

READ IMMEDIATELY

EMERGENCY: 2002 STRATEGY AT RISK

Dear friend:

We're facing a ballot access emergency that requires your immediate help. And it couldn't come at a worse time.

The success of our 2002 campaign strategy is at stake.

If Republicans find out that we're facing this emergency, they'll stand up and cheer. Our crisis is a "dream come true" for them.

Keep reading, and I'll explain why. I'll also tell you:

- * What the country's most influential conservative magazine just wrote about the Libertarian Party.
- * Why our candidates are the Republicans' BIGGEST problem.
- * Exactly what we're planning for 2002.

But first, here's the emergency:

- * We have **\$36,139** in bills that are more than 30 days past due.
- * We need **\$40,000** immediately to start our ballot drive in Ohio.
- * And we may need up to **\$15,000** to complete our drive in Michigan.

If we don't raise that money – and start the Ohio drive immediately – our 2002 election strategy will fail.

If we can't help in Michigan, our 2002 strategy will fail.

If we can't pay our past-due bills, our strategy will fail. It's that simple.

And it's that urgent: We need to begin the Ohio drive by June 1.

But we can't start until we have the money to finish. We must raise \$40,000 right now.

Why is this so urgent?

Because — perhaps for the first time in Libertarian Party history — we have the Republicans running scared.

That's what the "Bible" of the American conservative movement, National Review magazine, says in its April 16 issue.

In a piece entitled, "The GOP's Libertarian Problem," the magazine reveals the "most underreported political phenomenon of the last two election cycles: **Libertarian Party candidates are seriously hurting Republicans.**"

With so much attention paid to Ralph Nader's impact on the 2000 election, "hardly anybody noticed how Libertarians have put Republicans on the brink of losing the Senate."

* Because of Libertarians, the GOP has a 50-50 split in the Senate, rather than a 52-48 majority, National Review reports.

Why? Because LP Senate candidates in Washington state and Nevada got enough votes in the last two elections to knock two incumbent Republicans out of office.

Even worse for Republicans: The Libertarian Party cost the GOP two U.S. House races in 2000 — which whittled down their House majority to just 10 seats.

What does this mean?

National Review explains: "In this age of Senate power sharing and a razor thin GOP House majority, Republicans can't ignore the Libertarians. If they do, it may cost them dearly."

Think about that: "*Republicans can't ignore the Libertarians.*"

In other words, as long as Republicans keep inflating the federal budget at a frantic pace, waging their bloody War on Drugs, and rubber-stamping Clinton-era federal regulations, voters will keep deserting them for Libertarian candidates.

* **They can't ignore us.** Republicans MUST take the Libertarian voting block into consideration. Or they could lose control of the House and Senate!

That National Review article was a wake-up call for Republicans.

It's also a wake-up call for you and me.

The ONLY reason we had this impact is because of the huge number of Libertarian candidates we ran in 2000.

Last year, we contested a majority of U.S. House seats — 256 in all. And we ran candidates in 25 of 33 Senate races.

Because of this, Republican candidates didn't get a "free pass."

In a majority of federal races, there was a Libertarian shadowing them. Talking about genuinely smaller government. Talking about the failures of the GOP.

Our "House Majority" strategy didn't get as much media attention as we hoped — even though it was the first time in 80 years a third party had accomplished it. The down-to-the-wire presidential race sucked up all the media attention.

Not in 2002.

In 2002, we hope to run even MORE House candidates. MORE than 256. And with no presidential race to divert attention, we could be the big story.

Libertarian candidates may determine who controls the House. And the Senate.

*** The Libertarian Party can be the "Ralph Nader" of the 2002 election.**

With all the publicity that entails.

But this will ONLY happen if we can get on the ballot in Ohio and Michigan.

In Ohio, there are 19 Congressional seats up for grabs. In Michigan, there are 16.

Without Libertarians running for those 35 seats, we have ZERO chance of fielding more Congressional candidates than we did in 2000.

*** Our 2002 strategy will fail.**

Even worse, Republicans could breathe a sigh of relief. We'd suddenly be less of a threat to their big-government, budget-busting, War on Drugs-loving candidates.

Once again, their candidates would get a "free pass."

For Republicans, that would be a dream come true. Can you just picture them cheering if they hear we're running FEWER federal candidates next year?

I don't want to hear any Republican cheers. I don't want to take a step back. Especially now, when our influence is finally being noticed.

Here's what we need to do immediately:

*** Pay off \$36,139 in past-due bills.**

Why are we behind on our bills? Because our successful ballot drives in North Carolina and Nebraska cost us \$72,000. And because fundraising so far this year is running FAR behind what we budgeted — more than 20% less than we expected.

Listen: I know it's the "down cycle" of politics. You're coming off a grueling (and somewhat disappointing) presidential election year. It would be great if you could just relax, and delay your contributions until next year.

But next year is too late. The work we do — and the contribution you make — right NOW will determine our success or failure next year.

Do you want to keep the Republicans running scared? Do you want to keep our influence growing?

If so, your generous contribution right now is crucial.

*** Raise \$40,000 for the Ohio ballot drive.**

To get 19 Congressional candidates on the Ohio ballot in 2002, we need to collect 45,753 valid signatures. That's 70,000 "raw" signatures — at a cost of about \$80,000.

Libertarians in Ohio will pay half the cost. They're counting on you for the other half.

But we must start petitioning on June 1 to meet the January 2001 deadline. And to avoid costly last-minute petitioning in damp November and cold December weather.

We can't start the drive without that \$40,000 in the bank. We must be confident that we can finish before we start.

Do you want to run a Libertarian Congressional majority in 2002? If so, the road starts in Ohio.

And our success in 2002 starts with your willingness to make a contribution right now.

*** Raise \$15,000 to finish the Michigan ballot drive.**

There are 16 Congressional candidates at stake in Michigan. They'll be the difference between us running more Congressional candidates in 2002 — or falling short.

In Michigan, we need 30,272 valid signatures. That's 45,000 "raw" signatures. That's a price tag of \$45,000.

Michigan Libertarians will pay for most of the cost. But we must be prepared to push them over the finish line.

Would you like to see more articles like the one in National Review? Do you want the New York Times and the three major TV networks reporting: "Republicans can't ignore the Libertarians"?

*** If so, we must do the ballot access work NOW.** If so, you must make a generous contribution right now.

I can't stress this enough: The Libertarian Party can't afford to go to sleep in off-election years — and then suddenly spring into life next year.

It won't happen. We won't be ready. We won't be on the ballot. We won't have candidates recruited, ready to run.

The blunt fact is:

- * If we don't pay off our bills NOW . . .
- * If we don't start the Ohio and Michigan ballot drives NOW. . .
- * If you don't make a contribution right NOW . . .

Our 2002 strategy will fail. The National Review article will turn out to have been a false alarm. And Republicans will rejoice.

Please, help us break through this financial crisis. Make a contribution now, so we can succeed in 2002. We don't have a moment to spare.

Urgently yours,



Steve Dasbach,
Libertarian Party National Director

PS: Imagine this headline in National Review: "**Republican Party Can Relax; Libertarians Are No Longer a Threat.**"

That headline would be our worst nightmare. And it's about to come true — unless you make a contribution right now.

The fact is, if we don't keep pressure on the Republicans, who will?

If the Libertarian Party doesn't run more candidates, and cost Republicans more seats in the U.S. House and U.S. Senate in 2002 — what incentive will they have to pay attention to the growing Libertarian voter block?

The answer: They won't. And you'll pay the price. You'll lose your freedoms at an even faster rate, as both Republicans and Democrats cater to their worst Big Government impulses.

No, Republicans aren't our only target. But they're in control now. And we're going to have to get strong enough to influence one — then both — of the "major" parties before we get big enough to beat them.

That's why . . .

What you do right NOW will determine how strong we are in 2002, how fast

we grow, and how much influence we will have. Please, make a generous contribution!

PPS: You don't often get letters like this from us. And, frankly, we aren't often in this kind of financial crisis.

But if we don't raise \$91,000 from this letter, I don't know what we'll do. Give up on the Ohio ballot drive — and those 19 Congressional candidates? Not pay our bills? Watch the Michigan ballot drive sputter to a halt, just short of the goal? Write off those 16 Michigan Congressional candidates?

Any help you can give us would be most appreciated.

For example, if everyone who gets this letter would make a one-time contribution of **\$100**, we'll have enough to get back on a firm financial footing. To pay off our bills. To fund the Ohio and Michigan ballot drives. And to put us in a position to achieve our 2002 goals.

But **anything** you can afford will really make a big difference.

In advance, thank you for doing the right thing.

When that *National Review* article was published -- making the claim that "Libertarian Party candidates are seriously hurting Republicans" -- we were concerned. Would LP members worry that we were hurting "good" Republicans, and causing "bad" Democrats to get elected? In other words, helping the "greater" of two evils to get elected?

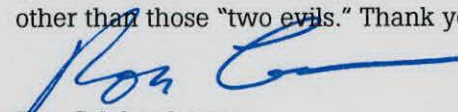
So, we took an online poll, asking members if they agree with the statement: "Libertarians should run active campaigns in as many races as possible -- even if this sometimes results in the election of the worse of the two major party candidates."

The results were overwhelming: Of the 3,000+ respondents, 80.9% said they "strongly" agreed, and another 10.8% "somewhat" agreed.

Here are some of their comments:

- "Republicans are big-government politicians like Democrats. If the GOP was really the party of smaller government, they wouldn't have to worry about Libertarians."
- "Both candidates are terrible, and I have no preference between the two parties."
- "So what if it hurts the Republicans? If I was worried about them, I'd join them."
- "The 'worse' of the two major parties? How much worse can they get?"
- "Yes, Libertarians need to run in as many campaigns as possible. Maybe the major parties would move towards Libertarian positions to win our votes if we are a threat."
- "The lesser of two evils is still evil. And we can't win if we don't run."
- "If the goal is to become a political force to be reckoned with, is there any other choice?"

The fact is, there is no other choice. If Americans want to vote for limited government, Libertarians are the **ONLY** choice. If we're not on the ballot, there is no real choice. And if we can't raise \$91,000 immediately, we won't reach our candidate goals for 2002. Please, make your most generous contribution today. Make sure voters have a **REAL** choice -- other than those "two evils." Thank you for any help you can give us!


Ron Crickenberger
 LP Political Director

THE SUCCESS OF OUR 2002 CAMPAIGN STRATEGY IS AT STAKE. EMERGENCY ACTION REQUIRED.

The party needs \$40,000 for the Ohio ballot drive. \$15,000 to finish the Michigan drive. And \$36,139 for unpaid bills. We can't wait until next year if we want to keep the pressure on the Republicans. Can we count on your urgent help?

I want to help. I'm making an emergency gift of:

☐ **\$100**

(If everyone who gets this letter contributes just \$100, we'll be back on a firm financial footing, and able to move forward aggressively!)

CREDIT CARD ACCT. #

SIGNATURE

EXPIRES

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. Political contributions are not tax deductible.

☐ I can afford MORE than \$100. Here's \$ _____

☐ I can't afford \$100, but I can give \$ _____

☐ Check enclosed. Or bill my ☐ Visa ☐ MasterCard

☐ Discover ☐ AMEX

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

PLEASE READ IF YOU'RE CONCERNED THAT OUR
2002 STRATEGY MIGHT HURT "GOOD" REPUBLICANS...

Hurting Republicans & the "Greater of Two Evils" Debate

**WE'RE FACING A BALLOT ACCESS EMERGENCY
THAT REQUIRES YOUR IMMEDIATE HELP. AND IT
COULDN'T COME AT A WORSE TIME. THE SUCCESS
OF OUR 2002 CAMPAIGN STRATEGY IS AT STAKE.**

"[It's the] most under-reported political phenomenon of the last two election cycles: Libertarian Party candidates are seriously hurting Republicans. In this age of Senate power sharing and a razor thin GOP House majority, Republicans can't ignore the Libertarians. If they do, it may cost them dearly."

--- National Review,
April 16, 2001

LIBERTARIAN NATIONAL COMMITTEE, INC.
2600 VIRGINIA AVENUE, NW, SUITE 100
WASHINGTON DC 20037



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