



Keeping the Spirit The Campaign Continues Alive!

Fellow Libertarian:

All of us here at LP National Headquarters and the Harry Browne for President campaign want to say thank you.

- ★ **Thank you** for giving us the resources to become the *first* third party in American history to qualify for all 50 state ballots two presidential elections in a row.
- ★ **Thank you** for supporting the 800 or so Libertarian candidates who ran for office with Harry in 1996.
- ★ **Thank you** for giving Harry Browne the opportunity to be the *first* presidential candidate in American history to qualify for federal matching campaign funds — and *refuse* to take them on principle.
- ★ **Thank you** for giving us the resources to pursue our talk radio strategy. Without you it would have been impossible for Harry to recruit more than 200 talk show hosts to call for his inclusion in the debates, and nearly 100 to endorse him as their choice for President of the United States.
- ★ **Thank you** for giving us the resources we needed to generate an unprecedented number of favorable newspaper editorials and articles by major national columnists.
- ★ **Thank you** for helping us to generate an unprecedented number of national television appearances, including — CBS, CNN, C-SPAN, PBS, CNBC, MTV, MSNBC, CNN-FN, and more.

- ★ **Thank you** for giving us the resources to produce and broadcast a thirty-minute video promoting Harry's campaign.
- ★ **Thank you** for giving us the resources to buy national television ads on CNN, as well as ads on talk shows and radio stations all across America.

And thank you for giving us the resources to **DOUBLE** the size of the party, because that means we'll begin our next four year drive with **DOUBLE** the resources we had at the end of the last presidential campaign in 1992.

And it's because of this that we've decided...

To keep on going!

Most campaigns end on election day. This one won't.

No matter how many votes we got on November 5th (which is still a week away as I write this letter), there will be hundreds of thousands of people who voted for Harry Browne and our other Libertarian candidates, but who never called in to find out about joining the party.

- ★ What if we could convince even a *fraction* of those people to join us?
- ★ What if we could keep ourselves in the public eye?
- ★ What if we could maintain our presence on talk radio and keep the talk show hosts talking about us?
- ★ What if the excitement we've all felt about this campaign could be *sustained*?

What if we committed the resources needed to point out again and again...

The futility of supporting the Democrats and Republicans?

Of an electoral process that consumed millions of taxpayers dollars and yet failed to even address, let alone solve, the country's most pressing problems?

Of an election in which *only* the Libertarians offered solutions for the problems of the debt, Social Security, and the American people's crushing burdens of taxation and regulation? (Solutions that many Americans were never even allowed to hear.)

- ★ Wouldn't a sustained campaign, making these points and offering our solutions — over and over and over again — allow us to continue our phenomenal growth, and pave the way for success in the year 2000?

We won't know unless we try. But we've never had the money or the staff resources to do so before. Now we do, if you'll continue supporting us. And now we also have a great spokesperson to carry our message — Harry Browne.

- ★ Right now (one week before the election) we're buying new radio and TV ads almost every day. We're purchasing so many spots that we've bought up all the available time on entire networks, so we're expanding to new shows and new networks through election day. Each of these ads encourages Americans to vote for Harry Browne.

But we want to keep going *beyond* election day. We want to keep buying advertising after November 5th, and put Harry Browne on the air to say...

"Thanks to all of you who voted for me."

And Harry will say: "Thanks to America's talk show hosts for giving the Libertarian Party a way to reach the American people. And my condolences to all of you who voted for Bob Dole or Bill Clinton and who are now feeling remorse because your vote neither decided the election nor made a statement that you want less government.

- ★ "If all of you who truly wanted less government had voted for me, then the politicians and the pundits would have heard your message *loud and clear*. I might even have won.

"So now I want to ask those of you who really do want less government to prepare to get what you want in the 2000 election, by joining the Libertarian Party. By helping to create a party that's *big* enough and *strong* enough to win in the year 2000. If that sounds good to you, then call me, at 1-800-682-1776."

- ★ **Would you like to see an ad like that running all across America?** Then help us to run it in the days and weeks after the election—so that we stay in the public eye and continue to generate the kind of attention and excitement we've enjoyed during this campaign.

I can't tell you today how much it will cost to run these ads, because the rates will change after election day. But I can tell you that we will run them and that we'll report back on where they're running and when and how much we spent on them.

- ★ And I can also tell you that this very afternoon, while I'm writing this letter, Harry Browne is at a studio recording an ad similar to the one I described above.

Your contribution of \$1,000, \$500, \$250, \$150, \$100, \$50, or whatever you can afford will continue the momentum of the Harry Browne for President campaign beyond election day — and on into what appears to be a very bright future for the Libertarian Party.

No matter how many votes we got November 5th, we're doing the things necessary to ensure that we'll receive millions of votes in the near future.

We must not stop now.

We must not flag in our efforts. We must continue with determination and enthusiasm and commitment through election day and on to 2000.

Will you help us to keep the spirit of this campaign alive? Can you send a contribution for this effort today? Thank you for all that you have done and made possible, and thank you for all that you will do to make our great dream become a great reality.

Sincerely,



Perry Willis

National Director

PS: This has been one of the most exciting campaigns in the history of the party. But now we are larger and stronger — imagine what we can accomplish in the next four years? Let's start flexing our new muscles. Let's keep the advertising campaign going, and bring in all those people who voted for Harry, or wish they had.

Continued growth is the secret to achieving our dreams.

PPS: How many Americans heard Harry on the radio, were convinced by his eloquent arguments, voted for him on November 5th, but didn't know how to contact the LP to join? With your help we can reach those people.

How many Americans voted for Bob Dole or Ross Perot — but now have a sinking feeling in their heart, because they know they should have voted for Harry? With your help we can reach those people and show them that by joining the LP, they can turn their mistake into future victory.

But time is short. We must reach them *immediately*. We must buy radio time *immediately*. We need your support *immediately*. Help us keep the spirit and success of Harry's Browne's campaign going strong.

THE
Campaign doesn't end
on Election Day!

We can keep the spirit and success
of Harry Browne's campaign
working for the Libertarian Party.

With *your* help, we will...

- ★ Broadcast national radio ads,
encouraging people who voted
for Harry Browne to join the
Libertarian Party.
- ★ Keep our name in front of the
media.
- ★ Keep our explosive membership
growth going up, up, up.

**Yes! I want to see an ad like this
running all across America!**

[30-second spot, Harry Browne voice-over]:
“... I want to ask those of you who want less government
to prepare to get what you want in the 2000 election, by
joining the Libertarian Party. ... If that sounds good to
you, call me at 1-800-682-1776 ...”

I want to join the Libertarian Party!

☐ **Yes!** I want to become a dues-paying member of the Libertarian Party. I have enclosed at least a \$25 contribution. **The Libertarian Party is the party of principle.** To publicly affirm what we believe - and to ensure that our party never strays from our principles - we ask our members to proudly sign this statement: “I do not believe in or advocate the *initiation* of force as a means of achieving political or social goals.”

SIGNATURE REQUIRED FOR MEMBERSHIP ONLY

Here's my best contribution.

☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100
☐ \$75 ☐ \$50 ☐ \$25 ☐ \$_____

☐ Check or Money Order enclosed. (No corporate checks, please.)

Or: Please bill my ☐ MasterCard ☐ Visa

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.

Please make checks payable to: The Libertarian Party

Use the enclosed envelope, or mail to: 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037