

Strategies in Support of Strategic Plan Goals at All Levels of the LP	Goal 1: Increase the number of Libertarians holding public office	Goal 2: Strengthen Libertarian Party state and local organizations	Goal 3: Increase the Libertarian Party's support base (members, contributors, and volunteers/activists)	Goal 4: Increase the Libertarian Party's market share among youth	Goal 5: Increase public awareness of, acceptance of, and support for Libertarian ideas	Goal 6: Remain the Party of Principle as we grow
Strategy 1: Define, develop, and promote the LP brand			N	N	NL	NS
Strategy 2: Develop and use high-quality presentations of Libertarian ideas, which present both direction and destination, to support the work of affiliates, campaigns, the national party, and individuals			N	N	S	
Strategy 3: Redevelop the Libertarian Party Platform, presenting both direction and destination, with an eye toward electoral success without compromising core beliefs	C		C		C	C
Strategy 4: Track the performance of core and critical activities in state and local Libertarian Party organizations; encourage and support these organizations in creating and executing plans to improve performance		NS	N			
Strategy 5: Define and codify relationships between (and expectations among) national, state, local, and campus Libertarian Party organizations		CS		C		
Strategy 6: Expand and strengthen Libertarian Party organizations at levels other than the affiliate level (e.g. local, city, county, campus)	L	SL		N		
Strategy 7: Recruit more and better qualified candidates	NSL	SL		N	NSL	
Strategy 8: Target races and allocate resources for maximum effectiveness	NSL					
Strategy 9: Coordinate campaign activities within and among campaign levels	L	S				
Strategy 10: Increase the number of new people comprising the Libertarian Party's support base	NL	NSL	NSL	NL		
Strategy 11: Increase the commitment of those already within the Libertarian Party's support base	C	CNSL	CNSL		C	C

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Strategy 12: Strive to achieve a left/right balance among the Libertarian Party support base			N	SL		N
Strategy 13: Provide training, training materials, and training support to Libertarian Party candidates and campaigns (e.g., campaign methods), Libertarian organizations (e.g., organizational matters), and individuals (e.g., communications skills)	NS	N				NSL
Strategy 14: Develop and implement an internal program of ideological education	C					CNSL
Strategy 15: Target public opinion leaders to embrace and espouse libertarian ideas	L		L		NSL	
Strategy 16: Target existing independent groups to act in support of Libertarian Party efforts and provide opportunities for us to spread our message			L		SL	
Strategy 17: Encourage state, local, and campus Libertarian Party organizations and our entire support base to be involved in political processes at all levels outside of campaigns and elections	L	L	L		L	
Strategy 18: Focus resources to achieve the repeal of drug prohibition at the federal level by 2010 and get substantial credit for it				NS		
Strategy 19: Develop an awareness that success requires adequate resources of all sorts	CL	CSL	CS			CL
Strategy 20: Motivate the Libertarian Party support base to increase activism by recognizing and rewarding both effort and success and by making involvement in the Libertarian Party an enjoyable, positive experience	C	CSL	CS	CSL	C	C