



If you think Watergate was trouble for the Republicans the first time . . .

(Or — an invitation to a party!)

Dear friend,

A reporter from the *Wall Street Journal* wanted to come and interview us at our national headquarters — **but we just couldn't do it.** In this letter I'll tell you why and what we did instead.

A libertarian VIP visited our office for the first time. He tried to hide his reaction, **but the shock was clearly visible on his face.** I'll tell you what we've done to replace that look with a smile.

LIBERTY magazine began a recent story: "In the run-down row house in a Washington, DC slum that serves as the Libertarian Party's national headquarters . . ."

Read on to learn why LIBERTY will never begin a story that way again.

The Libertarian Party is moving forward on all fronts

- ✧ In January we reported that LP membership had grown by 11% since January 1, 1994. But now, just 90 days later, **that increase is up to 27%.** We passed our old membership record 30 days ago and we've kept right on going. We promised you we would boost our dues-paying membership to 20,000 and **we're doing it.**
- ✧ Two months ago we asked for money to fund the Alabama ballot drive. **You provided it and we did it.** Alabama is now on the ballot, and we're pushing forward in Maryland and Nebraska. We promised 50 state ballot status at the earliest possible date and **we're going to deliver it.**
- ✧ In our recent Annual Report we announced a new record for Libertarian office holders — 130. **Now we can announce another record — 143!** We asked for your financial support to provide training and tools to our local activists to help build our "Farm Team" of Libertarian office-holders even more. **You provided it, and we're doing it.**

Last spring we asked you for money to beef up our media outreach program. You provided it and we did it. Just look

- ✴ I was on a nationally syndicated Jay Severin radio talk show three weeks ago — and Mr. Severin joined the Libertarian Party on the air!
- ✴ Two weeks ago INSIGHT magazine ran an article on “stealth” presidential candidates — people who could upset the major party applecart in 1996. And there, with Colin Powell, Jesse Jackson, and Ross Perot, was **Harry Browne!**
- ✴ And just a few days ago Paul Harvey used one of our press releases on his nationally broadcast radio show, and quoted Bill Winter!
- ✴ Since the first of the year, LP spokespeople have been scheduled on talk radio shows heard on more than **200 stations across the country**. Our media presence has never been higher.

Our success rate is on a steep upward curve!

Why? I think there are two answers:

- ✴ The times are right.
- ✴ We've been professionalizing everything we do.

But we can't stop now. It's time to take the next major step in our development as a serious player in American politics. That's why I'm writing to you today.

A few years ago, you helped us raise \$7,000 to move out of our “run-down row house” headquarters. But other more pressing projects and problems kept that move on the back-burner.

We solved those other problems, one step at a time. *Now we're ready to keep our promise.*

We had definite goals in mind for our new headquarters — a top-notch, professional setting, with room to expand, at a frugal price.

So we looked and we looked. We considered all of the options — buying as well as leasing — but nothing satisfied us. We kept looking.

And because we were patient we found something *better* than we had hoped for — a great office at a frugal price at the most prestigious address in Washington, DC . . .

The Watergate Office Building.

It's home to several other prominent organizations — the American Film Institute, George Washington University, and others.

It's also the former headquarters of the Democratic National Committee, and the building where **Richard Nixon almost toppled the Republican Party** in the early '70's. It's the building

that signaled the beginning of the public's **disenchantment with the older parties**.

The Watergate Office Building is a sweeping, impressive structure. It borders a pleasant, tree-lined neighborhood on Virginia Avenue, and is just blocks away from the Kennedy Center and historic Georgetown.

How can we afford the Watergate? Because the times were right. The Watergate is under new management, and they're aggressively seeking new tenants. They were eager to bargain.

We are a frugal organization. In 1992 we accomplished for \$600,000 what it cost Ross Perot \$18.5 million to do — 50 state ballot status.

And now we're moving into Washington's most prestigious address for the same price we'd pay for a mundane office in the business district. This means . . .

- ✧ LIBERTY magazine won't be able to take *unfair potshots* at our headquarters anymore.
- ✧ VIP's won't look *shocked* when they visit us, and . . .
- ✧ We won't be *afraid* to have reporters visit our office.

That *Wall Street Journal* reporter I mentioned earlier told us he was doing an article on the "rise of libertarianism." But we knew our old headquarters didn't project the winning image we knew we needed. Frankly, we were embarrassed by it.

So, we met him at a restaurant in the Watergate complex. During the interview, we casually mentioned that we planned to move there. His eyebrows shot up.

When this reporter wrote his front-page article, what did he mention as a "**sign of the times**" of the progress of the Libertarian Party? *You got it . . .*

The fact that we're moving into the Watergate Building!

You helped pay for it, and we did it. But now . . .

We still have one problem: Furniture.

- ✧ **We have none.** Or rather, we have the same mismatched, dented, irregular furniture the party has used for the last decade. It's as inappropriate in our new office as a beggar at a business meeting.

We need to purchase new desks, chairs, shelves, and filing cabinets for our current staff . . . a complete office set-up for our new Project Manager . . . furniture for our conference room and waiting room. We're beefing up our telemarketing department, and need "calling stations" — desks, chairs, shelves.

We don't want luxury — we want a sharp, professional office. We talked to our architects, and they tell us that we can furnish our new headquarters for the rock-bottom price of \$15,000.

- ✧ Yes, we're ready to start projecting the image of a winner . . .
a political party *on the move*.

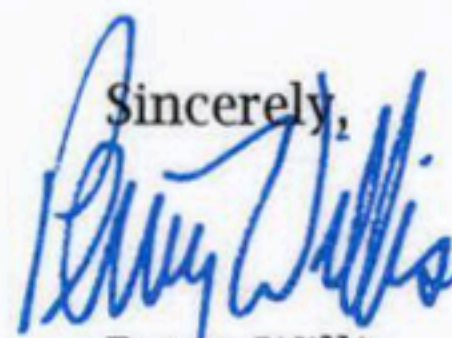
Having a sharp, professional office is the next step. We're half-way there — we have the office, now we need the furniture. And we need your help.

Can you help us continue our professionalization . . .

. . . by contributing to the furniture fund for our new office?

- ✧ For a contribution of \$100 or more we'll put your name on a "Headquarters Founders Committee" plaque in the new HQ.
- ✧ And for contributions of \$25 or more we'll put your name on the guest list for our Open House to be held at the Watergate sometime in August or September. (We'll send you a personal invitation.)

This is the next important step to craft a winning image for our party. I hope you can help us. Thank you.

Sincerely,


Perry Willis
National Director

PS: We're committed to building a party you can be proud of. The next step is our new headquarters. We want the kind of office . . .

- ✧ You could show to family and friends when you're in Washington, and *proudly* say, "This is my party's headquarters!"
- ✧ We could bring, say, Clint Eastwood or Walter Williams to if they ever considered joining the Libertarian Party.
- ✧ We could meet with reporters from ABC or NBC (for the next round of stories about the rise of the Libertarian Party?)

Will you help? Every contribution of \$25 or more will get you a *personal invitation* to our Open House. We'll invite you (and your family) to come and see exactly what you helped pay for — a respectable, professional Libertarian Party headquarters.

PPS: If you think Watergate was trouble for the Republicans the first time wait until you see what we've got planned for 1996! But first, we've got to get this office move completed and paid for. Your contribution is in our budget.

Thanks!



Why the Watergate?

From the very first day I joined the staff at the Libertarian Party headquarters, I've stressed the importance of professionalizing our image.

My first month on the job, I wrote: "We have to learn something that every business knows: **Image counts!** If you portray yourself as amateurish, low-budget, and unprofessional . . . you will be perceived as amateurish, low-budget, and unprofessional. It's that simple."

Our move to the Watergate Office Building is the next phase of our ongoing image upgrade. It's a step into the "big leagues" of American politics. It's a leap towards credibility and professionalism.

I'm excited about our move into the Watergate Building! Here's why:

✓ It's the kind of office to which we can confidently bring reporters, or people thinking about joining the LP, or ideological allies from other Washington organizations.

✓ It's big, so we have room for future growth. As our membership grows, we'll be able to bring on new staff members to better support our activists and candidates in the field.

(Over)

✓ It's in a nice neighborhood, on pleasant, tree-lined Virginia Avenue. It's a four-minute walk from the Kennedy Center and 10 minutes from Georgetown. You'll be able to conveniently swing by to visit us next time you and your family are in Washington.

✓ It's a great bargain. The new management was so eager to get new tenants, they were willing to "sharpen their pencil" to drive the price down. So we're getting Washington's most prestigious address for the same price we'd pay for a typical office on Nowhere Street.

The lease is signed — but we're not ready to move in yet. We need to turn this empty space into a functioning office. Can you help us do that with a generous donation of \$250, or \$100, or \$25? Our targeted date for the move is only weeks away. Your support right now will help make it happen! Thanks so much.

Bill

Bill Winter

Director of Communications

Libertarian Party

PS: Here's something else I wrote: "Polishing the image of the Libertarian Party won't be easy — but we can do it."

Well, we are doing it with the move into the Watergate Office Building — and I'm excited! I hope you share my excitement about the tremendous strides we're making. And I hope you'll endorse our progress with a generous check.

Your contribution of \$100 or more will get your name on the "Headquarters Founders Plaque" — a historic and permanent record of your generosity.

For any contribution of \$25 or more, we'll put you on the exclusive guest list for the planned "Open House" in our new headquarters. Then I'll be able to shake your hand and thank you personally for your generous support! (Even if you can't attend the open House in August or September, your support is still vitally needed.)

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OF REPUBLICANS. BUT IF THEY THOUGHT
IT WAS TROUBLE THE FIRST TIME . . .**

