Please talk to Lauren if you would like your own page!

Here are a few examples:

<https://www.lp.org/carynann/>

<https://www.lp.org/paige/>

<https://www.lp.org/alex/>

## **Building Fund / Office**

Curr mortg balc = \$215,128.72 as of 09/24/2018 – that would be about 40% of our original mortgage total!

Extra payments made so far this year = \$5,500

Curr in restricted fund \$2,114

In terms of the facilities, we've had several repairs of late including replacing our water heater & roofing repairs due to copious record amounts of rain this summer (over a years worth in 3 months). This also may have led to a clog in our a/c pan which also caused some water damage. Now that the leaks are plugged (for now) we will at some point need to re-pain. Any volunteers?

## **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**

We are back in "positive" territory at \$18,742 on the reserve although not up to the target amount yet (which increased to \$56,225 due to increase in compensation budget).

Based on current trends: 2018 total revenue - I am currently projecting about \$1.7M vs budget of \$1.9M & 2018 total expenses of \$1.95M vs budget of \$2.3M for a net loss of \$250k vs budgeted loss of \$429k

We would caution the LNC when it comes to any new expensive projects that are not already planned within the budget. 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

## Press Secretary's Report

As Press Secretary, I

- monitor breaking stories and research and draft press releases particularly when a breaking story has a distinctively libertarian angle that is not otherwise expressed in most media accounts.
- write about Libertarian candidates where their campaigns tell a story that has national implications.
- seek earned media opportunities for Party leadership and candidates in cooperation with Media Coordinator and Assistant Editor.
- track media hits through iContact and LinkedIn analytics,
- build and manage list of media contacts through iContact with sourcing through LinkedIn and organically.
- dampen fires whenever anyone described in the press as libertarian speaks or acts in an unlibertarian manner.

For Freedom,

Richard Fields  
Press Secretary  
Libertarian National Committee

# Affiliate Development Specialist Q2 & Q3 2018 Report

By: Andy Burns

## CRM Project

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The [State CRM Project](#) is now a year old and we are undergoing our next major development phase; we signed the contract to build the customized User Dashboard on August 21, 2018. In short, this will allow county affiliate access in an intelligent way. If you would like the technical details of how this works, please contact me. The estimated time to completion is 4 – 6 months which puts us at in the February – April 2019 time frame. We are very excited about the way this will empower local volunteers like never before.

The total cost of this was reduced from \$50,000 to \$43,000 by working with CiviCRM to take advantage of current and future upgrades to CiviCRM. CiviCRM ran a [Make-It-happen Campaign \(MIH\)](#) for the [Contact Summary layout Editor](#) (CSLE) which is a dependency for the dashboard. The Libertarian Party also contributed \$1,000 to the CSLE MIH.

Once the dashboard is built, we will work with states to get armies of volunteers making calls to raise state / national membership and build local affiliates.

I am available to do demo's for states at any time.

### LP National Affiliate Services (States on each system)

Website	CRM	Email
15	13	10

#### States Migrating:

- Colorado (December)
- Kentucky (October)
- South Carolina (ready anytime, waiting on them)

#### States Evaluating:

- Arizona
- Indiana

- Nebraska
- New Hampshire
- North Carolina
- Ohio
- Pennsylvania

## **My Roles**

- Project Management
- Client Support (tickets)
- Training
- Development
- Pre-sales
- Database Administration
- Data Migration

As we move forward, we plan to have experienced state admins train newer state admins as they come onboard. This will lessen the burden on training.

## **Geocoding**

We have setup geocoding so all records can be mapped for when it may be useful. For instance, this is beneficial when states want to see where they have the most support to start a local affiliate. In addition, the system now fills in missing data points including city, county, state, postal code. The most critical data point that usually gets filled in with the geocoder is county; note that all web forms ask for their county via a drop down.

## **SMS Integration**

We have tested this functionality with national and Georgia. We will roll this out sometime in 2019 so states can send mass or individual SMS messages. There are state groups to send to as well as candidate segmentation. One issue regarding phone types will be resolved shortly. That is noted [here](#).

## **Run For Office Form Integrated with CRM**

We now have the [candidate inquiries](#) feeding into the CRM so we can manage their record in one place throughout its lifecycle. Below lists the benefits of doing this:

## **Benefits**

- Store candidate data in one place
- Manage candidate relationship throughout its lifespan (prospect > candidate > election history > elected official)
- Eliminate non-value added data entry and duplication ('virtual paperwork')
- Increase productivity of staff that touch candidate data
- Increase data integrity
- Display candidates in master directory
- Display candidates on state LP sites
- Segment candidates
- Email to those segments
- Track key campaign relationships
- Track specific data relating to candidate campaigns including an overview and results section

Cara Schulz (Candidate Recruitment Specialist) has been using the system and emailing out to these candidates and Political Directors.

## **Candidate Directories**

Because we are feeding candidate submissions into the CRM, we can easily display this data for all states on their sites and a comprehensive national directory for 2019 and onwards. e.g. [lpia.org/2018-candidates](http://lpia.org/2018-candidates). States can add/edit their data. This makes managing the data quicker and more efficient, eliminating duplicative actions on both the state and national side.

## **Campaign Strategy Calls**

We have been running Cara Schulz's Campaign Strategy Series conference calls through the CRM. This is beneficial as we build a list of who the dedicated volunteers are. This sends the call-in details to the people who RSVP, and runs a scheduled reminder the day of the event. This saves lots of time so staff can work on higher value-added activities.

## **Sending Scheduled Reminders For Lapsing State Membership**

We also have setup scheduled reminders for lapsing state members. This increases retention and provides a better follow-up call to members so they know about their membership status.

# Candidate Websites

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We launched a quick initiative to get candidates websites as [outlined here](#). From concept to first site, it was delivered in a few short weeks.

We provided 16 websites in 2018. We could have done more ( I would estimate 30-50) by mailing out to those candidates who did not have a site yet (we can filter that in the CRM) but we did not want to take away resources from the CRM Project so this was on a 'as time-allows' basis. Our time is compressed as it is.

We anticipate this service to continue for future elections.

The cost is \$200/mo plus staff time. Myself and Ryan Waterbury (graphic design contractor) build the sites. It takes a combined time of just over an hour. We limited this service to state representative / county offices and lower.

# Election History

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I took excel spreadsheet data that was from 2002-2016 and compiled it in the CRM. Some data fields show on the [front-end](#).

All years have been imported with the exception of 2006. 2006 formatting was particularly ill-formatted for an excel application so that will be done as time allows.

This process took 3 steps.

1. Creating standards to take in this candidate data
2. Transforming excel sheets to be standardized and properly formatted and appended with data
3. Importing

Number 1 is most important because now going forward, the LP has institutionalized a proper way to manage candidate data that doesn't rely on one person's preferences and fluctuate from election to election, etc. If these standards need adjusting then we will build consensus on changes.

# Elected Officials

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We have elected officials tracked as well. Here is a part that is still in development in showing them on a [map](#). Just like candidate listings, we can have a central database and show each states elected officials on their site as well as a [national directory](#). Again, this avoids unnecessary duplication.

**Recommendation:** National should track elected officials and election results in the CRM. This can be done by national staff and state Political Directors whose states use the system. It is only sensible as all candidate data resides in the database. We simply query what data we want to show.

# Petition Drive Directory

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We did another [beta project](#) that can be used for future petition drives to mobilize volunteers. This included a map of the US with all the petition drives going on at any given time. It includes all the necessary information for each drive:

- Start date
- End date
- Signatures needed
- Petition form
- Point of contact
- Petition schedule
- Paper size
- District map (if applicable)

We also have some tips which enables volunteers to go out and immediately start collecting signatures.

# helpdesk.lp.org

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We have a dedicated site to streamline how national can help affiliates at [helpdesk.lp.org](https://helpdesk.lp.org).  
Affiliates should continue to support requests in [via the form](#).

## **Q2 and Q3 tickets resolved**

Affiliate Support - 160

Graphic Design - 19

Part of the graphic design is candidate websites.

Note: Some tickets are 'project-based' and are much more intensive than others. e.g. migrating data and setting up their IT infrastructure.

## **Miscellaneous**

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- Assist LP National with IT needs
- Configured membership form to pre-populate data for fundraising team
- Manage lpstore.org site changes as needed

## Candidate Recruiting Specialist, Cara Schulz

**Candidate Recruitment for 2018** has effectively ended. We currently have 802 candidates and that number should be stable. Although the number goal was not met, some of the subgoals were.

- We've expanded past our "usual" candidates. Close to  $\frac{1}{3}$  of our candidates are first time candidates and/or new to the LP.
- The majority of states (over 40) now have a Political Director.
- Close to half of all states have a written plan to recruit and assist candidates.
- Almost every state now has written instructions for candidates on how they get on the ballot and become endorsed.

### **Current Candidate Support (New this year)**

- Candidate Workbook. A step by step, fill in the blank workbook which takes a candidate from start to finish in their campaign. Workbook 2.0 has been started and Will be ready in November.
- Campaign Strategy Series. A 30 minute conference call every other week. Topics are chosen by the candidates the week prior. A campaign expert is then found to present for 20 minutes and take questions for 10 minutes.
- Free Candidate Websites and Hosting. For State House/Senate candidates and lower. Candidates fill out webform and a website is created for them. Copy editing services also available.
- One on one campaign assistance. Work with candidates on either a piece of their campaign or setting a preliminary campaign plan tailored to their situation. This included helping candidates with getting teams together for petitioning.
- Connecting candidates to volunteers. Candidates request assistance with a specific need or project and I locate a volunteer to assist them.

**Candidate Recruitment for 2019** is underway, with a formal launch on November 7th. I am currently working with state Political Chairs, key volunteers, and state Chairs to finalize the plan and begin executing with those states who wish to join.

States are in the process of researching all races available to run in 2019. Then we are narrowing it down to races more easily won by looking at: Does this race even have people run for it? Win number, under \$10,000 spent by winner in past race. We will then look for candidates to put in those races.

Teaming up with states to provide a candidate support package for each candidate who agrees to run a robust campaign. This support package includes things such as the free website, a professional headshot, a Treasurer, Communications Director, and Campaign Manager (shared by other candidates in state), one on one phone sessions with a campaign consultant, CRM access for those states in the Affiliate CRM project.

Also working with states to set up measurements of success in addition to vote totals. These would include how many times Libertarian or Libertarian Party mentioned by media, each time a candidate policy position is referenced by media, inclusion in televised debate, newspaper candidate survey or endorsement interview inclusion, endorsements by organizations, unique volunteers activated, increase in voter registration, new members.

**Candidate and Prospective Candidate Survey.** After the November general election we'll be sending a survey out to two groups: those who made it onto the ballot and those who said they would run for office but didn't make it onto the ballot. Looking for feedback on pain points, level of support, needs, challenges.