

## **Executive Directors Report for September 13 LNC meeting**

**Staffing:** There have been several staffing changes:

- System Administrator Canyon Gargon submitted his resignation, effective at the end of the day Tuesday September 15. He is making sure that at least one person on staff is cross-trained on each of his responsibilities and fully able to take over. He is also documenting everything he does. We are adjusting staff responsibilities to absorb his workload - we do not plan to replace his position at this time.
- Rob Yates started at our new full time Communications Director on August 3 and has hit the ground running. He has a long term Communications plan covering the next 12 months that he is implementing. A short report is attached at the end of my report.
- We are seeing positive results from Alex Vidal transitioning from a part time contractor to full time Social Media Manager. Posts are being managed through Buffer, which has dramatically reduced the number of inappropriate posts on social media. He has recovered and restarted inactive social media channels and added new ones. A short summary of August results is attached.

These changes, in addition to previous ones, have continued to reduce staff spending.

**Communications & Agility:** I strongly support obtaining this tool to support our media outreach and monitoring, as requested by our new Communications Director. Our legacy methods of distributing press releases and op-eds are not working. Half of the cost will need to be paid in 2026 (roughly \$6000) with the remainder paid in six months. The savings from no longer using the Zoho consultant (see below) will more than cover this, as will staff savings.

**Issues with Zoho and Email:** Someone filed a direct abuse complaint about our emails, which led to Zoho suspending our ability to send emails to our list on August 19. Matt Hudson was assigned to work with Zoho to restore access. He had to provide evidence that people on our list had properly opted in, and that unsubscribe requests and people marking an email as spam were being automatically removed (they were). We also removed people whose emails were bouncing. Zoho required that we remove from Zoho automation anyone who had not opened an email in 90 days, which we did. That removed about 10k from the contacts we had been emailing to, leaving 76k. They restored access on Friday September 4 - our first email went out the following Tuesday. That email was specifically focused on getting people to open the email and click a link. We will be reducing the number of national emails sent, and really focusing on making sure that the content is relevant to our subscribers to prevent this problem from reoccurring.

**LP News:** The August issue was delayed due to Matt's work on the Zoho email problem. It should be mailed Monday September 14, This issue is testing including an inserted reply envelope/donation form. In the past, doing this raised enough to pay for each issue. We intend to find out if that is still the case. As previously reported, there were roughly 2000 members who

were not getting LP News, either because they have no address, a bad address with no forwarding address, or are marked Do Not Mail. We reached out via email to those members, both for address corrections and to ask if they wish to remove their DNM flag so they can receive LP News. We have restored postal mail access to over 300 members thus far. The target deadline for articles for the September issue is Friday September 18 so Matt can begin layout the following week. That deadline may slip to early the following week.

**Direct Mail:** This is a major problem area that we are working to fix. A new direct mail letter has been sent to the printer and should be mailed within 5-10 business days. The results of that letter will guide future letters. We will be testing 2-3 different letters to lapsed members to determine which appeal is most effective. We are also filtering that list to exclude lapsed members who only donated once. I hope to have sufficient returns to provide an update in October.

**Website:** Matt Hudson has been fixing problems and making updates. The pages for Affiliate Support and Candidate Support, which were previously just donation pages, have been updated to provide useful information for Affiliates and Candidates respectively, as well as links to the donation forms. The Affiliate Support and Candidate Support committees will be providing us with additional information and resources for those pages. The affiliate support page now has downloadable masters that affiliates can use to print outreach materials locally. He is working on long-term changes that are very exciting. Those will likely be implemented in early 2027.

**Ballot Access:**

- Massachusetts: Our candidate is on the ballot. Three percent is needed to secure Presidential ballot status for 2028.
- New Hampshire: LP member Stephen Villee is on the ballot for Governor, despite opposition from our former affiliate. Rachael Blackfyre is his campaign manager and managed the petition drive. Virtually all of the funding came from the candidate and supporters in New Hampshire - none came from our former affiliate or the LNC.
- Maryland: The drive is continuing. If I receive an updated count I will report it at the LNC meeting.

**Monthly Membership Report:** The report has been forwarded to the public list. Membership has now increased for four straight months (May-Aug).

**Membership Cards and Pins:** Mr. Nekhaila reports that everything should now be operational with the printer, so we can send out new/replacement Life Member cards. We intend to propose sending new membership cards to all sustaining members in January 2027.

**Unified Membership Program (UMP):** Live testing with Washington State is complete. The program is open to any interested state affiliate. Any state that is interested should email me at [steve.dasbach@lp.org](mailto:steve.dasbach@lp.org). I will also be discussing this at both the Affiliate Support Committee meetings and the monthly meetings with state chairs.

**CRM:** We are no longer using the Zoho consultant, saving us \$2400/month. Matt Hudson has been able to implement several things that previously would have gone to the consultant. The IS committee is considering options for the future to address our CRM problems.

**2028 Convention:** COC chair Paul Darr and myself are traveling to El Paso to do an in-person site visit September 22 prior to finalizing the contract for presentation to the LNC.

**Committees:** All committees are actively meeting. I am attending meetings and making sure committees get whatever support they need from staff.

**Texting.** I believe that we need to move forward with a texting service like Peerly, rather than wait until this can be addressed with the CRM. The cost will be minimal unless/until we decide to expand our texting.

Thank you for your service on the LNC. If you have any questions, please don't hesitate to reach out to me.

Also, thank you to all our hard-working staff and volunteers.

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Communications Director Report – September 13, 2026

Prepared for the Libertarian National Committee

Rob Yates, LP Communications Director

Accomplishments / Focus over the last month

1. Growth in social media across all platforms.
  1. Much thanks to Alex for his efforts on this
  2. Re-started TikTok account, started a Medium and Substack account, and began additional focus on Instagram, as well as pushed on twitter and Facebook.
  3. Published articles by Steven Nekhaila and Alex Flores on Twitter, Medium, and Substack. Responses have been promising.
  4. Created a specific system for posting and reposting – across all platforms – highlighting candidates, counternarratives to push back against uniparty programming, issues of the day, Libertarian policy positions and why it matters, and a bit of fun as well.
2. Held media training for candidates and worked with some candidates on a communications plan for the two-month post Labor Day sprint.

3. Got emails fixed (the credit for this goes to Matt and Steve) and started working on plan to structure our email strategy going forward to prevent this from happening again while getting the most out of each email.
4. Worked with Evan and Steve to get the Agility contract. (y'all should vote in favor 😊)
5. Started working with Matt Hudson on a small homepage refresh, and a larger website overhaul.
6. A number of one-off things that seem like a waste to report here, but which I am happy to discuss offline.

#### Looking ahead to the next month

1. Build on the initial content/policy-oriented campaigns from Steven and Alex's articles – this includes video components, more articles, interviews with other people in the (2A and Native rights) spaces, and continually expanding those messaging campaigns, while starting campaigns around other issues – foreign policy is a high priority, as well as economics (this is always an issue, but these absurd promises a \$5000 a person socialism created a golden (or not-so-golden) opportunity.
  2. Start a weekly newsletter by October 15 (I am hoping for October 8, but there is still a lot to do). This will go out every Thursday at 1 PM ET. If anyone wants to work on this with me, I could use some help.
  3. Finalize and implement a broader email strategy with specific guardrails around what we are sending, to whom, and how often.
  4. Stand up Agility and take full advantage of its capabilities to generate media penetration.
  5. Get 10 placements for Evan / LNC members in the media (this is a 45-day goal – I can get the placements in the next month, but they might be for a couple of weeks out). I plan to build on this number each month. Goal is 50+ each month as our expected number of placements.
  6. Implement 2 or 3 of 7 proposed membership growth drive plans.
    1. Continue to build on social media success, and implement specific plans (and use tools that we now have) to target lapsed and disaffected members and grow membership
  7. Introduce native video content plan for online distribution. This will not likely be feasible until after the elections, but it would be a predictable, repeat, and formulaic show. Details to come.
  8. Start hosting regular (I am thinking monthly) media training for candidates or anyone else who wants to attend.
  9. Attending the Independents National Convention in DC, September 23-25. I got Amanda Griffiths to be a speaker there, and it appears she and I will host a breakout session on what it is to be a Libertarian.
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Social Media Managers Report – September 13, 2026

Prepared for the Libertarian National Committee

Alex Vidal, LP Social Media Manager

August was a strong month overall, with **481,000 reactions, 23,700 comments, and about 7,700 new followers** across LP's social channels, with a 5% Engagement Rate.

Facebook was the biggest standout, with reactions up **187%** from July, while YouTube comments more than doubled (+106 %). Our top Facebook post was especially strong, reaching **13.4 million impressions and nearly 235,000 reactions**.

Our message is reaching well beyond our own audience. Over the past few weeks, **Elon Musk** shared a socialism meme from LP Kentucky, **Javier Milei** shared our taxation meme, and **Rand Paul** shared our Federal Reserve meme and another taxation meme—with the four posts generating **over 14 million views combined**. With that wider reach, we're bringing more people into the conversation and putting Libertarian ideas in front of millions.

When some of the biggest voices online are amplifying our Libertarian content, it's a sign our message is breaking through.

We also recently launched new branded social content formats, including candidate posters and current events/news posts.

Here is the August Insights report from Buffer

[buffer-insights-2026-08-01\\_to\\_2026-08-31.pdf](#)