

Strategic Planning Recap

Goals

- 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

Strategies

Strategy 1:	Define, develop, and promote the LP brand	Strategy 12:	Strive to achieve a left/right balance among the Libertarian Party support base
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	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)
Strategy 3:	Redevelop the Libertarian Party Platform, presenting both direction and destination, with an eye toward electoral success without compromising core beliefs.	Strategy 14:	Develop and implement an internal program of ideological education
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.	Strategy 15:	Target public opinion leaders to embrace and espouse libertarian ideas
Strategy 5:	Define and codify relationships between (and expectations among) national, state, local, and campus Libertarian Party organizations	Strategy 16:	Target existing independent groups to act in support of Libertarian Party efforts and provide opportunities for us to spread our message
Strategy 6:	Expand and strengthen Libertarian Party organizations at levels other than the affiliate level (e.g. local, city, county, campus)	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
Strategy 7:	Recruit more and better qualified candidates	Strategy 18:	Focus resources to achieve the repeal of drug prohibition at the federal level by 2010 and get substantial credit for it
Strategy 8:	Target races and allocate resources for maximum effectiveness	Strategy 19:	Develop an awareness that success requires adequate resources of all sorts
Strategy 9:	Coordinate campaign activities within and among campaign levels	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
Strategy 10:	Increase the number of new people comprising the Libertarian Party's support base	Strategy 21:	Track the performance of core and critical activities in the national party and develop and implement a plan to remediate performance shortfalls.
Strategy 11:	Increase the commitment of those already within the Libertarian Party support base		