



Progress Report



We're launching Operation Toehold!

Dear friend,

Last month we introduced Operation Rolodex. This month, in keeping with our strategy of relentless incrementalism, we're going to take *another* important step forward. I'm going to tell you about the *next* step we're going to take in implementing Operation Everywhere.

We're calling this next step "Operation Toehold."

But first, let's bring you up-to-date on the latest progress . . .

- ✕ Our active dues-paying membership now stands at 21,601, plus an additional 1,973 non-member contributors.

This is good news. It means we've weathered the *huge* period of expirations we had this Fall, and still ended up with *more* members than we had at the end of last year.

This is only the *second* time in the history of the party that our membership has actually **grown in the year following a presidential campaign**. Normally it shrinks. And it isn't hard to see why . . .

From July through November, nearly all of the new members we recruited during last year's presidential campaign came up for renewal.

- ✕ 1,501 of them in July.
- ✕ 2,290 of them in August.
- ✕ 1,758 of them in September.
- ✕ 2,529 of them in October. And . . .

✕ 1,451 of them in November.

This was also the period when we were raising the capital for our major membership growth campaign — Project Archimedes, which is now underway.

But all of the effort that went into Archimedes meant that we had very little time or money to invest in recruiting new members to make up for those we lost.

Fortunately, we didn't lose many!

And now, thanks to your help, we've just mailed . . .

197,514 membership recruitment letters!

This includes . . .

- ✕ 5,000 letters to the subscribers of *The American Spectator*, which fulfills a project we asked you to support in August. *Thanks for making it happen!*
- ✕ 15,200 letters to Doug Casey's investment newsletter, which is a continuation of a successful test we did to this list earlier in the year.
- ✕ 5,000 letters to lapsed members along with a copy of the new and improved *LP News* — to show them what they've been missing.
- ✕ 52,034 letters to people who have inquired about the Libertarian Party over the last year and a half.

Plus, we've mailed 120,280 pieces for our Project Archimedes tests, including . . .

- ✕ 5,000 letters to a compiled list of people who, demographically, are most like our current members.
- ✕ 10,000 letters to investors.
- ✕ 10,000 letters to computer owners who respond to direct mail.
- ✕ 10,000 letters to small business owners.
- ✕ 10,000 letters to political contributors outside of the Libertarian Party.
- ✕ 10,000 letters to people who work at home.
- ✕ 10,000 letters to gun owners.
- ✕ 10,000 letters to subscribers to *National Review*. PLUS . . .

- ✕ 10,000 letters to subscribers to *Wired* magazine.
- ✕ 10,000 letters to the subscribers to Adrian Day's investment newsletter.
- ✕ 25,280 letters to registered Libertarian voters.

Stay tuned, because we'll be reporting on the results from these mailings in our February Progress Report.

Plus, in December the following projects will be mailed . . .

- ✕ The 5,000-piece test mailing we proposed a couple of months ago, using a series of postcards followed by a recruitment letter.
- ✕ 50,000 *more* letters to Libertarian inquiries.
- ✕ 24,000 *more* letters to lapsed LP members.
- ✕ Plus, an estimated 100,000-piece continuation of our Project Archimedes tests. (These are the tests we're doing in conjunction with the demographic overlays).

This means that between December and January we will have mailed nearly 400,000 recruitment letters!

- ✕ This represents the *largest membership recruitment push* during any two-month period in the party's history!

But we're just getting started. Over the next few months we're planning a continual series of tests and roll-outs which will represent our most sustained recruitment effort *ever*.

This is the fruition of the changes we told you about six weeks ago, when Perry Willis resigned as National Director in order to devote his attention to membership recruitment.

It also represents the coming together of the multi-pronged plan we call the **Road to Victory** — which is also the theme of next year's national convention in Washington, DC.

There are several parts to the Road to Victory, all of which aim at increased membership using different techniques and different resources to reach out to different audiences. In addition to Project Archimedes we have . . .

- ✕ Been conducting our **Success '97 seminars** all around the country in order to give our candidates and our state and local parties the training

they need to discover and recruit more members.

- ✕ Provided our members with a kit that they can use to recruit their friends and families — **Operation Rolodex.**

Now we're ready for the next step: Operation Toehold

One of the keys to our success over the past four years has been an approach we call relentless incrementalism.. This means . . .

- ✕ Taking one *small* step at a time.
- ✕ Making sure that each step taken brings us **increased resources** so that we can take yet *another* step.
- ✕ Doing this **again and again and again** until all of the small steps taken together add up to *big* progress!

Now we think we're ready to take this same approach with the next piece of The Road to Victory . . .

Advertising!

And we're not talking about the one-shot radio and TV ads we've done over the past couple of years. We're talking about advertising that appears in the same market *again* and *again* and *again*, month after month after month.

Toward that end we've booked and paid for the following ad to appear in the March issue of *Wired* magazine. The text reads . . .

Hugh Downs, of ABC News . . .
"Libertarians have all the good ideas."
David Broder, of *The Washington Post* . . .
"The party to watch in the 21st century may well turn out to be the Libertarians."
The Village Voice . . .
"Political libertarianism is the cutting-edge politics of the time."
James Glassman, syndicated columnist . . .
"Libertarianism . . . the most important message of our age."
Would you like to learn more about the Libertarian Party?
For a free package of information call . . .
1-800-682-1776 • www.lp.org

The issue which contains this ad will appear on newsstands on February 24, 1998. You'll be able to pick up the magazine, see the ad, and know that **400,000 other people** are having the opportunity to see it too.

- ✘ **And that's not all.** *Wired* is also going to add our web address as a "hot link" on their web page, which they say gets more than 11 million hits per month!

And we'll be able to report back to you about how many people this ad prompts to call our 800 number to ask for more information about the Libertarian Party, so we can recruit them as members.

But this one ad is just a toehold on the *Wired* magazine beachhead.

We want to maintain that toehold and then extend it, *relentlessly and incrementally*, so that this ad appears in *Wired* not just once, but twice, and then three times, and then four, until it's appearing there *every* month.

Month after month and year after year.

- ✘ And then, when we've secured our beachhead in *Wired*, we can move onto a **second magazine, and then a third, and then a fourth**, until . . .
- ✘ We're appearing in *every* magazine that we think can help us to recruit more people to the Libertarian Party.
- ✘ And from there we could expand to advertisements on **radio talk shows**, like we did during the Harry Browne for President campaign in 1996.
- ✘ We could gain a toehold on one talk show where we have a **sympathetic host to echo our message**, and then turn that toehold into a secure beachhead . . .

. . . so that our ads are being heard there *every* day, month after month and year after year, so that more and more people inquire about the Libertarian Party and more and more members are recruited.

- ✘ And then we could expand to a **second talk show, and then a third, and then a fourth**, until our ads are being heard everywhere everyday.
- ✘ And then we could expand to **television** and do the same thing, until *everyone* in America is exposed to the Libertarian message *everywhere, everyday*. Why? Because . . .

This is how we can build Operation Everywhere — our plan to make the LP visible to everyone, everywhere, everyday — one brick at a time.

- ✕ And remember, if Project Archimedes succeeds, we may be able to do all of this very *quickly*, but if not, then it's equally important to understand that the goal remains the same — recruiting as many supporters as the Democrats and Republicans have. And . . .

. . . if we can't find a way to quickly leverage that result, which is the purpose of Project Archimedes, then we'll have to do it the slower, old-fashioned way — **through *relentless* incrementalism.**

We start small or not at all. We take small steps or none at all.

And each small step leads to the *next* small step, or progress stalls.

Which is why we're starting with *Wired* magazine. It only cost us \$4,669 to gain our toehold. And it will only cost us another \$4,669 to book our ad there for another month, and \$53,820 to secure that toehold for a year and turn it into a *permanent* beachhead.

And then we can move on to secure a second toehold somewhere else.

Why did we choose *Wired* magazine? Because it fits our strategy of "discovery before persuasion."

- ✕ There are *already* millions of Americans who agree with our basic philosophy.
- ✕ We don't have to *convince* people to become Libertarians — we only have to find a small percentage of those who *already* agree and convince an even *smaller* percentage of them to join us.
- ✕ And we *already* know that libertarianism is the unofficial philosophy of the Internet.
- ✕ And we know that *Wired* magazine is the unofficial publication of the Internet "digerati" — the digitally literate movers-and-shakers of the cyber-world.
- ✕ And, therefore, we know that the pages of *Wired* are a good place to discover libertarians.

In fact, *Wired* has just published the results of a survey which shows that, in their words:

“The Digital Citizen is very interested in issues . . . (and) more often than not a libertarian . . .”

But there's more to our plan than “discovery before persuasion.” Display ads in *Wired* may not only result in increased inquiries, they may also boost . . .

. . . our Project Archimedes direct mail campaign.

A few months ago we wrote to you about the advice we received from an advertising agency. They said that the best way for us to recruit new members would be to . . .

. . . run display ads in magazines and then mail recruitment letters to the people who subscribe to those magazines.

Well, that's what we're doing — the *Wired* list is an important part of our direct mail campaign! As I reported earlier in this letter, we're mailing 10,000 pieces to *Wired* subscribers right now!

But one ad appearing in one issue won't be enough to boost our direct mail response — we have to turn our *Wired* toehold into a beachhead.

 **We need repetition, repetition, repetition.**

 **We need a constant presence in *Wired* magazine.**

Which is where you come in. We need your help to turn this toehold into a beachhead.

We've already paid for the first ad.

Could you help us pay for a second, or a third, or a fourth?

 **If we could just get 150 of our 22,000 members to start a monthly pledge for \$30 we could have our *Wired* beachhead secured.**

Could you consider starting a monthly pledge at . . .

 **\$10, \$25, \$30, \$50, \$75 or \$100 a month?**

Or, if you already have a monthly pledge, would you be willing to increase it?

Remember, people who pledge at least \$10 a month automatically have their membership renewed from year to year, as long as they keep their pledge current, plus they get *Liberty Pledge News* on a monthly basis, full of news clippings from around the country. Plus, people who pledge \$100 a month become Life Members.

If we can increase our monthly pledge program by \$4,669 a month we can turn our *Wired*

toehold into a secured beachhead. But, even if you can't start or increase a monthly pledge you can still play an important role in Operation Toehold.

If you could make a one-time contribution of . . .

- ✕ \$1,000, \$500, \$250, \$100, \$75, \$50, \$35, \$25, \$10, or *any* amount you can afford, you'll help us to maintain our toehold in *Wired* magazine, so that we can report back next month that we've renewed our *Wired* ad for a second month.

Thanks to your help, more people will have the opportunity to join the Libertarian Party in December and January . . .

Than in any other two-month period in the party's history.

- ✕ Project Archimedes is *underway*.
- ✕ Operation Rolodex has been *launched*.
- ✕ Can you now help us take the next step by making your best contribution to support Operation Toehold?

Your contribution is our budget. When you give us the resources *we get the job done*. And when we get the job done, we report back on the results. Thank you for making our progress possible. I look forward to reporting back next month that we've extended our ad in *Wired* magazine by one or more issues.

Sincerely,



Steve Dasbach

Chair, Libertarian National Committee, Inc.

PS: Operation Toehold will allow us to complete **Operation Everywhere** *one small step at a time*. We'll be able to make our message heard by everyone, everywhere, everyday, starting with this ad in *Wired* magazine. **If you like the idea of 400,000 potential LP members** being able to see what Hugh Downs, David Broder, *The Village Voice*, and James Glassman have said about us, then I hope you'll make your best contribution.

PPS: If you can send your best contribution today, then we can announce next month that we've extended this ad into the April issue. Or, start a monthly pledge and help us be able to run this ad in every issue of *Wired*, throughout the year. *Thank you!*

Action Item!

Turn your principles into action!

PROJECT

To put pressure on **Roone Arledge**, the

president of ABC News, to extend his offer of an hour of "free" **airtime for presidential candidates in the year 2000 to include third-party candidates — such as the Libertarian Party candidate.**

BACK-GROUND

On November 11, Arledge spoke at a public event in Phoenix, Arizona. During his speech, Arledge pledged on behalf of ABC News to provide one hour of uninterrupted

airtime to the "two candidates" for president in 2000. This hour, he said, would be free for the candidates, would have an "open" format, and would not include questions from the press.

He made no mention of third-party candidates.

Mail or fax a letter to Mr. Arledge. Ask him to extend his offer of free airtime to qualified third-party candidates, in addition to the Republican and Democrat. Specifically, ask him to include the Libertarian Party presidential candidate.

Write to: Roone Arledge
President, ABC News
47 West 66th Street
New York, NY
10023-6201

Fax: (212) 456-4205

In your letter, please make some or all of the following points.

1 Millions of Americans support independent or third-party presidential candidates — and ABC News should not deny those voters equal coverage of *their* political choices. In 1996, more than 11% of Americans voted for someone other than Dole or Clinton. In 1992, more than 20% voted for someone other than Clinton or Bush. That's 11 million to 20 million people.

WHAT TO DO

TAKE ACTION!

WHAT TO SAY

2 Even Americans who *don't* vote for third-party candidates want more political options. In fact, 62% of Americans say they support the idea of a third major political party. (Gordon Black's Polling Report, September 1996)

3 ABC News will not be overwhelmed with presidential candidates to whom they must give airtime. In 1996, for example, only *four* candidates were on the ballot in all 50 states. (Republican, Democrat, Libertarian, and Reform.) And only six candidates were on enough states to theoretically get an Electoral College majority. (The previous four, plus U.S. Taxpayers and Natural Law.)

4 Expanded coverage of third-party candidates might increase ABC's ratings among young adults. According to a Youth Vote '96 poll (February 1996), 67% of Generation X voters say they are likely to vote for a third-party candidate. Right now, young people are turning out of two-party politics — only 33% voted in the 1992 presidential election.

5 It is not the job of ABC News to decide whose political views are "worthy" of being heard and considered — it's the job of the American voter to make that decision. ABC News should allow *all* the qualified presidential candidates to speak — and let the voters decide which candidates to listen to and vote for.

6 Coverage of qualified third-party candidates might help bring more voters into active participation in the political system. In 1996, 90 million Americans of voting age did not vote. Clearly, they were looking for something *other* than a Republican or Democrat. Denying coverage of qualified third-party candidates prevents voters from choosing the candidate who best reflects their philosophy — in effect disenfranchising them from the system.

7 Expanding political coverage to qualified third-party candidates will enhance the "diversity" of ABC News. By moving beyond just the Republican and Democratic viewpoints, ABC News would become more representative of the great diversity of political ideas in our nation.

Here are five suggestions to make your efforts as effective as possible:

TIPS!

1 Be polite. Threats, abuse, and offensive language will cause your message to be disregarded.

2 Be brief. Keep letters to one page.

3 *Personalize* your letter. Hand-write it or, if using a computer or typewriter, send an individually addressed and hand-signed letter.

4 Put the "What To Say" points in your own words.

5 Let Mr. Arledge know that you watch ABC News — and that his decision on this matter will help you (and your family) decide whether you will *continue* to watch his network. Don't make threats — but let him know what's at stake.

■ **Is there anything else you can do?** Yes: Pass this Action Item on to a friend or relative and ask them to contact Mr. Arledge, too.

- Membership Growth Project update
- 400,000 potential libertarians
- How we're going to reach
- The launch of "Operation Toehold"

Inside:

W I R E D

We're gonna get

2600 Virginia Avenue, NW, Suite 100 * Washington, DC 20037
 Libertarian National Committee, Inc.



WITH YOUR GENEROUS SUPPORT, WE CAN LAUNCH OPERATION EVERYWHERE, AND

PLEASE HELP US GET A

GET AN ADVERTISEMENT IN
TOEHOLD

WIRED MAGAZINE EVERY

NOW!



MONTH. WILL YOU HELP?



LIBERTARIAN PARTY
2600 VIRGINIA AVE NW STE B100
WASHINGTON DC 20037-1950

YOUR
STAMP
HERE



NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

I want to help us get **W I R E D**

Here's my best contribution!

- ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ \$500 ☐ \$250
☐ \$100 ☐ \$50 ☐ \$35 ☐ Other \$ _____

☐ Check/Money Order Enclosed, (No corporate checks, please.) 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. Political contributions are not tax deductible.

Occupation _____

Employer _____

Mail to (& make checks payable to): Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037.

I'd like to become a Monthly Pledger!

☐ I would like to contribute to the Libertarian Party on a regular basis — sign me up as a Liberty Pledger! I'll get the insider's newsletter *Liberty Pledge News* each month, plus automatic membership renewals. Charge my first pledge — my card type and account number are provided (to the left). Sign me up for . . .

☐ \$30 per month. (Just a dollar a day for liberty!)

☐ I can do more than \$30 a month. I'll pledge: \$ _____ monthly

☐ I'm already a Pledger. Please increase my pledge by \$20 per month

☐ \$10 per month (minimum)

■ Special offer: Pledge \$30 a month or more (or increase a current pledge by \$20 a month), and we'll send you a personalized and autographed copy of Harry Browne's *Why Government Doesn't Work*. Or, pledge at least \$10 a month, and we'll send you an autographed copy.

I can't contribute now, but to help defray the cost of this mailing . . .

I've enclosed: ☐ A \$5.00 bill ☐ A \$1.00 bill