Campaign Top 10 Activities

Most of the campaign material in this package, while applicable for all levels of campaigns, is geared toward the serious candidate running in a local race.

The more you follow the campaign techniques and activities in the manual, the more successful your campaign will be.

But at this stage of our party's development, many of our campaigns are of the limited, or "informational" type. These campaigns serve valuable functions for

The Top 10 activities for all LP informational candidates

the Party in terms of public and media exposure. But even strictly "paper" campaigns should have goals and standards.

The first five items on our top ten list comprise a "must do" for all Libertarian campaigns.

Written by

Ron Crickenberger

Fill out, on time, all required legal paperwork. It's a hassle, and as Libertarians we tend to look on campaign reporting as just so much more governmental red tape. But the "all publicity is good publicity" theory falls flat when the story is about you being fined for not filling out your disclosure forms. Plus, campaign disclosure laws actually serve as restraints on political power, and on that level at least could be supported by Libertarians.

Return all media calls promptly.
The opportunity for "free" media exposure is one of the most valid reasons for running an informational

one of the most valid reasons for running an informational or paper campaign. If you do not return calls quickly, this taints the reporter's view not only of your campaign, but of Libertarians in general.

Answer all candidate surveys you receive. Some of them may seem irrelevant, and others may have questions worded in such a way as to not really allow a Libertarian answer.

But nothing looks worse than an organization's survey compilation booklet being filled with "the Libertarian candidate did not respond to the survey." Answering the questions in a forthright manner can garner you some positive publicity even from groups that are not in general agreement with our party's positions.

If you have trouble with any survey questions due to tricky wording, feel free to contact LP National Director Ron Crickenberger for assistance. Call him at:

- (202) 333-0008 Ext. 227.
- Or via e-mail at:
 RonCrickenberger@hq.LP.org

Attend all candidate forums to which you are

invited. This is another avenue for easy publicity that should never be passed up. It's not the people in the live audience that are important; they are usually candidate supporters who already have their minds made up. But the forums are covered by media, who will spread the message to people who haven't made up their minds about which candidate to support.

Get a good "head shot" photo done, preferably by a professional. You'll need it to graduate from a strictly paper campaign to a higher-level informational campaign. The photo should be included in any mailings or press releases sent to the media. It will increase the chances of newspaper coverage.

Plus, the Libertarian Party might be able to use your photo for inclusion in publicity campaigns that we can handle for you. Please send us your photo ASAP, to Ron Crickenberger at: **■** Libertarian Party

2600 Virginia Avenue, NW Suite 100 Washington DC 20037.



nce you've met these minimum requirements for a campaign, here are the next steps you should take to move your campaign to the next level of success.

Set goals for your campaign. Set aggressive but realistic goals – ones that are appropriate for your expected level of activity. Don't set a goal to win unless you intend to be at least as active as the major party candidates.

All goals should be in terms of specific numbers. Good goals for informational level campaigns could be to win your home precinct, to increase your vote totals by a certain percentage over previous Libertarian campaigns in your area, to do a certain number of media interviews, or to increase LP membership in your area by a certain number.

The latter is particularly

important for the LP's longterm success. I encourage you to include an LP membership form on any literature.

Prepare a news release about vour candidacy. If your campaign covers only a small area, hand deliver as many press releases as possible (along with photo). Use this as a way to introduce yourself to local reporters. Basic news release structure is covered in your campaign manual.

Prepare a press **kit.** This should include your photo, your announcement news release, and a list of short quotes from you on the issues you'll be stressing in your campaign. This is also the stage where you should be preparing a brochure or campaign card. You may also wish to include the LP's history sheet and other party literature. (See the enclosed order form.)

Write a "stump" **speech.** This is your basic campaign speech, which explains who you are, why you're running, and what you would do if elected. You should

prepare one for Libertarians, and another for the general public. For bonus points, join Toastmasters, which will probably lead to speaking engagements itself.

Raise at least some money for your campaign. The program described in the

enclosed flier "Raising Money Quickly: Raising Your First \$2,500 in Seven Days" will work for you as it has for hundreds of other candidates. You simply have to use it. Nothing will push your campaign further than using other people's money to spread the Libertarian message.



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