

Your Questions

Answered

1 Can I get money from the National LP for my race?

Possibly – if you qualify. According to Ron Crickenberger, Libertarian Party Political Director, “The primary objective of National funding is to make the difference of victory or defeat for local, targeted races.” That means the LP will *only* fund winnable races (or races where ballot access is at stake).

Winnable means, for a start, that your campaign has been *at least* as active in all areas of campaigning, including fundraising, as the opposition.

If you think you qualify, be prepared to answer the following questions:

Do you have polling data that shows strong name recognition and support? Have you raised at least half of the funds needed to win? Do you have a history of



Questions most frequently asked by Libertarian candidates

community activity?

Do you have a detailed campaign plan? What's the number of votes needed to win? How many doors have you knocked on?

How much did each of the other candidates spend in the last election cycle for this office? How many dollars per vote will be needed to win?

For more information about LP funding or to apply, write Crickenberger at:
 ■ Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037.
 ■ Call: (202) 333-0003 Ext. 227
 ■ E-mail: RonCrickenberger@hq.LP.org.

2 Can I get a mailing list of Libertarians in my town (or state, or zip code)?

Yes, from your state party. We send them all our new names on a daily basis. Plus, they are likely to have supporter names we do not yet have. Check with your state party for details.

3 Can I get a mailing list of all National LP members across the country for a fundraising letter?

Yes – if you're willing to pay for it. We rent our member & subscriber list (about 36,000 names) for \$125 per 1,000 names. (For this price, you get one-time use of these names; they cannot be entered into any campaign database.)

If you're interested, contact the LP headquarters and ask for Political Director

Ron Crickenberger.

Suggestion: We *strongly* recommend that you don't do a national fundraising letter unless you are in a serious, winnable race – and you can *prove* it.

Libertarians are bombarded by campaign fundraising letters, and won't contribute unless you convince them that you have a *genuine* shot at winning. Between the list, postage, and printing costs, you can lose a lot of money on a national mailing.

4 Do you have literature available for my race – and can I get it for free?

Yes, and no. We've enclosed an order form that lists all the literature, buttons, bumperstickers, and other material we have for sale. (You can also order from our website: www.LP.org.) Unfortunately, we can't give it away for free. We're not a wealthy organization, and have to charge enough to cover our expenses. However, we think you'll find our material an excellent value for the money.

Written by

Ron Crickenberger
& Bill Winter

5 Can you send me media contact lists for my area?

Unfortunately, no. The media lists we have are copyrighted, and it is illegal for us to reproduce and distribute them.

However, here are several suggestions:

✓ For most local campaigns, the best, most up-to-date source for a media list is your local Yellow Pages. Be sure to call each media entry to find out the name and contact information for the person in charge of political reporting.

✓ Contact your state party. They may have an up-to-date list of local media contacts. Or try your local library.

✓ Check with your state's broadcasters and press associations. They frequently have media lists available for sale.

6 Do you have issue papers available?

The Libertarian Party's website – www.LP.org – has numerous issue essays, press releases, op-eds, and articles from *LP News* available, all of which discuss current political issues.

Plus, the LP's brochures offer concise statements on several more issues. See the enclosed order form.

For in-depth, scholarly analysis of other issues, contact: The Cato Institute, 1000 Massachusetts Avenue NW, Washington, DC 20001. (202) 842-0200. Website: www.Cato.org. Or: The Reason Foundation, 3415 South Sepulveda Blvd, Suite

400, Los Angeles, CA 90034. (310) 391-2245. Website: www.Reason.org. Or: The Heartland Institute, 19 South LaSalle #903, Chicago, IL 60603. (312) 377-4000. Website: www.Heartland.org.

7 Can you send me volunteers to help in my campaign?

Unfortunately, no. You should contact your state or local party, or recruit volunteers through your campaign.

8 Can you send me on the ballot? (Or recommend petitioners that I can hire?)

Probably not, and yes. The National LP generally only funds drives to achieve ballot status for our presidential candidate, or in states where a successful campaign can earn us presidential ballot status. (Those states have been targeted in advance, and resources have already been allocated.)

If you want to hire petitioners, call Ron Crickenberger, who coordinates our ballot access efforts, at (202) 333-0008 Ext. 227 for recommendations. Warning: If we're running major ballot drives when you call, no petitioners may be available. (Plus, you still have to negotiate prices, lodging, and transportation with any petitioners.)

9 How can I get publicity for my campaign in *LP News*?

Send news stories, press releases, or photographs to Editor Bill Winter, Libertarian Party, 2600 Virginia Avenue, NW, Suite 100, Washington

DC 20037. Or call him at: (202) 333-0008 Ext. 226. E-mail: BillWinter@hq.LP.org.

Warning: There are hundreds of LP candidates in every major election season, and *LP News* can't possibly cover them all individually. You have the *best* chance of earning coverage if you're running a winnable or high-profile campaign; or do something interesting or unusual; or have useful knowledge to pass on to other Libertarians.

Also: *LP News* is always looking for good pictures; a dramatic and newsworthy color or black-and-white photograph has an excellent chance of getting printed.

10 How can my campaign best help the Libertarian Party?

Recruit new members!

Former National Director Perry Willis said it best: "Candidates should only do those things that empower them (or other Libertarians) to do still more in the future. We cannot afford to take any steps that do not lead to other steps. That's why membership is everything. Why membership? Because votes flow from money and money flows from members.

"Shouldn't you focus on maximizing your vote totals? Yes, but only if you can win. If you're not certain you can win, then maximize future votes by recruiting members

now. Recruit members and the votes will follow.

"Is it okay to run campaigns just to increase awareness? Yes, it is okay, but nothing more. Awareness is transitory. It does not last because it does not create the resources needed to take further steps. And, as no further steps are taken, awareness fades. Out of sight, out of mind. Do you want your efforts to fade? Of course not. Take steps that lead to other steps. *Recruit members.*"



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