



LIBERTARIAN PARTY OF COLORADO

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Membership Director Report Feb 2022

LPCO Bylaws Article II, Section 11: The Membership Director shall be responsible for,

- *developing membership education programs,*
- *recruiting and training activists,*
- *publishing a regular internal newsletter,*
- *managing and accessing membership records for internal party use and coordinating membership data with the national Libertarian Party.*

2021 Membership Director Business Plan

Persuade LPCO members to become activists and candidates.

- *Provide a pool of volunteers for the Outreach Director and Legislative Director to draw from.*
- *Provide a pool of volunteers for the Campaigns Director to draw from for assisting candidates.*
- *Provide a pool of potential candidates for the Campaign Director to vet.*
- *Automate the correspondence from website form responses.*

LPCO Membership Summary

Sourced from CiviCRM as of 01/31/2022

County	RegLib	RunForOffice Ct	Volunteer Ct	NatMbr	ΔRegLib	ΔNatMbr
Adams	2985	3	81	27	+2	-2
Alamosa	69	0	1	0	0	0
Arapahoe	4135	11	131	79	+39	+2
Archuleta	89	1	1	1	0	0
Baca	20	0	0	1	0	0
Bent	19	0	0	1	+1	0
Boulder	1893	7	55	42	-9	+1
Broomfield	566	0	14	10	-2	0
Chaffee	138	0	3	2	+2	0
Cheyenne	0	0	0	0	0	0
Clear Creek	110	0	2	1	0	0
Conejos	22	0	0	0	-1	0
Costilla	23	0	1	0	0	0
Crowley	18	0	0	0	+1	0
Custer	43	0	0	0	+2	0
Delta	195	0	3	0	0	0
Denver	4106	8	161	61	+5	+9
Dolores	11	0	1	0	-1	0
Douglas	2861	1	62	42	+16	+5
Eagle	337	0	9	6	+1	+1
El Paso	6256	11	130	64	-25	+9
Elbert	231	1	8	3	+4	-1
Fremont	292	2	8	1	0	-1
Garfield	359	0	6	2	-5	0
Gilpin	68	1	2	0	0	0
Grand	137	0	4	2	0	-1
Gunnison	133	0	0	0	+3	0
Hinsdale	4	0	0	0	0	0
Huerfano	50	0	4	0	+1	0
Jackson	9	0	1	0	-1	0
Jefferson	4652	8	140	90	+6	+7
Kiowa	6	0	1	0	0	0
Kit Carson	31	0	2	1	+1	+1
La Plata	443	2	10	2	-1	-1
Lake	58	0	3	0	0	0
Larimer	2850	1	68	40	+27	+1
Las Animas	72	0	2	0	0	0
Lincoln	33	0	4	0	-1	0
Logan	97	1	1	0	+1	0
Mesa	1202	3	26	10	+17	+1

Mineral	1	0	1	1	0	0
Moffat	74	0	3	0	0	0
Montezuma	158	1	3	2	+4	0
Montrose	236	1	4	3	-4	-1
Morgan	129	0	3	2	+3	+1
Otero	70	0	0	0	-1	0
Ouray	49	0	2	3	+1	0
Park	213	0	4	4	+1	+1
Phillips	19	0	2	2	0	+1
Pitkin	131	0	2	6	+2	0
Prowers	32	1	0	0	+2	0
Pueblo	944	5	32	10	+2	+3
Rio Blanco	33	0	1	3	+2	+1
Rio Grande	47	0	0	0	-1	0
Routt	186	1	4	1	0	-2
Saguache	43	0	2	1	+1	0
San Juan	13	0	0	0	0	0
San Miguel	67	0	1	0	-1	0
Sedgwick	8	0	0	0	0	0
Summit	271	1	4	1	+4	0
Teller	256	0	6	1	0	0
Washington	19	0	2	1	-1	0
Weld	2215	2	59	27	+15	+2
Yuma	39	0	1	0	-1	0
Total	39,876	73	1081	-	111	37

Respectfully Submitted,
Rees LaBree
Membership Director, LPCO

Communication Directors Board Report

February 2022

COMMUNICATIONS DIRECTORS DUTIES

The Communications Director shall be responsible for all outward-facing communications, websites, multimedia, social media, press releases, media appearances, and media inquiries. The Communications Director may establish and manage committees (including the appointment of any committee chairs) to accomplish these and other communications functions.

New Business: Got into the LPCO meetup page, Mike Spalding has agreed to stay on help out with updating and posting events. Had a social media brainstorming meeting with volunteers and people LP of California social media team. For the last couple of months, the Facebook page was updated to the new experience pages, there was nothing good about it hard to use and causing a steady drop in followers and likes and after hearing similar experiences from others most notably our El Paso affiliate. Made the decision to change back to the classic page and in two weeks the numbers are headed northward. The only downside loss in posts made during time page was changed but posts can always be remade so not a huge loss but will wait to next month to put data on best posts so page can recover and gain steam again.

Messaging Committee: Toned down billboard and was approved. Contacting Lamar Advertising and Mile High Advertising for takers.

Press Release's: <https://lpcolorado.org/2022/01/21/statewide-coalition-calls-for-state-sanctuary-for-assange/> Thanks to Denver Action to free Assange for the joint press release. They are reaching out to [Assangedefense.org](https://assangedefense.org) for possible petition, great legs for possible future opportunities.

Social Accounts	Likes/Follows Last Month	As of Feb. 9 th 2022,
Facebook	31,453	30,795/31,468
Twitter	7,592	7,950
Instagram	1,465	1,466
MeWe	5,715	6,436

Facebook

Twitter

February, 2nd 2021

Libertarian Party of Colorado @LPCO

What happens when members of the mask religion hear that their sacred cow is a false idol?
pic.twitter.com/lsSji23VpK

Impressions	288,524
Media views	73,601
Total engagements	30,581
Media engagements	24,795
Detail expands	4,281
Likes	826
Profile clicks	291
Retweets	274
Replies	97
Link clicks	16
Follows	1

Video of Colorado Libertarian activist and volunteer.

<https://twitter.com/i/status/1489016139350872064>

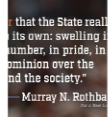
January, 23rd 2021

Libertarian Party of Colorado @LPCO

We are fast approaching the stage of the ultimate inversion: the stage where the government is free to do anything it pleases, while the citizens may act only by permission; which is the stage of the darkest periods of human history, the stage of rule by brute force.
~ Ayn Rand

Impressions	47,872
Media views	2
Total engagements	857
Detail expands	519
Likes	126
Profile clicks	85
Replies	68
Retweets	32
Link clicks	25
Media engagements	2

January, 4th 2022



Libertarian Party of Colorado @LPCO

Come Hangout with the LPCO and @ComicDaveSmith and the only party of the anti-war movement. #Saturday #Beijing2022
<https://lpcolorado.org/event/2022-lp-colorado-state-convention-2022-03-12/> ... pic.twitter.com/ctxYpuRT7o

Impressions	33,965
Total engagements	344
Detail expands	178
Likes	54
Link clicks	49
Profile clicks	27
Media engagements	23
Retweets	9
Replies	3
Hashtag clicks	1





“It is in **war that the State really comes into its own: swelling in power, in number, in pride, in absolute dominion over the economy and the society.”**


— Murray N. Rothbard


For a New Liberty

Instagram

January, 27th 2021

Post Insights				
				
92	0	13	3	

Interactions 	
0	
Actions taken from this post	
Profile Visits	0

Discovery 	
365	
Accounts Reached	
1% weren't following lpofcolorado	
Impressions	381
From Home	370
From Profile	10
From Other	1







Dave Smith

@ComicDaveSmith



I've been obsessively paying attention to the news for about 15 years now and the most infuriating thing to me is that "experts" can get things completely wrong, mock the people who get them right, never apologize or even acknowledge it, and continue being "experts."

January, 28th 2021

Post Insights				✕
				
83	2	13	5	

Interactions ⓘ

0

Actions taken from this post

Profile Visits	0
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Discovery ⓘ

435

Accounts Reached

1% weren't following lpofcolorado

Impressions	468
From Home	452
From Profile	6
From Other	10



Dave Smith

@ComicDaveSmith

While everyone is focused on the war ending it seems like not too many people are focused on the result, which is pretty fascinating.

The Taliban won.





These Afghan hick goat herders fought the greatest military power in their longest war and beat them. Pretty crazy.

1:27 p.m. · 17 Aug. 21 · [Twitter for iPhone](#)

February, 7th 2021

Post Insights

✕

			
28	1	2	2

Interactions ⓘ

1	
Action taken from this post	
Profile Visits	1

Discovery ⓘ

213	
Accounts Reached	
Less than 1% weren't following lpofcolorado	
Impressions	226
From Home	222
From Profile	1
From Other	3



FOR FREEDOM

Submitted

Joshua Lallement

LPCO Communications Director

720-339-5630

