

Urgent!

Success is killing us

Will we lose 50-state ballot status?

Dear friend,

Our Ballot Access Manager, Kris Williams, just rushed into my office with another fist full of ballot access bills

\$4,085.10 for Florida,
\$2,084.80 for Oklahoma, and . . .
\$3,757.31 for North Carolina.

But we've only got \$1,248 in the bank!

Why is this happening? Why is our 50-state ballot drive suddenly in danger?

Two reasons. First, we're competing with an explosion of activity from our competition. It's drying up the supply of professional petitioners, and driving up costs.

* **Ross Perot** is spending his way onto all 50 ballots for his Reform Party. And he's paying five to 10 times normal prices — \$5 a registration signature in Maine, a whopping \$10 a signature in California!

* Republicans **Steve Forbes** and **Morry Taylor** are buying their way onto the North Carolina primary ballot — paying \$2.50 to \$3.00 a signature. (Three times our normal prices!)

* **Initiative and petition** drives are underway across the country — term limits in Alaska, school choice in Washington state, affirmative action in California.

It's supply and demand in action. And it's bleeding us dry.

The second answer is — we're too successful!

Despite these problems, we're collecting signatures at three times the rate we did in 1992. And we're 58,000 signatures ahead of where we were then! Plus . . .

We're accelerating!

We've recruited so many petitioners so quickly that we have an opportunity to finish states that used to take months, in mere weeks!

We're scrambling to get on all 50 state ballots immediately — before Perot, before the Natural Law Party, before anybody else.

How can we afford so huge an expense in so short a time?

The harsh answer is — WE CAN'T!

But we had to move as fast as we could, and hope that you'd help us through this crunch.

We know how important 50-state ballot status is to you. And how important it will be to our presidential candidate. And how important it is to the media.

So we're determined to achieve it — even though it will be much tougher than it was in 1992.

* After all, in 1992 we had the **"51 in 92" Political Action Committee** to put North Carolina on the ballot. But not this time. The National LP must do it all.

* And in 1992 we already had a presidential nominee. **Andre Marrou** put more than \$75,000 from his campaign budget into the ballot drives.

But not this time.

We won't nominate our presidential candidate until July. But, if you help us through this cash-flow crisis, we'll be able to head into the convention with 40 states already in the "done" column.

Our candidate will be able to tell a national C-SPAN audience: "I'm already on the ballot in 40 states — and voters in all 50 states will be able to vote for me in November."

No other third party or independent candidate will be able to make that claim in July.

But it won't happen unless you help us immediately.

We're off to a rip-roaring start, but we've got to keep going. If we stop or slow our ballot drives we may not be able to get them going again.

We simply **must, must, must** push our drives through to completion.

Except that we can't. We just don't have the money to keep going.

Membership has never been higher. We've never had more media contacts. We've never had a better image. And we've never done more membership recruitment, or had more opportunities for future growth. Clinton vs. Dole, or Clinton vs. Buchanan? It doesn't matter. Thousands will flock to our banner.

If we hold that banner high.

Did you read about Apple Computer? They've got thousands of orders they can't fill, so their profits are plummeting. Failure in the midst of success? That could be us. It is us, now, because I have bills I can't pay, and it's going to get worse because it's going to get better.

The ballot access signatures, and the invoices to pay for them, are flooding in. Here's what it looks like over the next few weeks . . .

* **Oklahoma: \$16,285.86.** And the legal deadline is less than **90 days** away.

* **North Carolina: \$34,858.04.** Deadline: Less than **75 days** away.

* **Florida: \$68,007.76.** Deadline: Less than **150 days** away.

* **West Virginia: \$14,230.00.** Deadline: Less than **60 days** away.

That's \$133,381 out the door in the blink of an eye, and that's not all. Things have gotten off to such a fast start that I'm sitting on \$56,784 in bills that I can't pay.

It's simple — we must raise at least \$100,000 from this letter, which is more than we've ever generated from any single appeal, or we'll have to shut down our drives.

If that happens, we won't be on the ballot in all 50 states.

This is not hyperbole. You don't get letters like this from us very often, because we hardly ever face emergencies like this. This is real.

I don't need to go on and on about this. I have bills I can't pay, and more coming. If this party is to survive our flirtation with success then we must all ride to the rescue right now. All of us. No exceptions.

* That's why me and Steve Dasbach are **upping our monthly pledges** and that's why Bill Redpath, our Ballot Access Chairman, is pumping in another **\$1,000 of his own.**

I don't know what else to say. We're already on the ballot in 30 states, more than we've ever had before at this time, and far more than any of our third-party competitors, but 30 isn't 50 and neither is 49. A miss is as good as the proverbial mile.

I hope to report back that we've raised the money to do the job: that means Oklahoma, North

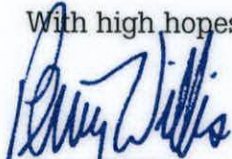
Carolina, Florida, and West Virginia — DONE!

We've already raised \$122,966.31 to pay for 100,000+ signatures in those states, thanks to you. But our job isn't finished. Either we do what it takes to complete these drives or all of that money will have been wasted. It's up to us.

\$1,000 — \$500 — \$250 — \$100 — \$75 — \$50?
How much can you send? We're desperate.

It's in your hands right now: Do you want us to be on the ballot in all 50 states? If you don't care, just toss this letter aside. If you do, send your most generous contribution right now.

With high hopes and too many bills,



Perry/Willis
National Director

PS — We've had a great partnership. Your support has made it possible to set records in nearly every category — membership, registered voters, media, office-holders, and ballot access. When you help, we get the job done. Can we count on you again?

PPS — I have to try and pay bills again in one week, and I don't have the money.
What will happen?

PPPS — Time after time, businesses have gone under because they became too successful too fast. Will that happen to us?

PPPPS — Remember, those who give \$1,000 or more are part of our prestigious Committee of '96, to be memorialized on a plaque in LP national headquarters, and those who give at least \$100 will be placed on another plaque — our Ballot Access Strike Force. Can you help today?



Libertarian National Committee, Inc.
2600 Virginia Avenue, NW, Suite 100
Washington DC 20037

CRISIS: PARTY'S 50-STATE BALLOT DRIVE IN SERIOUS TROUBLE

Urgent help needed.

EMERGENCY * EMERGENCY * EMERGENCY * EMERGENCY * EMERGENCY * EMERGENCY

50-STATE BALLOT DRIVE IN TROUBLE.

We have \$133,381 in ballot access bills coming due over the next five months — \$56,784 in bills we can't pay now — and only \$1,248 in the bank. It's "crunch time." We've counted on you in the past — and need your help immediately to keep our ballot drives moving forward.

☐ \$1,000 — Earns you a permanent place of honor on our prestigious "Committee of 96" memorial plaque

☐ \$500 ☐ \$250 ☐ \$100 — Your name will be listed on the "1996 Ballot Access Strike Force" plaque

☐ \$75 ☐ \$50 ☐ \$25 ☐ Other \$ _____

☐ Check enclosed. Or: Please bill my ☐ MasterCard ☐ Visa
(No corporate checks, please.)

Make checks payable to: Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington, DC 20037

Acct. # _____ Expires _____

Signature _____

Occupation _____

Employer _____

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.

**EMERGENCY: PARTY'S
50-STATE BALLOT DRIVE
IN SERIOUS
TROUBLE. HELP
NEEDED FAST.**