



WHAT WE'VE DONE WITH YOUR MONEY

Plus: We'd like your feedback!

Fellow Libertarian,

First it was John Laroquette, then Clint Eastwood, and now comes Hugh Downs.

On the March 31st broadcast of ABC-TV's *Politically Incorrect*, Hugh Downs made the following statement

"This country is a one-party country. Half of it is called Republican and half is called Democrat. It doesn't make any difference. All the really good ideas belong to the Libertarians."

I believe we'll see more and more of this kind of statement as we grow larger and larger. This letter has three purposes.

- 1. To share what we've done since the election** to make sure our growth continues. I'll report how we've spent your money, item by item, as well as what the results have been.
- 2. To propose what we need to do next.**
- 3. To ask for your input.**

Progress so far

Since the election we've spent . . .

- **\$19,658** to buy 34,571 signatures to put North Carolina on the ballot through the year 2000.

That's 57¢ per signature. In 1996, North Carolina cost us well over a dollar a signature. By starting this drive early, when we don't have to compete with other

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Media
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30% since
last year!

campaigns, we're saving nearly half the cost of this drive!

■ **\$44,700** responding to 7,816 inquiries.

Inquiries accounted for 53% of our membership growth in 1996. They're our single *largest* source of new members. Keep reading and I'll tell you what we're doing with media relations to *increase* the number of inquiries we receive.

■ **\$21,103** renewing lapsed members.

Our party can't grow if we lose one *old* member for every *new* member we recruit. We've achieved a 70% retention rate, and we're working hard to do even better in the future.

■ **\$22,890** in dues payments to state parties.

It used to be that state and national membership were separate. But now we have 20 state parties in the Unified Membership Program. In those states, members no longer have to worry about which level they belong to — because they join both state and national at the same time, for one simple dues payment.

This also means that we now have 20 states all working for the *same* membership-recruitment goals.

■ **\$24,651** on new brochures and other promotional materials.

This speaks for itself. As we have more members doing more things at the grassroots, the demand for promotional literature grows.

■ **\$34,077** on media relations.

Media relations are booming!

Let's compare the results from year to year.

In the first three months of 1994, we received just 16 media contacts. This number increased to 49 in the first quarter of 1995, and jumped to 145 during 1996, a presidential year.

✗ But now, even though we're at the lowest point of the four-year election cycle, media contacts in January-March have risen to 189 — **a 30% increase since last year!**

✗ Plus, we had 16 media contacts during the first three days of April alone — **as many as we received during the entire first quarter of 1994!** But that's not all.

In the first quarter of 1994, we scheduled just 2 media interviews. This increased

to 22 in 1995, and 36 during the start of the 1996 presidential season.

But now, in 1997, even *without* the presidential campaign, media interviews have risen to 76 — **a 111% increase over the first quarter of last year!** But that's still not all.

X In the first quarter of 1994, Libertarian interviews were broadcast on a grand total of 2 stations. This increased to 22 in 1995, and 621 in 1996.

But now, again, even without the presidential campaign to heighten interest, **Libertarian interviews have been broadcast on a whopping 1,959 stations in the first quarter of 1997 — a 215% increase.**

This includes appearances on Montel Williams, G. Gordon Liddy, and CNN-FN.

Which means our Communications Department is not only doing *more and more* all the time — it's also doing it **more efficiently**. Interviews are being scheduled on larger and larger networks.

Why is this happening?

Because you made it possible! You helped us hire a Deputy Communications Director last year, and that enabled us to double the number of media contacts we make. Thank you.

But we're not stopping there. We just purchased a new database containing more than 200,000 media outlets, so we can do even *more* in the future!

■ \$10,685 to support state and local parties.

We brought party activists from all across the country to Washington, DC in March for a training and planning event called Success '97. Results?

- 1.** More than 66 state party leaders returned home with new tools for recruiting members and running campaigns.
- 2.** We broadened our consensus that membership growth is indeed the Road to Victory.
- 3.** And Success '97 got rave reviews from the participants.

This conference is going to pay big dividends. Why? Because it will help our state and local parties to institute the grassroots component of Operation Everywhere.

Remember, Operation Everywhere is our plan for making the Libertarian Party visible to everyone, everywhere, every day.

Libertarians
appeared on
Montel
Williams, the
G. Gordon
Liddy show,
& CNN-FN.

What will **Operation Everywhere** mean for your community?

It means we'll eventually have . . .

- Libertarian information booths at *every* flea market, shopping mall, convention, gun show, rock concert, and other public event.
- Libertarian literature being distributed to *every* doctor's office and dentist's office in your town.
- Libertarian activists working as members of *every* Toastmaster's and service club in your area.
- Precinct organizations in *every* precinct.
- Candidates in *every* race.
- And yard signs on *every* block at election time.

Plus, much, much more. And Success '97 was the first step in making this happen.

X But we aren't finished yet. Very soon, we'll take this show on the road, to eight locations around the country. The first of these will be in Boston on June 6th and 7th. Stay tuned to *LP News* to learn when and where Success '97 will come to your area.

■ **\$8,291 on membership prospecting.**

The most important thing we've done here is to hire a company called Metromail to do a demographic study of our membership base.

Who are the Libertarians?

For the first time, we can start to answer that question.

Remember: We're planning to expand our recruitment effort by mailing to those people who are most like the members we already have. This study gives us the first factual information we've ever had about the demographic and "psychographic" characteristics of the average Libertarian.

X But we're not finished yet. We've got one more step to take before we can use this information to launch our mighty membership drive — the largest membership drive in party history.

Keep reading and I'll tell you how you can get a copy of this demographic report on "who we are." Plus, I'll tell you what we plan to do next.

■ **\$3,500 on a public opinion poll.**

This is the first poll we've done about the public's perceptions of the party since

We're taking
Success '97
"on the road"
—perhaps to
your state.

How many
people
have heard
of the
Libertarian
Party?

1980. We'll plan to conduct this kind of poll *every* year from now on, to help measure our progress.

Would you like to know

- How many people *heard* of the Libertarian Party?
- Whether they have a ***favorable opinion*** of us?
- Who people thought our 1996 presidential candidate was?
- How many voters had a favorable opinion of Harry Browne?
- **What people think we stand for?**
- How many people will vote for our presidential candidate if they think he has a *chance to win*?
- Where we stand with different age, income, and ethnic groups?

Keep reading . . . and I'll tell you how to learn the *answers* to those questions.

- **\$2,072** on staff training.

Remember — the key cause of our growth and increased success over the past three years has been professionalization.

- ✗ Not only have we steadily expanded the size and scope of our staff, we're also working to increase their knowledge and skill level. *Thank you for making this possible.*

And finally

- **\$3,948** on advertising.

This was to say *thank-you* to those talk show audiences who were most supportive during 1996.

We would have done more in this area — but everyone's check-writing hand was understandably tired after the election, and we didn't get enough money to do more. Remember, your contribution is our budget. And thank you, thank you, *thank you* for what you did help us to do. *Now*

What's next?

- ✗ I hope you'll agree: **We've gotten 1997 off to a great start.** But now we have some big hurdles to jump before we can make more progress.

Our mighty membership drive — the Road to Victory — requires that we do

things we've never done before. And doing new things requires careful planning, lest we waste your money.

Specifically, we have to

- 1. Do one more demographic study.** We don't want to bet our entire program on just one company's information.
- 2. Hire a consultant** to advise us on the statistics of testing huge lists.
- 3. Pre-fund our test mailings.** Test mailings, by definition, have uncertain outcomes, so we can't use our vendor credit for this purpose. We have to have the money in hand before we begin.

Which means our membership numbers won't begin increasing until we can raise the money to get these projects done.

- X** On the bright side, as soon as we've determined **the right combination of demographic filters** to use, we'll have identified potentially

Millions of new members?

It's possible. But first we must

- 1.** Spend \$10,000 to match our complete database, and that of the various Libertarian movement lists (like *Reason*, *Cato*, etc.), against Aristotle Software's complete database of **voter registration and demographic information**.

This will allow us to

- 2.** Capture voter registration information, and a demographic profile, for every big "L" and small "l" libertarian in the country. This will take us beyond the global profile we've already done with Metromail. It will give us the information we need on every person in our database, as well as . . .
- 3. District and precinct information that we can add to our database.** This will make it easier to recruit candidates and build precinct organizations. It will also allow us to
- 4.** Mail membership recruitment letters to movements lists like *Reason*, and measure the profile of the kind of person who responds *best*.

But that's not all. As mentioned earlier, we've already taken a "global profile"

We can add
precinct
information
to our
database.

of our list with Metromail. This company has 77 million names in its database. These names are divided into cells. All of the people in each cell share common characteristics of age, income, and various interests, right down to the kinds of magazines they read.

✗ Metromail's study of our list told us which cells our current members fit in. *In other words, we learned . . .*

How our membership differs from the population as a whole. Now, Metromail can rent us the names of people who have the same characteristics as our current members. How many people are there in our top ten cells?

4,415,272!

Does that mean there are 4,415,272 potential Libertarians out there? Could be. But we'll have to do some testing to find out.

How many names are required for an accurate test? Metromail says 100,000. We're working to confirm this number with an independent consultant.

✗ **But test mailings to 100,000 names will cost between \$40,000 and \$50,000.**

As you can see . . .

We've got a lot of work to do.

And it's going to cost money. Can you help?

✗ This is very important. We have a group of wealthy contributors who are interested in capitalizing our "mighty membership drive," but they want to see us prove the concept first.

Could you make a contribution of \$1,000, \$500, \$250, \$100, \$75, \$50, \$35, \$10, or \$5 to help us take our next step on the Road to Victory? Anything you can contribute will help.

- If you can send at least \$35 **I'll send you a copy of the Public Opinion Poll** mentioned above by return mail (we have a pile of them sitting here waiting to go).
- Or, if you could send \$50 **I'll mail you both the poll and the Metromail demographic study**, also by return mail (we have a pile of those too).

The sooner we hear from you the sooner we can set this process in motion. We've

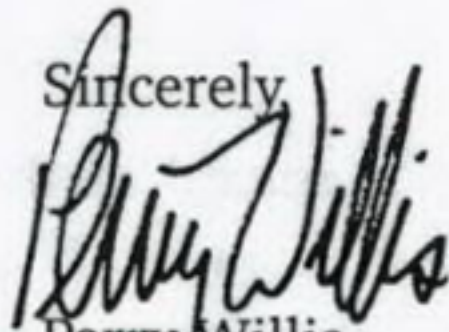
Are there
4,415,272
potential
Libertarians
out there?

taken several steps already, but there's much more to do. And we'll report the results as we take each of the steps described in this letter.

Thank you for all you've helped us to do. Your contribution is our budget.

We look forward to having you with us every step of the way — as we walk *the Road to Victory*.

Sincerely,



Perry Willis

National Director

PS: Remember, everyone who contributes a total of \$250 during calendar year 1997 will be added to our **Road to Victory** plaque at the national headquarters. For years to come, people will be able to see what you *personally* did to build the Libertarian Party.

We want to hear from you!

Did you like what you saw in this letter? Are we on the right track? Is there something we're missing, or something we should do better? Please let us know.

There's a reply form enclosed with several questions. It would be a great help if you could fill it out and send it back.

Thanks again for all your support.

Is there
something
we could
do better?

Plus: What **Hugh Downs** said.

How we've **spent your money**. What's

next in our ambitious

membership drive.

And a **media** update.

4,415,272.

Why that number
is so important



LIBERTARIAN NATIONAL COMMITTEE, INC.

FROM THE DESK OF: PERRY WILLIS

2600 VIRGINIA AVE., NW, SUITE 100 ★ WASHINGTON DC 20037

Your Comments

1. *Are we on the right track? Do you like our strategy? Give us your comments.*

Did you like what you saw in this

letter? Are we on **the right**

track? Is there something we're

missing, or something we should

do better? Let us know!

Please **fill out this survey**

and return it in the enclosed

envelope. If you'd like to make a

contribution as well, that would be

most appreciated!

2. *Is there something we're **not** doing that you think we should be doing?*

3. *Is there something we are doing that you think we should **stop** doing?*

4. *Any other comments or suggestions?*

The Next Step Forward

We're in the middle of the
largest **direct mail**

experiment in Libertarian

Party history. We've done a

demographic study of our

current members so we

know what

kind of people

join the party. Then we matched those characteristics

— age, education, interest — against a direct mail database

of **77 million names**. And we came up with 4,415,272

Americans who match that profile. Now we're almost

ready to take the next step: **A test**

mailing. But we need your help.



Contribute

■ Here's my best contribution.

☐ \$1,000* ☐ \$500* ☐ \$250* ☐ \$100* ☐ \$50*

[*Any contribution of \$50 or more gets you the Public Opinion Poll & Demographic Study]

☐ \$35* [* Gets Public Opinion Poll] ☐ Other \$ _____

☐ Check/Money Order Enclosed. (No corporate checks) Or: ☐ MasterCard ☐ Visa

Acct. # _____

Expires _____

Signature _____

■ 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.

Occupation _____

Employer _____

Mail to (& make checks payable to): Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037.

Pledge

☐ I would like to contribute to this **important project** on a regular basis.

Please sign me up as a Liberty Pledger. I'll get *Liberty Pledge News* monthly and automatic membership renewals. Please charge my first pledge — my card type and account number are provided in the space above. Sign me up for . . .

☐ \$30 per month

☐ I can do **more** than \$30 a month. I'll pledge:
\$ _____ monthly

☐ I'm **already a Pledger**. Please increase my
pledge by \$20 per month

☐ \$10 per month (minimum)

Special offer: Pledge \$30 a month or more (or increase a current pledge by \$20 a month), and we'll send you a *personalized* and autographed copy of Harry Browne's *Why Government Doesn't Work*. Or, pledge at least \$10 a month, and we'll send you an autographed copy.