

Introducing: Operation Rolodex!

In this letter: The complete text of our next outreach mailing. What do you think?

Dear Libertarian,

It's been a *hectic* first month for me as your new National Director . . .

- ✱ We've kicked off a new telemarketing campaign to expand our monthly Pledge Program.
- ✱ We commissioned the first independent audit in the party's history, to help us further professionalize our office functions.
- ✱ We just got back from Los Angeles, where we held another great Success '97 leadership training seminar.

Add to all that activity the normal challenges that go with starting a new position and it's a wonder that I have such a **great piece of news** to report. *But I do, and the news is . . .*

We've *completed* the fundraising for the testing portion of our major membership growth project! We're waiting for a few final pledges to come in, but we've already raised more than \$250,000 — *more* than the LP has ever raised for any single project before.

- ✱ We've named the project "**Archimedes**" for his quote . . .

"Give me a lever long enough and I shall move the earth."

Why Archimedes? Because we believe that by using hi-tech direct-mail techniques, we can leverage an investment of \$2 million to \$3 million into a Libertarian Party that's big enough to be competitive with the Democrats and Republicans. That's a pretty long lever.

Are we sure this will work? Not yet. That's why we are doing extensive testing. We've studied other groups that used similar techniques to rapidly

build their organizations. Now, we're just a few months away from being able to demonstrate if it will work for the Libertarian Party, too.

Why is this growth project so important?

- ✳ Because there's a reason we just raised a **record amount of money** for the Archimedes Project. It's because we have *more members* than ever before.
- ✳ And there's a reason we now have **213 Libertarians in office** (an all-time record!). It's because we have more party members to *run for office* than ever before.
- ✳ And there's a reason we have **campaigns setting new records for fundraising and support**. It's because we have more members to *help our candidates* than ever before.

The Archimedes Project is the *main reason* I agreed to become National Director.

I moved to Washington, DC, to work full-time for our candidates as your Political Director. But the Archimedes Project is even *more* important — because it has the potential to spark geometric growth for our party over the next few years.

- ✳ And I'm convinced that the very *best thing* I can do for our candidates is to build a dramatically bigger Libertarian Party.

I'm tired of seeing our candidates run **smarter and better campaigns** than their opponents — but still lose badly. Why? Because the older parties have a much *larger base of support* than we do.

- ✳ In a typical election, the Dems and Reps each go into the race with 30% of the votes locked up. The Libertarian enters the race with maybe a 5% base. That base *must grow* if we want to start winning a lot more elections.

We know from polling data that a larger support base exists. Now, we just have to target those good prospects — and then leverage their membership in the LP into even *more* growth.

By January, I should be able to give you preliminary results from the testing phase of the Archimedes Project.

If the testing goes as we expect, we'll spend the first several months of 1998 raising the Capital Fund for the full-scale mailings to go out later that year. And if all goes as planned, we'll see dramatic growth for the LP by the first months of 1999.

But we can't sit still while waiting for the Archimedes Project to bear fruit. So I'd like to

introduce you to a related new project that I think you'll be very excited about.

It's called: Operation Rolodex

Operation Rolodex is part of our three-legged membership recruitment strategy.

- ✱ The first leg is our **direct-mail outreach campaign**, the Archimedes Project.
- ✱ The second is to use Voter Identification and advertising through **campaigns** to generate inquiries and memberships.
- ✱ And the third leg involves using **grassroots outreach** to recruit new members.

Operation Rolodex is part of this third leg.

Operation Rolodex will give you powerful tools that you can use to recruit your friends and family to the Libertarian Party.

The idea behind Operation Rolodex is simple: Current LP members (like you and me) should be one of our *best* sources of new supporters.

If, over the next two years, each of us could recruit just . . .

- ✱ **1 new member**, then we'd double the size of the party.
- ✱ **5 new members**, then we'd have over 100,000 new members.

And Operation Rolodex will give our most active recruiters the tools to bring in 20, 50, or 100 or more members on their own.

How will Operation Rolodex work?

We'll provide you with five things . . .

- 1. A Nolan Chart quiz.** You can ask your friends and co-workers to do you a favor, and take the quiz. For those who score in the Libertarian quadrant, you'll have . . .
- 2. A letter designed to solicit their support** to get the LP's presidential candidate into the presidential debates in 2000.

You will ask them to read the letter as a favor to you — and, when they're finished, ask them if they would be willing to join on a trial basis, or become a subscribing supporter. You can tell them you have a quota to fill, the same way you might sell tickets for a charity event, or candy bars to support the high school band.

- 3.** A **cover letter** that you can use to mail that same recruitment letter to friends and family in your Rolodex or personal database. That way, you can still reach people who don't live near you or whom you don't see very often.
- 4.** A **response form** people can fill out.
- 5.** An **instruction sheet** to tell you *exactly* how Operation Rolodex works, step-by-easy-step.

But that's not all. We're also going to have a contest!

As you collect your membership applications and send them into the national office, we'll . . .

- ✱ Record the number of members you've recruited.
- ✱ List the names of the best recruiters in *LP News*. (Unless you'd rather not have your name printed.) This will encourage others to follow your lead!
- ✱ Plus, we'll give awards at the 2000 National Convention for the top three membership recruiters!

Operation Rolodex is something our members have asked us for, and now we're ready to deliver it.

The core of Operation Rolodex is the new membership recruitment letter, one of several letters we'll be testing in the Archimedes Project. And to give you an idea of just how exciting it will be for you to participate in Operation Rolodex, I'd like to share this recruitment letter with you, in its entirety.

As you read this letter, I want you to forget that you're already a member of the Libertarian Party. Look at it through the eyes of someone who may be hearing about us for the first time. Imagine your friends or family members reading a letter like this.

The letter begins . . .

David Broder, of the *Washington Post*:

"The party to watch in the 21st century may well turn out to be the Libertarians."

Hugh Downs, of ABC News:

"Libertarians have all the *good ideas*."

Rush Limbaugh: "The Libertarians are right about so many things. I think their day is coming."

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

James Glassman, syndicated columnist:
"Libertarianism is the
most important message of our age."

Dear friend,

Did you think something was *missing* from the 1996 Presidential debates?

When Bob Dole confessed that the only difference between the two older parties is that the Republicans want government to grow by 14%, while the Democrats want it to grow by 20%, did you ask yourself . . .

Where's the candidate who actually wants *less* government — *not more!*?

I know I did, and that's why I'm writing to you today — to enlist your aid in getting the Libertarian Party candidate into the presidential debates in the year 2000.

To help you decide whether you'd like to see that happen, let me share what our 1996 Presidential candidate would have said if he'd been included. His name was Harry Browne, and he would have responded to Bob Dole's confession by saying . . .

**Unlike the Democrats and Republicans, we
Libertarians don't want government to grow at all.
We want less government. How much less?**

- We would cut the federal government back to only those functions authorized by the Constitution.

And what functions are those?

- Mainly national defense and the courts.

And what would this mean for your tax bill?

- It would mean that the federal government could be funded by just those taxes originally granted in the Constitution: Excise taxes and tariffs.

That means *no more income tax*, no more IRS, no more filling out forms, and no more

audits. And then Harry would have asked the American people a series of questions . . .

- How would your life be **better** if you no longer had to pay income tax?
- How much **more money** would you have?
- What could you **do for your children**?
- Would you have the money you need to **start your own business**?
- What **charities** would you support?
- Would your life be **better or worse**?
- **Which do you prefer:** A government that grows by 14% or 20% — or one that shrinks so much that you no longer have to work half the year just to pay your taxes?

That's what the Libertarian would have said. *Do you wish he'd had the chance?* Do you wish you could have seen how the American people would respond?

You can guess how Clinton and Dole would have responded. They would have asked . . .

But what about all the other services government provides?

Well, maybe your response to that would have been similar to mine: *What services?* Government doesn't work. It can't deliver the mail on time, it doesn't keep our cities safe, it doesn't educate our children.

Government programs have failed, government reforms have failed, Republican and Democratic politicians have failed. **Government doesn't work.**

But the American people do work. Hard. They labor nearly four hours out of every day just to pay . . .

- For poverty programs that *perpetuate* poverty.
- For a Social Security pension that won't be there when they retire.
- For **corporate welfare** to enrich the wealthy at their expense.
- **For farmers not to grow food** — so the prices we pay for groceries are higher than they should be.
- For a Department of Education that *doesn't teach*.
- For U.S. troops to defend foreign nations against non-existent threats.
- For foreign aid give-aways that line the pockets of political insiders in distant lands.

- And for thousands of other failed programs that only make things *worse*, and for which the federal government has no Constitutional authority.

This, my fellow Americans, is the problem. The professional politicians can't think of *any* government program that isn't "essential." As a result . . .

- They don't cut or eliminate *anything*.
- They can't balance the budget (even though they keep saying they're *going* to!).
- They have **no plan** to pay off the national debt, or to save Social Security.
- And they can't ease your tax burden.

What's more, they justify these failures by saying that the American people want all these failed programs. *So I ask you . . .*

Would you give up your favorite government program if it meant you never had to pay income tax again?

That's what the Libertarian candidate would have said. Are you curious about how the American people would have responded to his question?

How many Americans realize they *aren't* getting their money's worth? And how many have already decided that government just doesn't work?

Whatever the answer, you can be absolutely certain about how Bill Clinton and Bob Dole would have responded. **They would have said . . .**

"The Libertarians want to take away your Social Security benefits."

To which the Libertarian would have replied . . .

- The American people don't believe in your fraudulent Social Security scheme. **More young Americans believe in UFOs than believe they will ever receive *anything* from Social Security.**
- The government's own accountants estimate that total federal taxation will have to rise to 82% in order to keep Social Security solvent.
- And we all know that there would be a revolution before that would happen!
- We know that the government will have to inflate the money supply and pay off its Social Security obligations with devalued money, or . . .

Declare bankruptcy.

Couldn't happen? Are you willing to bet your future — and your children's future — on that?

You don't have to. Because the Libertarian Party offers a *better* choice.

- First, we'd sell off government assets — land, buildings, commodities, pipelines — anything it doesn't need to fulfill its Constitutional functions.
- Then, we'd use the proceeds from that sale to buy private annuities for all those who are dependent on Social Security for their retirement. These annuities would come from companies that have never broken their promises, unlike Congress.
- Finally, we'd end the Social Security payroll tax, so that people could save for their own retirement at a much higher rate of interest. This means that many Americans could become *millionaires* by the time they retire.
- **So I ask you, which plan do you prefer:** An 82% tax rate? A devalued currency? Bankruptcy?

Or the Libertarian plan?

That's what the Libertarian candidate would have said. ***Would you like to hear something like this in the 2000 debate?***

Let me show you how we can make this happen.

- To be included in the next presidential debate, our candidate will need to show up strongly in the public opinion polls, like Ross Perot did in 1992.
- For that to happen, we'll need enough grassroots and financial support to get our message heard by the American people, just like Ross Perot.
- But unlike Ross Perot, we'll never make ourselves dependent on just one person. **We'll never be "a cult of personality."** Instead, we're building a broad-based, grassroots, citizen's party that relies on the support of people just like you.
- If we can recruit 200,000 contributing supporters, then we'll have the grassroots strength to duplicate what Ross Perot did in 1992.
- **Where will those supporters come from?** They will come from the 50 million Americans that the Gallup Poll says already hold essentially Libertarian views.
- We don't need to *convert* millions of people to our way of thinking, we just need to get 1% of those who already agree to give us a little support to

make our message heard. Just 1%! That's all we need. **One out of a hundred.**

■ **And how will we get that 1%?** By mailing this letter you're reading now to millions of people just like you.

Does the Libertarian Party have the organizational skill to make this happen?

We do! Here's the proof . . .

- We've more than **doubled our membership** in just the past two years.
- Our voter registration base has grown by nearly 50%.
- We already have more than 210 people serving in public office!

In fact, *The Hill*, a congressional newspaper, calls the Libertarian Party . . .

“ . . . a case study in how a grassroots organization works to establish itself as a third voice for a frustrated electorate.”

We can get the job done.

Would you like to help us get our message heard — and have our candidate included in the next presidential debate?

I'm not asking you to “sell your soul” to the Libertarian Party. I'm not asking for your unswerving allegiance. I'm not even asking you to give up your other political affiliations.

I'm simply asking you to give us *enough support* so we can get our candidate included in the next presidential debates. That way, working together, we can begin to change the terms of that debate.

- **From how fast government should *grow* . . . to how much and how fast it should *shrink*.**

We both understand that I can't answer all of the questions you might have about the Libertarian Party in one short letter.

But I have given you a good summary of our approach and direction.

And I promise you, if you'll just give us a try, I'll provide you with a great deal of stimulating, thought-provoking information over the next year.

- At the very least, you'll gain new perspectives and facts that you can use in conversations with your friends. And . . .

- At the very least, you'll have taken a step toward **changing the terms of the political debate**, and moving the entire country in the *direction* of less government.

Interested? Well, there's two ways you could help. You can either become what we call a "subscribing supporter," or a trial member.

The difference between the two is this: Because we want to remain a party of principle, we ask our members to sign a statement saying that they agree with the basic Libertarian principle against the *initiation* of force.

Libertarians believe that the *only* justifiable use of force is in self-defense, or to protect others from harm, and not to force people to pay taxes for our favorite government programs . . . or to put people in jail for non-violent behavior which we may disapprove of, but which harms no one but the person involved.

You get the *same benefits* whether you become a subscribing supporter or a trial member, except that members also get a membership card and can vote at our conventions.

What are the benefits to you?

First, you get the satisfaction of knowing that you're doing something to fundamentally *change the terms of debate in this country*.

You'll also have a "lever" that you can use to move the Democrats and the Republicans in the direction you want them to go, just as the growing support for the Socialist Party in the 1930s led the Democrats to borrow much of the Socialist program. Plus . . .

- **If you contribute \$25 or more** you'll get a year's subscription to our monthly newspaper, *Libertarian Party News*, plus monthly progress reports telling you what we're doing with your money, and what we've accomplished.

These publications will help you *understand* why David Broder of the *Washington Post* said: "The party to watch in the 21st century may well turn out to be the Libertarians."

- **If you contribute \$50 or more** you'll get all of the above, plus a quality paperback copy of *Libertarianism In One Lesson* by David Bergland. This book will tell you . . .

- **About a new "political map"** that is being used in many political science textbooks, and by the Gallup Poll organization.
- Where Libertarians *disagree* with Republicans and Democrats — and where we agree.
- Plus, we'll give a detailed explanation of the Libertarian approach to hundreds of issues — all in a mere 158 pages!

This book will give you some idea why Hugh Downs of ABC News said: "The Libertarians have all the good ideas."

■ **Or, if you contribute \$100 or more**, you'll get all of the above — plus a hardback copy of 1996 Presidential candidate Harry Browne's *Why Government Doesn't Work*. You'll learn . . .

- Why government programs *always* go astray.
- Why government grows and grows and grows.
- The Dictator Syndrome (and why even *you* may fall prey to it).
- Plus, Libertarian *solutions* to hundreds of problems.

This book will give you some idea why Rush Limbaugh said: "The Libertarians are right about so many things. I think their day is coming."

And anything additional you could contribute, whether it be \$10, \$35, \$75, \$250, \$500, or even \$5,000, will be used to mail a copy of this letter to more people so that we can get our candidate in the presidential debates in the year 2000.

If you subscribe or join today, you'll be adding *your voice* to hundreds of others who are calling for America to move in a libertarian direction. People like . . .

**Hugh Downs, Charles Murray, John Stossel,
Clint Eastwood, Dave Barry, Kurt Russell,
Drew Carey, John Laroquette . . .**

. . . and hundreds of others, from all walks of life, from janitors to small business people to billionaires.

■ **You'll learn why the *Village Voice* calls libertarianism: "The cutting edge politics of the time."**

■ **And why syndicated columnist James Glassman calls
Libertarianism: "*The most important message of the age.*"**

I hope you'll use the enclosed response form and envelope to send your best contribution today, and add your voice to those calling for a Libertarian to be included in the next presidential debates. Thank you for your time and consideration.

Sincerely,



Steve Dasbach Chair

Libertarian National Committee

----- PROSPECTING LETTER ENDS — BUT KEEP READING! -----

So what do you think?

Do you want to give this letter to your friends and family? Do you want us to mail it to hundreds of thousands of people? Here's how you can help . . .

Very soon, you'll be able to order the Operation Rolodex package from *LP News*. Or, you can get it right now, and also help us mail it to more people by making your best contribution today.

If you can contribute . . .

\$35, \$50, \$75, \$100, \$150, \$200, \$250, \$300, \$400, \$500, \$750, \$1,000, \$5,000, or even \$10,000 . . .

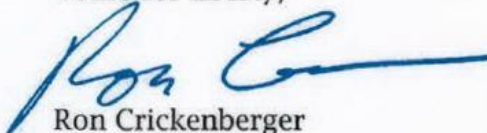
✳ We'll send you ten Operation Rolodex kits by return mail, and . . . we'll mail that letter to another 100,000 people in January!

Can you help? If so, please use the enclosed reply form and envelope to mail your best contribution today.

And look for the results in an upcoming Progress Report and in *LP News*!

Thank you very much!

Yours for liberty,



Ron Crickenberger

Libertarian Party National Director

PS: Our "Action Item" for this month is Operation Rolodex, described above. Start assembling your list of personal prospects today. Then send in your best contribution to receive your Operation Rolodex kits.

PPS: The holidays are drawing near. Contribute today and maybe you can use Operation Rolodex to get a few of your friends and family to join as a gift to you! Maybe they'll put their membership application under your Christmas tree?

Will you help?

YOUR SUPPORT!

Our new outreach project is missing only one thing:

OPERATION ROLODEX



**LIBERTARIAN
PARTY**

Libertarian National Committee, Inc.

2600 Virginia Avenue, NW, Suite 100 ★ Washington, DC 20037

*Inside: A brand-new approach
to membership recruitment!*



**OPERATION
ROLODEX** 



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

YOUR
STAMP
HERE



NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____

Let's put **OPERATION** **ROLODEX** to work!

Here's my best contribution!

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

* Any contribution of \$35 or more will get you the Operation Rolodex recruitment kit.

☐ 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 (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.

To help defray the cost of this mailing . . .

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