



We made it!

(And here's our plan to make sure *more* Murray Sabrins get into *more* televised debates in the future.)

Dear fellow Libertarian:

We did it! We raised \$240,000 for my New Jersey gubernatorial campaign by the deadline. This qualifies us to appear in . . .

- ▶ **Nationally televised debates** with the incumbent Christie Todd Whitman, and the Democratic nominee James McGreevey.

. . . So I'll be able to point out the problems created by the older parties and offer **our Libertarian solutions** – on national television! And, if you've got cable, you'll be able to see me do it!

The debates will be held on October 21st and 24th and are scheduled to be broadcast on C-SPAN.

This success means that I've also qualified for matching funds (certification pending). Our achievement was covered by all the major news outlets in the state, including the Associated Press. Plus . . .

- ▶ I've already been endorsed by several major talk show hosts, *on the air!*
- ▶ **We're going to have a budget of more than half a million dollars** – the most for any LP gubernatorial campaign in history. And we'll be spending most of this money on *advertising*, to win votes and recruit members.
- ▶ The national party has provided us with an 800-number – and everyone who calls will get LP membership information within days of picking up the phone. **We're doing our part to increase the size and strength of the Libertarian Party!**

This success would not have been possible without the tremendous membership

growth achieved by the national party in the last two years. And that's why I want to chip in and do my part to see that this growth *continues!*

Also, I'd like to thank Libertarians all across the country for their support — and the national Libertarian Party for allowing me to write you this letter. I'm going to start by sharing the latest good news from national, and then go on to tell you about the latest plans for even more progress.

- ▶ In July there were **54 newspaper and magazine mentions of the Libertarian Party** in publications read by 7,924,509 people.
- ▶ **The new and improved LP News has already started to pay dividends.** A producer from the Mike Siegel Show on the Talk America Network read the September issue — and called to arrange an interview with New Jersey LP member Elizabeth Macron, who was featured in a story about a Libertarian victory in an asset forfeiture case here in my own state.
- ▶ The August 7th edition of the *Las Vegas Review-Journal* printed a large portion of the national party's **press release** about the government's program to hire people to smoke pot as part of an experiment to measure its effects, concluding with the question . . .

“Since Bill Clinton, Al Gore, Newt Gingrich, and other esteemed government officials have informed us they ‘experimented’ with pot, why not use their notes?”
- ▶ The August 17th edition of the *Daily Oklahoman* editorialized in favor of the national party's **campaign to get Americans to boycott the racial classification questions** in the next census.
- ▶ The September 3rd edition of *The Washington Times* carried a large portion of a humorous Harry Browne essay about the tobacco settlement as part of its “Inside the Beltway” column, and began by saying . . .

“We're happy to count Harry Browne, the 1996 Libertarian presidential candidate, among our readers.”
- ▶ The September 8th issue of *Forbes* magazine carried an article with the headline: “Move over Democrats, Republicans, Liberals, Socialists, and Fascists. **Here come the Cryptolibertarians**, the wirehead heirs of Thomas Jefferson and Henry David Thoreau.”

"The LP is on the move, growing & vibrant!"

Thanks to your help, the national LP has been able to continue its progress in several important areas . . .

- ➡ **Improving *LP News* . . .**
- ➡ Continuing and expanding our **media coverage** . . .
- ➡ Starting a **ballot drive** in Kentucky (this will bring us to 25 states, halfway there for 2000 – three years ahead of the election) . . .
- ➡ Conducting three more **Success '97 seminars**, in Indiana, Kansas City, and Texas . . .
- ➡ Mailing another 30,000 pieces of **membership recruitment mail**.

And, most importantly, I'm happy to report that they've finally caught up from the post-election income slump they experienced last December. *The Libertarian Party is back in the black!*

So far this year the national LP has raised \$1,241,499. This means they've already raised more money in 1997 than they did in 1995, the year before the presidential campaign – and they've still got more than four months to go.

And now that the national LP is back in the black they can begin the **vigorous membership recruitment campaign** they've been planning, a campaign far beyond anything attempted before.

This means that the national LP has a very good chance of raising as much money this year as it did during the presidential campaign itself!

This has never happened before, in the entire history of the party. And it represents one more sign that **the LP is on the move, growing and vibrant, and doing what it takes to build a new major party.**

How will they invest all your money?

To begin, they have enough money on hand to begin doing what they've been talking about all summer.

- ➡ Rent a variety of non-Libertarian direct mail lists . . .
- ➡ Match them against a huge demographic database to learn exactly who it is they're mailing to . . .
- ➡ Mail the lists . . . *and* . . .

- ▶ Then look at the responses to see what kind of people are *most likely* to join the party.

As has already been described in previous letters, they expect this process to discover a whole new target audience for our recruitment efforts, which will allow us to bring in tens of thousands of new members over the next two years.

- ▶ And as they've also described in earlier letters, they expect this growth to allow us to do *massive* amounts of advertising, which will bring our message to millions of people who have never heard of us before.

I can tell you from my personal experience that **the national strategy is exactly what we need**. More members in my own state, New Jersey, would have meant that I would have had a much easier time raising the \$210,000 I needed to qualify for the nationally televised gubernatorial debates.

A new wrinkle in membership growth

That's why I want to help with national's efforts by asking for your help with a new wrinkle the guys at the national headquarters have devised for making our membership grow even faster.

In 1984 Bill Evers and Perry Willis, the Campaign Manager and Finance Director for the Bergland for President campaign, met with several major advertising executives to seek their advice about how best to reach our membership goals.

They all said the same thing – run display ads in magazines and then mail recruitment letters to the people who subscribe to those magazines. The importance of this kind of advertising is that it prepares people to read our direct mail letters.

- ▶ Bill and Perry thought that was great advice. **But there was one problem:** They didn't have enough money to run display ads in magazines to any meaningful extent.

Unfortunately, we still don't have enough money (for now). But Perry has an idea that might accomplish the same goal without requiring huge dollars.

The philosophy behind display ads in magazines is that they are delivered through the mail to a clearly identified group of people, unlike broadcast ads.

But the readership penetration of display ads is still uncertain. Just because

someone subscribes to a magazine doesn't mean they're going to read it, or notice our ads even if they do.

➡ But what if, instead, we used direct mail to deliver a series of "ads" in the form of **inexpensive postcards**, followed by a recruitment appeal? Would the results be increased enough to pay for the extra cost of the postcards? *We'd like to find out.*

Imagine someone getting the following postcard . . .

Postcard #1:

"All the really good ideas belong to the Libertarians."

—Hugh Downs, ABC NEWS

What are those ideas? They're coming soon, to your mailbox.

By the time people have looked at this postcard to decide whether or not to discard it, they've already absorbed the message. And then, a week later, they get this one . .

Postcard #2:

"The party to watch in the 21st century may well turn out to be the Libertarians."

— David Broder, *The Washington Post*

Would you like to know why Mr. Broder thinks this? The answer will arrive in your mailbox soon. *Watch for it.*

Now the message has been repeated. The name of the "Libertarian Party" is beginning to stick in their minds. They've noticed that important people are saying good things about us, and we've sparked *curiosity*. Then they get this postcard . . .

Postcard #3:

The government accounting office says a federal tax rate of 82% may be required to save Social Security and service the national debt. Are you prepared to pay that much in taxes? *The Libertarian Party has an alternative.* Stay tuned for more information.

Now we've **repeated** our name yet again and **alerted** them to the fact that important issues may be at stake, while also **sparking** their curiosity yet again. And then the next week they get a letter from us to satisfy their curiosity.

I don't know about you, but I think the people who get these postcards are going to be a whole lot *more* likely to actually read our recruitment letters, and a whole lot more likely to *respond*.

I think this series of mailings is sure to boost response. The question is, how much will response go up, and will it be enough to pay the extra cost of the postcards? That's the question we want to answer by *testing* this concept. Plus . . .

- ▶ **We'd also like to learn if we can have success mailing to a “compiled list” — made up of the same kinds of people who are already most represented in our party.**

As we reported several months ago, the national office has already done a **demographic profile of our membership database** to find out what kind of people we have in our party. This project was able to identify specific groups of people who are “over-represented” in the LP compared to the populace as a whole.

These groups are divided into cells, which contain people with similar social and economic characteristics. The cell of people most highly represented in our party has the following characteristics . . .

- ▶ Average household income of \$77,200
- ▶ 77% are married and 65% have children
- ▶ More than 70% of these householders have a college degree, and 47% have a postgraduate degree
- ▶ More than 60% are employed in Professional or Managerial occupations
- ▶ More than 90% own their own homes
- ▶ And — what a surprise! — PC ownership is more than *twice as likely* as in the populace as a whole

The company that did this demographic study for us has a list of 286,777 people who fit these characteristics.

We would like to rent 10,000 of these names and mail half of them the three postcards followed by a letter, and the other half just the letter. By doing this we will learn . . .

- ▶ Whether the postcards will help, and how much.
- ▶ Whether a letter by itself works just as well.
- ▶ And whether this group of people really is a good target audience for us.

Could you help us do this? This is a test on top of the other mailings we've already talked about in the past (the mailings that we're doing right now!) and we need your help to make it happen.

It will cost us about \$10,000 to do this test. And anything we raise in excess of that amount will be applied to doing even more test mailings.

Basically, from here on out, every dime we raise over and above basic operating expenses is going to membership recruitment. We're out of debt, and . . .

We're ready to rock-and-roll!

And while you're considering what you might be able to contribute to this project, I'd like to inform you of something that you may not know . . .

Every time you make a donation (that kicks your contributions for the previous twelve months above \$100), your membership expiration date is extended. Plus . . .

Your contributions for the year also determine your membership level.

By contributing . . .

- ▶ \$100 in a year you become a **Sustaining Member**.
- ▶ \$250 makes you a **Sponsor** — plus you get added to the "Road to Victory" memorial plaque at the national office!
- ▶ \$500 makes you a **Patron**.

And \$1,000 makes you a member for LIFE!

If you can give any of these amounts at this time we'll put it to work recruiting hundreds of new members.

Contributions of \$75, \$50, \$35, or whatever you can afford, will also help.

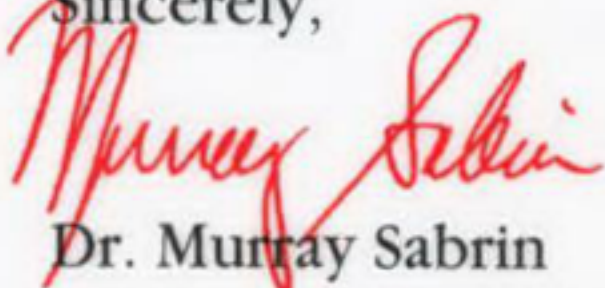
Membership now stands at 22,234. It dropped below 23,000 this summer while the national LP slowed down its spending to get out of debt — but now that that problem is solved, get ready to see those membership numbers go up-up-up.

But only if we can count on your continued support.

Your contribution is the national LP's budget. **And I've been impressed with how much they've been able to accomplish with our support.** I hope that you'll be able to send your best contribution today.

Thank you for all that you've done for me, and for the Libertarian Party.

Sincerely,



Dr. Murray Sabrin

Libertarian Candidate for Governor, New Jersey

PS: In future mailings, the national office will give you *exact numbers*, describing the results it gets from these mailings, including the demographic filters that appear most likely to be useful. The sooner they get the money to continue and expand these tests, the sooner they can report back with the results.

PPS: The "Action Item" you received several months ago — asking for names of people who might be interested in joining the Libertarian Party — was so successful that the national office is recycling the project this month. If you didn't send in any prospect names last time, I hope you'll be able to participate this month. And if you *did* send in names, any new names you send will help us grow even more.

PPPS: **Don't forget to watch me in the debates**, and please consider contributing to this latest membership growth project so that we can get even more of our candidates into televised debates in the near future. *Thank you again.*

A personal "thank-you" from Murray Sabrin

I'd like to thank all our supporters for helping me to qualify for the debates, but especially Mike Buoncristiano (my newly appointed Campaign Chairman), Mark Petersen, Martelle Green, Mike Panella, Len Flynn, Ginny Flynn, Lou Stefanelli, Dan Karlan, Joe Saturnia, Tom Wright, Jack Toussaint, and numerous others in New Jersey. Plus Jackie Bradbury, Gene Cisewski, and Don Gorman from outside of New Jersey. And an extra-big thank-you has to go to the LNC's Political Director, Ron Crickenberger, who gave us invaluable help without which we could not have raised so much money in such a short period of time. *Thank you!*

Action Item!

Turn your principles into action!

PROJECT To encourage
Libertarian
Party members
(who haven't
already done so) to mail us the name
and address of at least one person
who is interested in joining the party.

**BACK-
GROUND** The Libertarian
Party is in the
midst of an
unprecedented
membership growth
spurt. Over the past
three years, we've
doubled in size.
But we have to do
more. We need to
grow even more — and grow even *faster*.

As we've mentioned in many of our letters, our goal is to become as large as our opponents. If the LP had as many members as the Democrats and Republicans, we'd be just as strong as they are, and we'd have just as much chance to win.

In order to accomplish that, we need to move from our current 23,000 members to 50,000 members. And then to 100,000 members . . . then 200,000 . . . then 400,000.

When we start reaching those numbers, we'll have the financial resources to compete successfully against the Republicans and Democrats — at every level.

We're not sure how long this will take. But we do know that the *faster* we grow, the *faster* we will become a major force in American politics.

Over the past year, our membership growth has come primarily from our 1996 presidential campaign

and from massive direct mail efforts.

Now we need *your* help to keep that membership growth going strong. We need you to send us the name of a potential *new* Libertarian Party member.

At the bottom of this sheet (on the back) is a special form, with space for your name — and for the names (and addresses) of up to three friends who might be interested in joining the Libertarian Party. Please fill it out and mail it to us in the Courtesy Reply Envelope that came with this mailing.

Here's something that all successful businesspeople know: Many *new* customers come from *old* customers. That is, from current satisfied customers who recommend a business to potential new customers.

In the Libertarian Party, our current "customers" are current *members* — who frequently discuss politics with a wide circle of friends and acquaintances.

Since most Libertarians are relentless proselytizers, you probably have a mental list of people who are interested in the less government/more personal freedom message of the Libertarian Party.

Maybe you've discussed Libertarianism with them and they seemed interested. Or maybe they said something about government getting out of control. Either way, the biggest favor you can do for them is to

**WHAT
TO DO**

**TAKE
ACTION!**

give them the opportunity to be introduced to the Libertarian Party — by sending us their name and address.

When we receive the prospect name from you, we will send that person a comprehensive and compelling information package about the Libertarian Party. It will contain:

- An introductory letter, with an overview of the party and our recent success.

- Common questions about the Libertarian Party.

- Our positions on major political issues — and an explanation of how Libertarian solutions will *benefit* Americans.

- A personal invitation to join the party from Harry Browne, our 1996 presidential candidate.

- Quotations from the media about the party's growing clout and accomplishments. And more!

Remember, for this project to work, we need *your* help. We need you to sit down, write out the name and address of a friend, relative, co-worker, family member, or neighbor, and mail it to us today.

This is your chance to help the Libertarian Party grow. It's easy, quick, and free! And if every Libertarian Party member can help us reach *one* new person, we can keep our membership growth strong.

TIPS!

Here are some suggestions to make this project more successful:

1 Please — *only* send us the names of people who have expressed or demonstrated a genuine interest in the Libertarian Party!

Before you send us a name, please *ask that person* if they *want* information. Our goal is to recruit the *most* new members at the *lowest* cost . . . and the best way to accomplish that is by sending information just to interested prospects. We'd rather get one high-quality name than a dozen low-quality prospects.

2 Please be 100% certain that prospect names are spelled correctly!

3 Please be 100% certain that you send us a correct mailing address. If it's not correct, it may be rejected by our automated address-checking software — and that person won't receive any information. Make sure you send a complete street address (or P.O. box number) and a correct zip code. If you're not sure about any of this information, ask that person!

4 Please write *legibly*.

5 Follow up. Two weeks after you mail us the prospect's name, ask them if they received our info package. Ask them if they have any questions about the Libertarian Party. And encourage them to take action: Urge them to sign on the dotted line, write out a check, and join the LP. Your follow-up work can *double* the response we get from this project!

6 If you sent us names in July or August, please **don't send the same names again!** Information packages have been sent to all those individuals. We need *new* names only, please.

Thanks for helping us with our project to discover new Libertarians! On this form, please give us the names (and addresses) of up to three people who are likely candidates to join the LP.

■ **YOUR NAME** (*Important: In order to guarantee only high-quality prospect names, we're asking everyone who sends in names to furnish their name and address as well. Thanks!*)

NAME

ADDRESS

CITY

STATE

ZIP

Use the enclosed pre-addressed envelope, or mail to: Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037

SOURCE CODE: 01550

■ **PROSPECT NAME(S)** *Please write legibly!*

NAME

ADDRESS

CITY

STATE

ZIP

NAME

ADDRESS

CITY

STATE

ZIP

NAME

ADDRESS

CITY

STATE

ZIP

LET'S TEST THE "3 POSTCARD" TECHNIQUE!



Dr. Sabrin, I agree — we need to test innovative new methods of recruiting LP members. I've enclosed my best contribution. Please use it to test the "3 Postcards" on at least 10,000 people.

Postcard #1
"All the really good ideas
belong to the Libertarians."

Postcard #2
The party to watch in the 21st Century
may well turn out to be the Libertarians.

Postcard #3
THE GOVERNMENT ACCOUNT
A FEDERAL TAX RACKET

DONATION

■ Here's my best contribution.

- ☐ \$5,000 ☐ \$2,500 ☐ \$1,000 ☐ \$500 ☐ \$250
☐ \$100 ☐ \$50 ☐ \$35 ☐ Other \$ _____
☐ Check/Money Order Enclosed. (No corporate checks, please.) 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 the Libertarian Party on a regular basis. Please sign me up as a Liberty Pledger. I'll get the insider's newsletter *Liberty Pledge News* every month, plus automatic membership renewals. Please charge my first pledge — my card type and account number are provided in the space to the left. 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.

■ I CAN'T CONTRIBUTE RIGHT NOW, BUT...

To help defray the cost of this mailing, I've enclosed . . .

☐ A \$5.00 bill

☐ A \$1.00 bill



INSIDE: EXCITING NEWS FROM MURRAY SABRIN, LP CANDIDATE FOR GOVERNOR IN NEW JERSEY. **PLUS:** WILL THE "3 POSTCARD" TECHNIQUE REVOLUTIONIZE THE WAY WE RECRUIT NEW MEMBERS?

