

1,000 Harry Brownes? 200 Winners?

*No, we're not talking
about cloning.*

*Yes, we are talking about
Libertarian winners.*

And they're coming to a ballot box near you!

Dear friend,

My name is Ron Crickenberger. I'm the Libertarian Party's new Political Director.

Now, for the first time, we have someone working **full-time** to . . .

- 1** Relentlessly **expand the number of Libertarian candidates running** in each election, until we have people running for every office, all the time, *everywhere*.

Would you like to know what our candidate recruitment plans are for 1998?

Read on and I'll tell you.

- 2** Relentlessly **expand the quality of our candidates**.

Would you like to have thousands of candidates like Harry Browne, working in every election to generate publicity, recruit members, win votes, and get elected . . . to *higher and higher* offices? This letter will tell you how we will help our candidates become better and better.

- 3** Relentlessly **expand the size and quality of our campaign teams**, until over time, we have thousands of people working as *professional* Libertarian political consultants — just like the Democrats and Republicans have.

Would you like to know how we'll do that? Read on. I'll tell you.

- 4** Relentlessly **expand the resources our candidates have to run their campaigns**. We'll teach them how to raise money from their families and friends, and how to create new sources of funding. *But, you ask . . .*

Is this really possible? Yes, it is!

- In 1996 Robin Miller raised over **\$40,000** in his bid for U.S. Senate in Illinois, *and . . .*
- In 1996 Jon Coon raised more than **\$100,000** in his race for the Michigan state legislature.

It can be done. Would you like to know how we'll help 100 candidates raise at least \$10,000 in 1998 — thereby adding a million dollars to the LP's total outreach efforts? Keep reading.

5 Relentlessly **expand our list of known Libertarian voters.**

Can we take over America one voter at a time? I'll unveil our plan to do so.

6 Relentlessly **expand the number of precincts won by Libertarian candidates.**

We don't have the resources to win large elections yet, but we demonstrated (in Dixville Notch, in 1992) that we can win *precincts*. Our Presidential candidate beat all of the Democratic and Republican candidates, including the President of the USA.

But that's not all. There are many other examples. For instance . . .

- Larry Bolin won his home county precincts in his State Representative race in Georgia in 1994.

Can we take over America one precinct at a time?

Yes, we can. Read on. I'll tell you how.

As we've demonstrated for the last three years — we *are* doing it. Relentlessly, and incrementally, we're building a political party that will be able to take on the Democrats and Republicans.

And win!

- We are walking the **Road to Victory**. Step by step, member by member, candidate by candidate, vote by vote, and win by win. We call this process . . .

Relentless incrementalism.

It's the strategy of doing big things in a small way — a long series of "small ways" that add up, relentlessly, over time.

For example, let me tell you what happened in the past few weeks . . .

- Last month we reported that TV star **John Laroquette** announced his support for us on national television.
- The parade of stars continued in February! **Clint Eastwood**, in an

interview in *Playboy*, announced that he's a Libertarian, too.

Is Clint ready to join the LP? No, not yet. We already asked him, through a personal contact we have with him. He said doesn't want to get sidetracked from making movies, but that may not be the end of the story.

What can we do to recruit America's most famous libertarian?

Read on. I'll tell you.

- Last month we reported 26 positive media quotes. But the favorable comments haven't stopped yet . . .
- Twice, in February alone, two of our press releases were printed in the *Washington Times*!
- And those same press releases were read over the air, coast to coast, on the G. Gordon Liddy show.

But there's more . . .

- One press release also resulted in a favorable editorial in the *Amarillo Daily News*.
- And because of your financial help last year, which let us double our media department, we've been able to **double our number of media contacts**.

Result? A relentless (that word again) increase in the number of media people who call us! In fact . . .

- The **Montel Williams television show** called three days ago to ask our opinion about human cloning!

But that's not all. In the past two months, LP officials have debated, on the radio, two government officials and one national journalist.

- 1** Deputy Communications Director George Getz debated a **Drug Enforcement Agency** official. And nearly all of the call-ins supported our position!
- 2** National Chair, Steve Dasbach, debated a spokesperson from **FEMA**. And nearly all the callers supported Steve!
- 3** National Director Perry Willis debated **Eleanor Clift** of The McLaughlin Group. Topic? **The future of liberalism**. Result? Every caller supported Perry! *The liberals were routed.*

And all of this effort — this relentless expansion and improvement of everything we do — has also expanded the *influence* the Party has on public policy. *For example . . .*

- The LP of Alabama just pulled off a major coup. Its State Chair, Mark

Thornton, was appointed Assistant Supervisor of Banking! (He'll be in charge of overseeing the deregulation of the industry.)

But that's not all . . .

- **Since January we've added 10 more names to our list of elected or appointed Libertarians.**

That brings the total number of confirmed Libertarian office holders to 181!

The largest number in LP history!

But even that's not all. Remember, we're relentless. We're making plans to do *more*. Which brings us to why I was hired.

Harry Browne's campaign for president brought us new respectability in the eyes of millions of Americans. But Harry was just one man.

What if we had a thousand "Harrys" carrying our message in 1998?

Isn't that what we need to take the next step? *Thousands* of candidates to create *thousands* of inquiries to generate *thousands* of new members to pave the way for the year 2000, and beyond?

- I say "yes," and that's why I'll work to recruit a record number of candidates for 1998 — 1,000 in all.

We had this goal in 1996, but fell short. With a full-time Political Director, we probably would have achieved that goal. So that's one of the reasons I was hired — to make sure we meet that goal *this time*. Will you help?

But having candidates isn't enough. *They must also be effective.*

- So we will conduct training seminars all across the country, giving candidates (and their teams) the tools they need to be effective LP salespeople. (But without your help . . . sorry, no seminars.)

But having quality candidates only gets us part of the way. They also need quality campaign managers. Which means that I'll also recruit good people to work on their campaigns.

Will you help make this happen?

But that's still not enough. We all know that "Money is the mother's milk of politics." So I also plan to identify 100 of the most enthusiastic and professional campaign teams, so . . .

We can help them to raise at least \$10,000 each.

100 candidates times \$10,000 each, equals **one million dollars** . . .

plus . . .

the \$2 million or \$3 million the national party will raise equals . . .

The largest off-year election effort in LP history!

What's more, it will also create thousands of inquiries — that will lead us to thousands of new members, and hundreds of thousands of dollars . . . so we can go even farther in 1999. Leading up to . . .

The year 2000.

I won't use the word "breakthrough" about the year 2000. It's been promised too often in the past. But a "breakthrough" is what we're working for — relentlessly, and incrementally.

And the sooner we do the things I just proposed, the sooner that breakthrough will come. Which is why . . .

We must remove the barriers that have kept our candidates from raising money. You see, they face an obstacle called the . . .

Federal Election Commission (FEC).

Year-in and year-out, many of our federal candidates make the decision to raise less than \$5,000. Why? Because that's the point where they have to start filing complicated FEC reports. Which means . . .

If we want our campaigns to become aggressive and victorious, we must make filing FEC reports painless and easy. That's why . . .

We're completely restructuring the headquarters' computer software. Purpose? So our candidates can log onto our system, over the Internet, and gain access to an easy-to-use, high quality . . .

- 1** Database
- 2** Accounting system, and . . .
- 3** FEC compliance software, that will . . .

Allow them to file their FEC reports at the push of a button, no matter how much money they raise and spend.

- This is a big project, and won't be done overnight. It may take three or four years to complete. So, if we want to finish it by the 2000 elections, we must begin now. Will you help us?

Think of what it could mean! This means our candidates can spend the *maximum* amount of time campaigning — and the *minimum* time filing stupid government forms.

- And this project must be done by political software experts. Experts cost money. Can we count on you to help us finish this vital project?

But this only sets the stage. Once we have the "actors" and "props" in place, they will

still need a "play" to perform — a strategy to follow. And here we come to the heart of the matter . . .

- Individual campaigns will decide their own strategies and issues — the "play" they will perform. But our campaign training seminars will teach them the **tried-and-true political techniques** they need to succeed. Such as . . .

A heavy emphasis on "**voter identification**" and "**get out the vote**" (GOTV).

What do these terms mean?

Voter Identification is the key to all grass roots campaigning. It means getting on the phone and identifying, one person at a time, those people who are . . .

- 1** Most likely to vote for you.
- 2** Uncertain.
- 3** Unlikely to vote for you.

With this knowledge, we can focus our campaign efforts

- On those who are persuadable, followed by . . .
- A "get out the vote" drive for voters who support us.

This is what Larry Bolin did to win his home precincts — heavy voter I.D. followed by GOTV.

Take note: An important side effect of these tactics is that, as we identify likely voters, *we also identify potential LP members!*

So, voter I.D. is a way to get new members. Which means, for the first time . . .

LP campaigns can be effective tools for recruiting new members.

And each new member is one more step on the Road to Victory.

- Will we win elections one vote at a time? *Yes, because that's how the Democrats and Republicans do it.*

But even with 1,000 candidates . . . and even with 100 candidates raising \$10,000 each . . . we still won't be able to do voter I.D. in all the districts we'll have candidates. We just aren't big enough. *Yet.* Which means that . . .

- We'll urge our candidates to try to win the precincts where they live.

Key point: Repeating our message *again and again* is essential to turning likely voters into actual voters, and to turning those voters into members. That's why . . .

Our candidates must focus their efforts on *small geographical areas* where they can bombard targeted voters with their campaign message — *over and over.*

- But in most cases, at our current stage of development, this means

just one precinct per candidate.

But by doing this — by proving *we can win* if our message is heard as loudly as the Democrats and Republicans . . .

We'll prove that the road we're on does lead to victory.

But there are also **immediate benefits** of this plan.

- By executing this plan, we will elect more people to school boards and city councils — expanding our "Farm Team." So, one day, those same office-holders can run for and win election to State Legislatures and to Congress.

That's why our goal in 1998 is to elect enough people to lower offices to bring our total number of LP office-holders to 200!

This is the plan I was hired to implement. *Can I do it?*

Well, I could give you a long list of all the things I've already done — ballot drives and campaigns, candidates I've recruited and campaign seminars I've organized, in addition to awards I've won. But I think two credentials are most essential for you to make a judgment about whether I merit support. . . .

- 1 I've elected a Libertarian to public office.** I ran the campaign that got Bruce Van Buren elected to the Avondale Estates City Commission. This was the LP's biggest victory of 1995. And . . .
- 2 The number of Libertarians in office has increased 139%** while I was the LP's (volunteer) Campaign Committee Chair. Just imagine what we can do with me working full-time!

I'm living proof that the kind of things I've outlined here can be taught, and that they work. And now I must ask you . . .

- **Do you want to see the LP set a new record** — and run 1,000 candidates in 1998? Then please send a contribution of \$35 to help make that happen.
- **Do you want to see our candidates become better LP "salespeople"?** Then could you send a contribution of \$50 to help make that happen?
- **Do you want to see our candidates recruit hundreds of volunteers** to work on their campaigns, and then get the training they need? Can you contribute \$75 to help make that happen?
- **Do you want to see our 1998 candidates raise at least \$1,000,000** — much of it from new contributors? \$100 will help make it happen.
- **Do you want to see us identify thousands of potential Libertarian voters and members?** Could you contribute \$250 to help make that

important goal happen?

- **Do you want to see more of our candidates win their precincts**, like Larry Bolin did? Could you contribute \$500 to help make that happen?
- **Do you want to see 200 Libertarian office-holders by the end of the 1998 election?** Then could you contribute \$1,000 to help make that happen? *Thank you.*

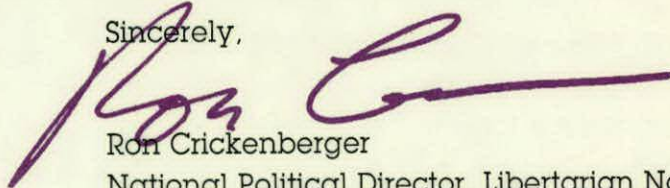
And remember — anyone who contributes \$250 or more during 1997 will have **their name placed on "The Road to Victory" plaque in our national headquarters**. So you may want to consider making a monthly pledge to earn your place on that plaque.

- Plus, Harry Browne will **personally autograph copies of his book, *Why Government Doesn't Work***, to anyone who starts a monthly credit card pledge of at least \$1 a day, which is \$30 a month, or . . .
- Who *raises* an existing pledge by at least \$20 a month
- He'll also send a non-personalized autographed copy to anyone who starts a monthly credit card pledge of \$10, which is just 33 cents a day.

But anything you can contribute will be a big help — \$5, \$10, \$15, \$25 — **anything**. Thank you.

When you provide the resources, we get the job done. The LP has never before had a full-time Political Director. *Isn't it time we did?* And can I count on your help to make it happen? Thank you for all you've done in the past, and I look forward to reporting more good news in the near future.

Sincerely,



Ron Crickenberger
National Political Director, Libertarian National Committee

PS: Yes, Clint Eastwood is a libertarian. We know that. *But how do we convince him to join the Libertarian Party?* Perhaps we have to show him that we *deserve* his support. And to do that, we have to demonstrate that we can *win more elections* — and that we can have a *bigger impact* on the political process. **Will you help me to show Clint what the Libertarian Party can do?**

PPS: Can you imagine **how much work must be done** to recruit 1,000 candidates, plus hundreds of campaign teams? Plus, make sure we identify thousands of voters, generate thousands of inquiries, win scores of precincts, and boost our roster of Libertarian officeholders to 200? Can I count on *your support* for all of this work? Thank you, and best wishes.

200 Libertarian Office-holders?

*PLUS: What we're going to do about
Clint Eastwood's surprise announcement.*

*Have we taken the one step
that will help guarantee...*

LIBERTARIAN NATIONAL COMMITTEE, INC.
FROM THE DESK OF: RON CHICKENBERGER
2600 VIRGINIA AVE., NW, SUITE 100 * WASHINGTON DC 20037



200 WINNERS?

- Do you want to see 200 Libertarian office-holders by the end of the 1998 election?
- Do you want to see the LP run 1,000 candidates in 1998?
- Do you want to see our 1998 candidates raise at least \$1,000,000 — much of it from new contributors?
- Do you want to use our 1998 campaigns to identify thousands of potential Libertarian voters and members?

THEN RON NEEDS YOUR HELP!



I'm Ron Crickenberger, the party's new Political Director. Will you help me recruit more candidates and win more victories?

☐ **YES!** Let's get more Libertarians elected in 1998! Sign me up as a Liberty Pledger. I'll get *Liberty Pledge News* monthly and automatic membership renewals. Please charge my first pledge.

☐ \$30 per month Please have Harry Browne send me a personally autographed copy of *Why Government Doesn't Work*.

☐ **I can do more than \$30 a month. I'll pledge:**
\$_____ monthly Please have Harry Browne send me a personally autographed copy of *Why Government Doesn't Work*.

☐ **I'm already a Pledger. Please increase my pledge**
by \$20 per month Please have Harry Browne send me a personally autographed copy of *Why Government Doesn't Work*.

☐ \$10 per month (minimum) Please have Harry Browne send me an autographed copy of *Why Government Doesn't Work*.

☐ Charge my credit card. (Please provide card type and account number in space at right.) ➔

■ I can't pledge, but here's a contribution.

☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ Other \$_____
☐ Check/Money Order. (No corporate checks) Or: ☐ MasterCard ☐ Visa

Acct. # _____

Expires _____

Signature _____

■ 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.

Occupation _____

Employer _____

Use enclosed envelope, or mail to (& make checks payable to): Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037.
Political contributions are not tax deductible.