

MEMBER★SURVEY

Guns. Censorship. The War on Drugs. Taxes & Regulations. The Internet.

Which issue will turn more Americans into Libertarians?

Dear Libertarian:

How tall is Mt. Everest?

Don't laugh — it's a serious question.

✳ **And your answer is *crucial* to the future of the Libertarian Party.** (Keep reading, and I'll prove it to you!)

It has to do with a phenomenon called "Spontaneous Group Accuracy."

Intrigued? Here's how it works . . .

We both know Mt. Everest is the tallest mountain on Earth. But ask me *exactly* how many feet tall it is, and I'm hard-pressed to answer. Sure, I could make a wild *guess*. So could you.

But there's a way to turn our "wild guess" into an accurate answer. Maybe within a foot of the *exact* height. Maybe within an inch or two! Even if none of us — *alone* — knows the answer.

How? It's a fascinating phenomenon sociologists call "Spontaneous Group Accuracy."

When a large group of people make an "educated guess" — say, about the height of Mt. Everest — the average of our answers is far more accurate than most individual answers.

Why? Because some people guess high. Some guess low. But the average tends to inexorably zero in on the correct answer. And the more people, the more accurate they get.

✳ **Surprised?** You shouldn't be. It's the same principle that makes free markets more efficient than a government planner. It's why *millions* of people, making individual decisions, come closest to "predicting" what will satisfy the marketplace.

Why am I telling you this? Because we need to put "Spontaneous Group Accuracy" to work.

We need the brainpower of 14,000 LP members to give us a *crucial* answer.

THE QUESTION: Where will the next generation of Libertarians come from?

We just did a mailing to 87,000 prospective Libertarians. We used our new 20-page booklet, *Special Report: An Inside Look at the Libertarian Party*.

 **People love the *Special Report*!** Best-selling author Nathaniel Brandon wrote: "Bravo for your *Special Report*!" One State Chair called it "the best thing I've ever read."

We mailed it to the "usual suspects" — subscribers to *Reason* magazine; customers of Laissez Faire Books; and registered Libertarians.

It's too soon to predict the response. But hundreds and hundreds will probably sign up as dues-paying LP members.

If that mailing is successful, we'll hit those lists again. And again.

But when we've wrung every last potential LP member from those "movement" lists, we need to take the next step.

We need to leave our standard "comfort zone" — and make a bold leap into the unknown. We need to reach out to groups who support us on one or more issues — and convince them to join the party.

 **Who should we reach out to?** We're not sure. But the stakes are high.

If we guess right, we'll get hundreds of new members and have money for our next outreach effort.

Guess wrong, and we lose thousands of dollars. And our membership numbers will start to sag like a deflating balloon.

**We MUST make the right decision!
That's why we're turning to you.**

For months, we've been researching different mailing lists. After considering *hundreds*, we winnowed our options down to the "Top Five."

We will mail to ONE of these lists.

 **YOU will decide which list.** (I'll explain how in a moment.)

But, please, as you consider who we should reach out to — DON'T think in terms of some abstract "mailing list."

Each list is made up of *real people, individuals* . . . each with a life story, and concerns, and hopes for a better future. So . . .

Can I take a moment to describe the *people* we want to reach?

✱ The particular individuals I'll tell you about below are composites. But they're composites of **real people** we've talked to over the years — at LP outreach booths, on the phone, on talk radio shows.

Their stories are true. They echo why millions of Americans fear the government . . . and are angry at politicians . . . and are concerned about their futures. It's important to hear these stories. These are the *human* stories you must consider.

Then, I'll tell you how we can reach these kinds of people. And how YOU will make that decision for us.



Angela, 27, was robbed seven months ago. She was walking home from work one warm summer evening.

"I guess I was lucky," she says slowly. "I wasn't killed. I wasn't raped. *But I could have been.*"

After the robbery, Angela took two days off from work, and locked herself in her apartment. For added security, she propped a chair against the front door, and cowered in bed. "I was shaking like a leaf. I kept thinking about the robbery. His voice. His flat, dead eyes. How *vulnerable* I was. He was bigger than me. He had a knife. What could I do?"

A TV commercial from the NRA jarred her out of her lethargy and fear.

"I had never thought about it before, but I realized I didn't have to be a victim. So I decided to buy a handgun," she says. "If the police can't keep me safe, it's my responsibility, right?"

✱ **But Angela got a shock.** She learned her city had a seven-day waiting period.

"I've never been arrested in my life," she says indignantly. "But I have to prove to some bureaucrat that I should be allowed to buy a gun? Isn't this my most fundamental right — not to be killed or robbed!?"

YOU DECIDE: Should Angela have to live in fear?

YOU DECIDE: Would Angela — and women like her — be receptive to the Libertarian Party's message of personal *empowerment*? Would she appreciate our principled defense of the right to keep and bear arms?

Mark, 42, has always voted Republican, but he's worried that the "Moral Majority" is rapidly destroying the Republican Party.

And he's afraid they're going to come after him and his wife, Sarah.



★★



YOU DECIDE: Would Christopher — and other Generation Xers like him — embrace the LP and our social tolerance? Would our call to end the War on Drugs resonate with him and his friends?



Susan, 32, just got a performance bonus check from her company — and she's furious.

"I do a good job, and what do I get? A bonus, yeah — *but the government took almost half in taxes!* Why can't I keep the money I earn?"

Susan always considered herself a Democrat, but her bonus check made her stop and think.

"I was just promoted to manager a few months ago," she says, pride in her voice. "Boy, was that an eye-opener! I couldn't fire one lazy employee because she threatened to sue under the Americans with Disabilities Act.

She claims she's got Attention Deficit Disorder! And when I told another worker that his work was substandard, he threatened to sue me under federal Equal Opportunity laws."

✳ **For a couple years, Susan thought about opening a consulting business.**
But now she's doubtful.

"I mean, all those regulations! There's no end in sight — politicians just pile on one new law after another. I used to trust the government to do the right thing. Now I don't trust *any* politician, *ever*. I want them to leave me alone. I want them to stop this crazy over-regulation of business. And when I earn money, I want to keep it!"

YOU DECIDE: Should Susan be able to keep the money she earns? Should she be able to start a new business without the crushing burden of regulations and laws?

YOU DECIDE: Would Susan — and other potential entrepreneurs like her — embrace the Libertarian Party and its business-friendly, anti-regulation, tax-fighting principles?

Timothy, 49, plugs in his new 28.8 kbps modem and smiles. He just bought a new Gateway 133-MHz Pentium computer and can't wait to "surf the Internet" again.

✳ "Actually, I hate that expression," he confides. "But the Internet is great. I just hope the government doesn't ruin it."

Timothy has reason to be worried. He's read about the Internet censorship bill. And he's read about government attempts to stifle new encryption programs, which he considers vital to his business — and personal — privacy.

"But it's not just a censorship issue for me. I love the Internet. It's totally



- ✱ Add postage and related expenses and it's a \$5,000 investment. Plus, if the test mailing is successful, we'll roll out to the entire list — which will cost additional tens of thousands of dollars.

Will you help us raise that first \$5,000? And tell us *which* group we should target?

- ✱ **Here's how it works:** On your response card, there are five categories, one for each of the mailing lists.

**Your vote, via your financial support,
will decide which group we should target.**

One dollar equals one vote.

It's a perfect free-market system . . .

- ✱ **Feel strongly that we should target Angela, and other Second Amendment fans?** You can cast 25 votes with \$25 for the NRA women's list. Or 100 votes with \$100.
- ✱ **You CAN vote for more than one list.** If you think censorship and the War on Drugs create opportunities for us, make a separate \$50 vote for *both* the adult video list *and* the *Spin* magazine list.
- ✱ **Convinced that your fellow *computer users* are likely prospects?** A \$1,000 vote demonstrates your conviction that the *NetGuide* list is where we'll find new Libertarians.
- ✱ **Own a small business?** Want more people like yourself in the party? A \$500 vote to purchase the *Entrepreneur* list sends that message.

On March 15th, we'll add up the totals. Whichever list gets the most votes, we'll mail to. *Immediately*. And we'll report the results of this poll in a future letter.

We NEED your participation!

- ✱ You'll never have a better opportunity to help chart the future direction of the Libertarian Party. Your opinion matters. *Your vote counts.*

There are millions of Americans who *need* to hear the good word about the Libertarian Party.

We want to reach out to the first 5,000 of them.

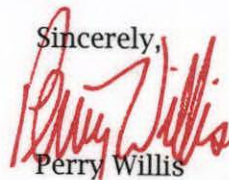
And, remember, if our test mailing is successful, we'll roll out to the entire winning list — tens of thousands of people.

That's why we must ask you . . .

Please tell us where the next generation of libertarians will come from.

Please, vote today. Thanks for your help — and support!

Sincerely,



Perry Willis

Libertarian Party National Director

PS: I just looked it up: Mount Everest is 29,028 feet tall. How close were you?

But Mount Everest was easy. It's a simple fact you can look up in an encyclopedia. What we're doing is *much* more difficult. There's no encyclopedia to tell us where to find LP members.

That's why we need you. I've never met a Libertarian who didn't have strong opinions about *everything*. Now your opinion counts. Whichever mailing list get the most votes — as expressed by your contributions — will get our special outreach mailing. Will it be . . .

- ✳ **Angela** — representing women with guns?
- ✳ **Mark** — representing First Amendment fans?
- ✳ **Christopher** — representing anti-Drug War young people?
- ✳ **Susan** — representing businesspeople whose faith in government has been shattered by taxes and regulation?
- ✳ **Timothy** — representing thousands of computer buffs?

You decide.

PPS: The *Special Report* has a good track record for turning people into LP members. For example, one brand-new Libertarian wrote: "Until I received your mailer, I was disinterested in having anything to do with the LP. As a result of your [*Special Report*], I am in full and passionate support of your endeavors."

PPPS: Remember, voting is extremely flexible. You can vote for just *one* list — for any dollar amount. Or, *split your vote* among two lists, or more. It's up to you.

- ✳ *Totally* convinced we should target a particular list? Vote generously! A \$100 vote carries 10 times the influence of a \$10 vote.

But please do vote! The more votes we get, the greater the effectiveness of "Spontaneous Group Accuracy." Let's put it to work for the Libertarian Party!

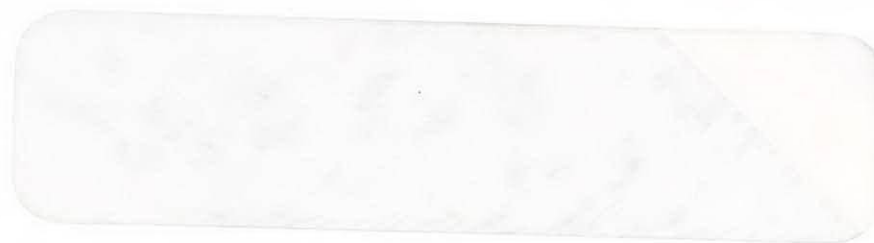


Libertarian National Committee, Inc.

2600 Virginia Avenue, NW, Suite 100
Washington DC 20037

Your votes will decide

- What's the future direction of the Libertarian Party? (We want you to decide!)
- Where will the next generation of Libertarians come from? (We want you to vote on it!)
- How can we put "Spontaneous Group Accuracy" to work for us? (We'll explain inside!)



WHERE WILL THE NEXT GENERATION OF LIBERTARIANS COME FROM?

You Decide!

Here's your chance to chart
the future direction of the
LIBERTARIAN PARTY.

Your financial support will decide which group
we target for our next outreach mailing. One
dollar equals one vote. **Your vote counts.**

1326

**I VOTE FOR**

an outreach effort to women
gun-owners concerned with
Second Amendment issues.

I'll contribute:

\$

One Dollar = One Vote

1327

**I VOTE FOR**

contacting adult video buyers,
whose First Amendment
rights are under attack.

I'll contribute:

\$

One Dollar = One Vote

1328

**I VOTE FOR**

reaching out to young people
opposed to the anti-civil-
liberties War on Drugs.

I'll contribute:

\$

One Dollar = One Vote

1329

**I VOTE FOR**

making contact with men and
women entrepreneurs, fed up
with taxes and regulations

I'll contribute:

\$

One Dollar = One Vote

1330

**I VOTE FOR**

a mailing to computer buffs.
I think most of them are
cyber-libertarians at heart.

I'll contribute:

\$

One Dollar = One Vote

1331

**THEY ALL**

sound good. I'll help support
whatever list wins, or which
ever one you think is best.

I'll contribute:

\$

Thank you!

**REMEMBER: YOU CAN VOTE FOR JUST
ONE LIST — OR SPLIT YOUR VOTE AMONG
TWO LISTS, OR MORE. IT'S UP TO YOU!**

MY TOTAL CONTRIBUTION IS: \$

☐ Check enclosed. Or: Please bill my ☐ MasterCard ☐ Visa

Note: The Federal Election Commission prohibits us from taking corporate checks.

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.

MAKE CHECKS PAYABLE TO: LIBERTARIAN PARTY, 2600 VIRGINIA AVENUE, NW, SUITE 100, WASHINGTON, DC 20037