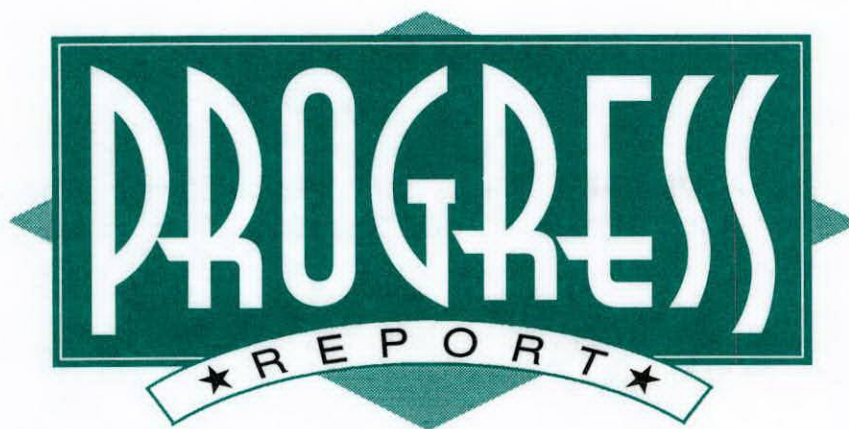




“...you’ll want to read the **media quotes** listed below, and show them to your **friends!**”

Dear friend,

This letter is full of some of the most exciting information I’ve ever brought to you. But with regard to our recent cash flow problem, I need to tell you that we’re not out of the woods yet. Response to our emergency ballot access appeal was phenomenal, but not quite enough to do the job.

- ◆ We’ve cut our unpaid bills from \$100,000 to about \$50,000. Read on and I’ll tell you about an extra bonus you’ll get if we can pay off that remaining \$50,000 quickly.

We haven’t had to stop or even slow a single petition drive. Read on and learn why this is even more important than you might think.

- ◆ Our vendors, suppliers, and creditors are working with us through this difficult period. Years of sound fiscal management are paying off!

We’ve even collected 31,376 signatures since we last reported to you. But where does this put us compared to 1992? Read on.

Oklahoma, West Virginia, and North Carolina — three of the four hardest states we’ll have to do all year, are nearly finished, and our petitioning firm, National Voter Outreach, is floating us in Florida, working non-stop to get the job done as quickly as possible, even though we don’t have the money to pay for it right now.

- ◆ But they may not be able to do this for much longer!

We must get the rest of our **bills paid as quickly as possible.** Let me show

you what's at stake

Something is happening. Something quite beyond anything I've ever seen in my 17 years in the party. What is it? Judge for yourself, by taking a look at this collection of recent media and celebrity quotes . . .

- ◆ *The Congressional Quarterly*: Libertarians earn a "status no third party has enjoyed in decades."

Florida Today: "The Libertarian Party is **alive, kicking, feistier than ever**, and slowly making progress across the nation."

- ◆ Syndicated columnist James Glassman: "Libertarianism is . . . the most important message of our age."

Rush Limbaugh: "**There is a third party out there**. It's the Libertarians."

The Village Voice: "Political libertarianism is the cutting-edge politics of the time"

St. Louis Post-Dispatch: "In regard to government spending, Libertarians [are like] right-wing Republicans on truth serum."

North County Times (Escondido, CA): "**Libertarians are suddenly hip**."

Insight magazine: ". . . signs of creeping libertarianism are everywhere."

- ◆ *USA Today*: "What liberalism was to the sixties and conservatism was to the eighties, libertarianism may be to the youth of the 1990s — the de facto philosophy of a generation."

Headline in the *Miami Herald*: "**Libertarians: the real third party**."

St. Joseph News Press: "The Libertarian Party . . . has the numbers to prove it is the third largest political party in the U.S."

St. Louis Post-Dispatch: "Of all the third parties only the Libertarians are willing to engage in full-fledged party building and field candidates at all levels; as a result, it is the only one of the third parties whose continued existence does not depend on one person."

Dr. Walter Williams: "If **James Madison** and **Thomas Jefferson** were alive today, they would be registered voters — not of the Democratic or Republican parties — but of the Libertarian Party."

- ◆ *The Sunday Enterprise*, Brockton, Massachusetts: "If people truly want to register a protest vote against Big Government [in 1996], let them vote for the Libertarian candidate."

Chuck Sweeny, *Rockford Register Star*, Illinois: "The Libertarian Party . . . drives both

Republicans and Democrats crazy because it wants to get government out of your pocketbook and your bedroom."

- ◆ *The Durango Herald*, Colorado: "If you find certain aspects of both parties appealing but can't find a home in either one of them, then perhaps the Libertarian Party is what you're looking for."

Generation Next (newspaper): "The Libertarian Party is the **third biggest** political party in the United States . . . Many GenXers are winding their way toward the party because of Libertarian's 'fiscally conservative and socially tolerant' ideology . . ."

- ◆ Paul Varnell, *Windy City Times*: "If you have a decided preference for less government in both the economic and personal liberties realms, voting Libertarian is a plausible alternative . . ."

Alan W. Bock, *The Orange County Register*, California: "About the **only option** for small-government advocates who want to express their views through the ballot box this year will be . . . the Libertarian Party."

Our **free media** coverage is exploding, in both quantity and quality! It used to take us ten years to accumulate this many positive quotes about the party, but nearly all of these are the result of the last year! And just take a look at this graph . . .

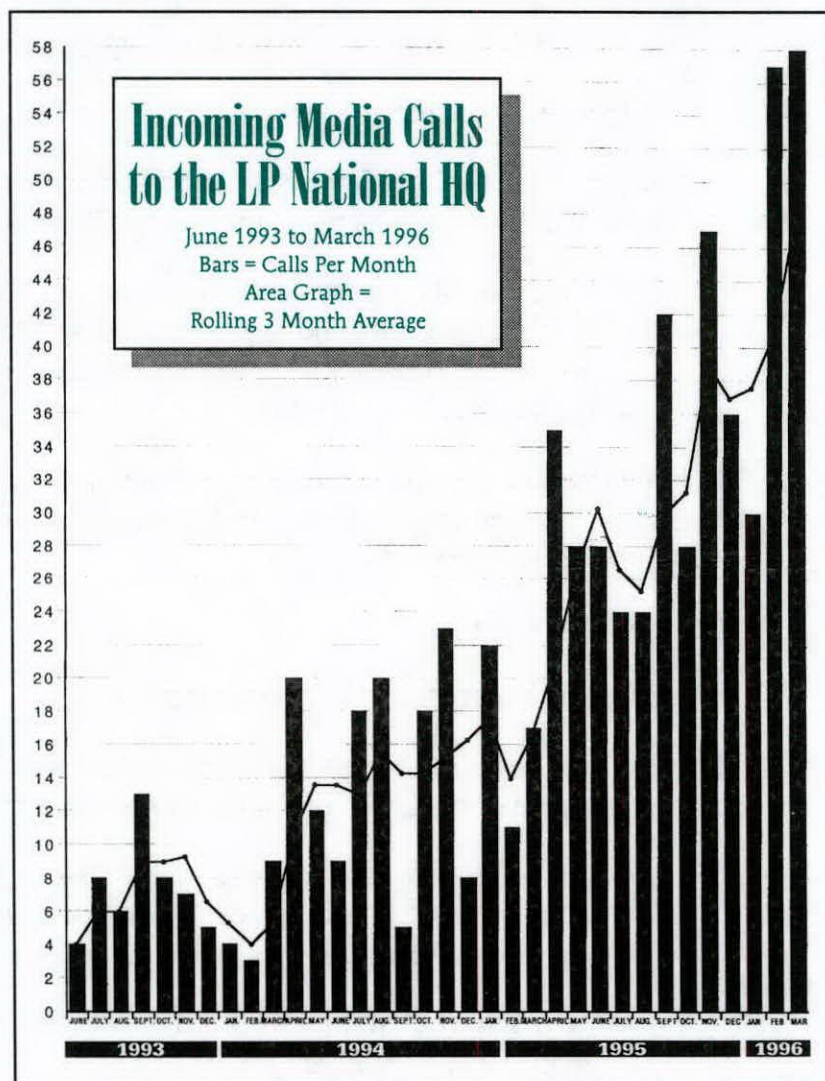
We are now getting more media calls in one day then we used to get in an entire month! And more calls in a month than we used to get in half a year!

And the trend shows recent signs of accelerating!

But **quantity & quality** are only part of the story!

We also seem to be taking over talk radio!

First came "Lionel," a top talk show host in New York City. He joined the party.



And then Neil Boortz joined. He's the top host in Atlanta, Georgia, and his clear channel broadcast is heard all across America.

- ◆ And then came Irv Homer, in Philadelphia, Pennsylvania.
- ◆ And then Dr. Roger Libby, also in Atlanta.
- ◆ And then Zoe Heironimus in Baltimore, Maryland.

And our own Tom Isenberg, who's been a party member for years, just learned that he's one of the top-rated hosts in Seattle, Washington, right up there with Rush Limbaugh!

But it doesn't end there!

We're also **already receiving unprecedented attention** for our upcoming convention in Washington, DC.

The *World&I* magazine is sending a correspondent to cover the convention.

- ◆ So is *Insight*. (That's two national magazines so far!)
- ◆ So is *Roll Call* newspaper.

And talk show host Chris Comer of Cincinnati is planning a **live hook-up** from the floor of our convention, the first time this has ever happened!

- ◆ Plus, C-SPAN has reviewed our plans for a \$15,000 set like those used at the Democratic and Republican conventions, and built by the same people, and they say it represents a quantum leap beyond anything the party has ever done before!

In just three short months, hundreds of thousands, and **potentially millions** of Americans, are going to see, on national television, a Libertarian Party that is professional, aggressive, and on the move!

But even that's not all.

We're also conquering cyberspace!

Wired magazine agrees. Here's what they said in their September 1995 issue: "The most common perspective of the brand of politics dominating the Net is radical libertarianism."

- ◆ The political consultants at a recent *Campaigns & Elections* seminar in Washington, DC also agreed. When asked whose views dominate on the Internet, their answer was quick and unanimous — the Libertarians!
- ◆ Jared Schutz of Stardot Consulting says that we have by far the most volume of political info on the Net.

- ◆ We dominate the Usenet discussion groups with our ideas and philosophy!
- ◆ We have the best Web sites.
- ◆ And one of our presidential contenders, Harry Browne, is winning most of the on line preference polls!

But even that's not all . . .

- ◆ When last we reported to you we had just over 13,000 dues-paying members. But since then our relentless recruitment efforts have taken us to more than 14,000 members, and we're still going!

In 1993, when we started this process, we promised you that increased membership was the answer to our eventual success — that it would result in more money, more candidates, more elected or appointed Libertarians, and more media coverage.

- ◆ You've already seen how media coverage has grown, but let's look at the rest of it . . .

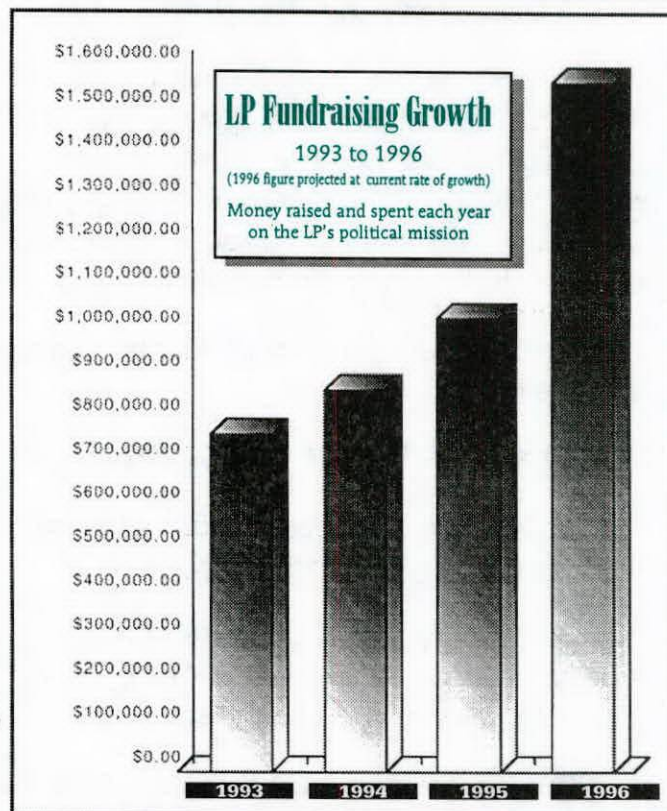
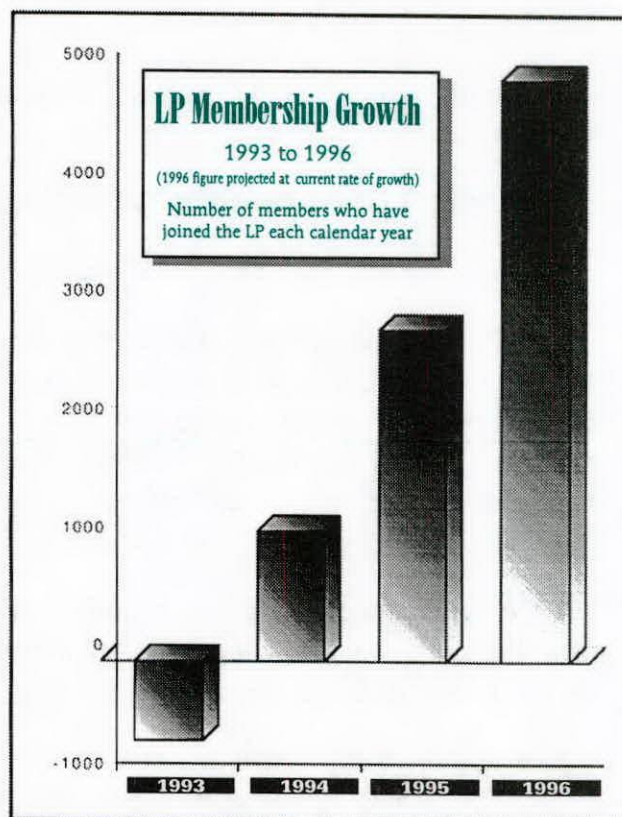
This chart shows the number of people who have joined the LP each year since our last convention in 1993 — as well as the projected growth for this year. (See chart, top right.)

- ◆ This rate of growth is . . .

Unprecedented in the 25-history of the party!

But has it resulted in **more money?**

Just look at how fundraising has grown since our last convention in 1993. (See chart, bottom right.) And, of course, more money means more . . .



Candidates! Do we have more? This picture is worth a thousand words. (See chart, top right.)

And has this resulted in more Libertarians being . . .

Elected or appointed to office?

You bet it has! (See chart, bottom right.)

But can these trends continue?

That question brings us to our current opportunity. Because of our increased membership and superior fundraising, we've been able to fund ballot access drives at a faster rate than ever before.

Yes, we're having a cash flow problem right now, but with your continued support we will be able to weather this storm, and . . .

- ◆ Emerge from it with one of the greatest opportunities in Libertarian Party history!

In 1992 we were struggling with ballot drives until late August. They strapped our wallet and diverted our attention to the point that our Presidential campaign didn't really get under way until after Labor Day, leaving us only two months to exploit all that we had done.

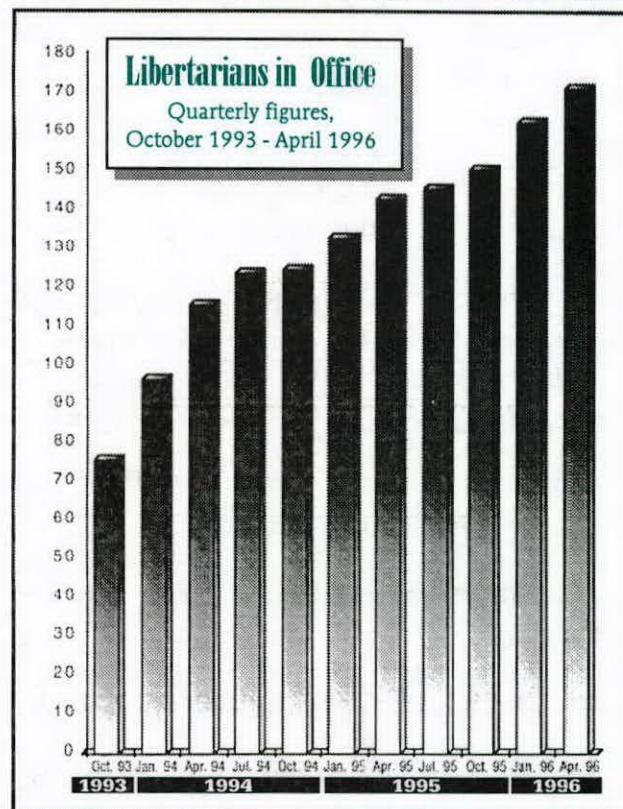
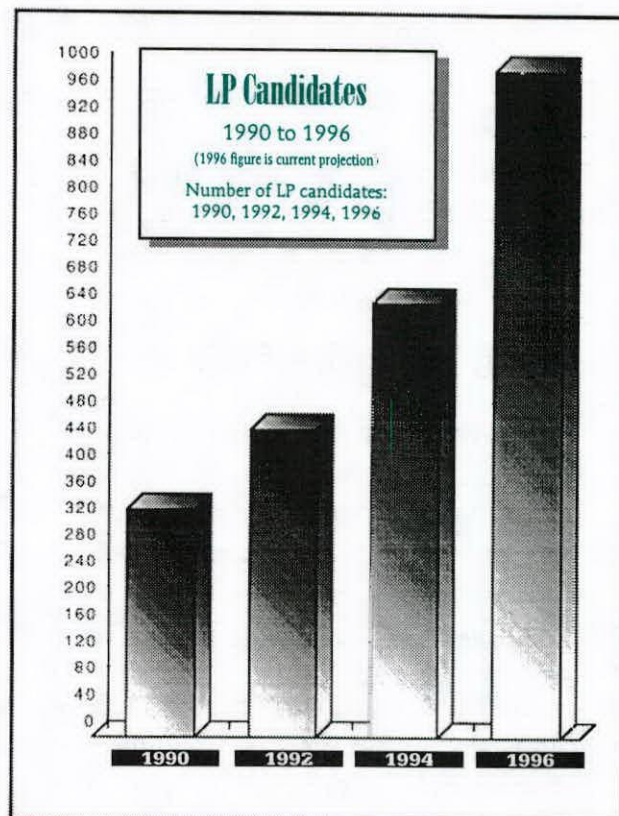
But now, with your help, it may be possible to be on the ballot in . . .

40 states by the 4th of July!

And to do most of the remaining 10 states in the first 10 days after the convention.

We could be almost completely through with ballot drives by the middle of July, leaving us an extra month and a half to campaign.

This is more significant than you might think. Why? Because the party can raise and spend up to \$10 million on its Presidential campaign, and we AREN'T SUBJECT to the



\$1,000 contribution limit imposed by the Federal Election Commission.

- ◆ Our more affluent members can give the party up to \$20,000 for this purpose!

And this means that, with the ballot access drives out of the way, we can begin almost immediately after the convention to do what we have always had to wait till September or October to do before

ADVERTISE!

And what might the consequences of that be?

We know what we have to do to get into the debates. We have to . . .

- ◆ Be on the ballot in all 50 states. We will be.
- ◆ Qualify for matching funds. One of our candidates already has.
- ◆ Be in the opinion polls.

And we know that we can pay the top polling firms to add the name of our candidate to their polls, but we also know that won't matter unless people know who our candidate is. And the secret to that is advertising.

- ◆ Which we have never been able to do before, because the ballot drives have taken every available dime.

Now we can change that. You can change it. You can send a contribution today to help us pay the rest of our unpaid bills and finish all of the ballot drives that we possibly can before the convention.

- ◆ That means 40 states by the 4th of July!

And that means every letter you get from us after that date will be about . . .

Advertising, advertising, advertising.

And every report we send you will be about . . .

Advertising, advertising, advertising.

How much we bought and where to look or listen to see it or hear it, as well as what the results were.

- ◆ But we'll only get there if we do what it takes to cover the intervening ground. We must finish these ballot drives and we must do it now.

Can we count on you once again to make this historic goal a reality?

Will you send your very best contribution today by return mail? \$1,000, \$500, \$250, \$100, \$75, \$50, \$25, or whatever you can afford.

Finishing the ballot drives early . . .

. . . is the secret to advertising early.

Please help that happen by sending whatever you can today.

And thank you for your past support. When you provide the funds we make it happen.

Sincerely,



Steve Dasbach
Chair, Libertarian National Committee

PS: Imagine turning on your radio in July and hearing an ad for our Libertarian presidential candidate. The contribution you send today for ballot access could be the key to having that happen.

PPS: Imagine hearing a **steady drum beat of these ads** all through July and August. What effect do you think that would have on our candidate's name recognition? And what if we pay major polling firms to add our candidate's name to their surveys? How do you think we'll do in those polls, if we're all over the airwaves?

PPPS: And what if we do show up at **5 or 7% in the polls?** Can we get our friends in talk radio to start a campaign to have our candidate included in the debates? What effect would that have? Isn't the key to answering all of these questions to get the ballot drives done as soon as possible so that we can also start advertising as soon as possible?

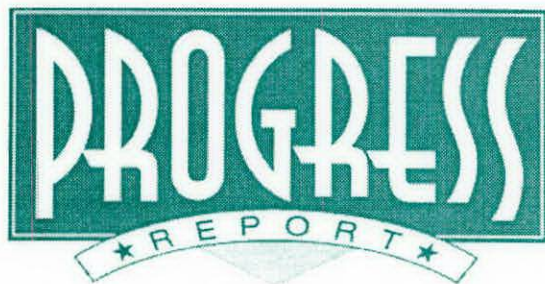
PPPPS: Remember, those who give \$1,000 or more are part of our prestigious Committee of '96, to be memorialized on a plaque in LP national headquarters. And those who give at least \$100 will be placed on another plaque — our 1996 Ballot Access Strike Force.

Can you help today?

NEWS * NEWS * NEWS * NEWS * NEWS * NEWS * NEWS

Survey Results!

Libertarians voted! And the next generation of party members will come from . . .



We want everyone to know that we're America's real third party! But we must immediately:

- ★ Pay off our current ballot access debt!
- ★ Get on 40 state ballots by our July 4th National Convention!
- ★ Keep the media coverage coming!

"Libertarians: The real third party"

—*The Miami Herald*

"Libertarianism is the cutting-edge politics of the time."

—*The Village Voice*

"The Libertarian Party is alive, kicking, and feistier than ever!"

—*Florida Today*

"There is a third party out there. It's the Libertarians."

—Rush Limbaugh

We asked you: Where should the next generation of Libertarians come from?

You answered: **From America's entrepreneurs!**

Back in February, we sent you our "You Decide" membership survey. We selected five groups of potential Libertarians, and asked you to "vote with your dollars" and decide which group we should target for a 5,000-piece test mailing.

The winner: Subscribers to *Entrepreneur* magazine, a publication for aspiring entrepreneurs and small business professionals.

Here are the final results, as of the March 15th cut-off date:

1) <i>Entrepreneur</i> magazine	28.2%
2) <i>NetGuide</i> magazine (computer-savvy readers)	19.7%
3) No preference	19.3%
4) <i>Spin</i> magazine (anti-Drug War young people)	18.1%
5) Female NRA members	10.6%
6) Adult video purchasers	4.1%

Your votes provided the money we'll need to mail copies of our popular *Special Report* to those 5,000 entrepreneurs. We'll mail it within 30 days and report back to you with the results. If the test is successful, we'll roll out to the entire list.

We appreciate you taking the time to vote! You've helped chart the future direction of the Libertarian Party. And you've helped guarantee our future *growth* — which will spark even more media quotes, like the 19 examples Steve Dasbach cited in his letter.

Amazingly, however, Steve couldn't fit all the quotes we've collected in his letter. So here's a few more . . .

- ♦ *The St. Joseph News Press* (Missouri): "The Libertarian Party . . . has the numbers to prove it is the **third largest political party** in the United States."
- ♦ *The Atlanta Journal & Constitution*: "Don't look now, but **there already is a third party** out there [and it's the] Libertarians."
- ♦ *Cleveland Plain Dealer*: "Several current political parties could stake claims to the title of America's third party, but the **Libertarians make the best case.**"

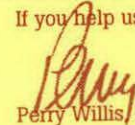
Yes, if we keep doing what we're doing, we could have a clear path to increased recognition as "America's Third Party."

But we need your help to make it happen. We need to pay off our ballot-access debts and finish the last 20 ballot drives for 50-state ballot status in 1996.

Can you help? Can you contribute \$500, or \$250, or \$100?

The bigger the contribution you make, the sooner we'll finish those drives, and the sooner we can start running advertisements to promote our presidential candidate.

If you help us now, we'll make it happen!



Perry Willis, National Director

I want to help! Let's finish off those ballot drives, so we can start planning our 1996 campaign advertising!

- ☐ **\$1,000** — Earns you a permanent place of honor on our prestigious "Committee of 96" memorial plaque
- ☐ **\$500** ☐ **\$250** ☐ **\$100** — Your name will be listed on the "1996 Ballot Access Strike Force" plaque
- ☐ **\$75** ☐ **\$50** ☐ **\$25** ☐ **Other \$** _____

☐ Check enclosed. Or: Please bill my ☐ MasterCard ☐ Visa (No corporate checks, please.)

Make checks payable to: Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington, DC 20037

Act # _____

Expires _____

Signature _____

Occupation _____

Employer _____

Federal law requires political committees to report the name, mailing address, and occupation and name of employer for each individual whose contributions aggregate in excess of \$200 in a calendar year.

Libertarian National Committee, Inc.

2600 Virginia Avenue, NW, Suite 100
Washington DC 20037

19 amazing media quotes to show to your friends!

EXCLUSIVE INFORMATION:

- * Results of the LP
Outreach Survey
- * Update: Ballot access
cash crisis
- * 5 eye-opening
LP graphs

