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# Libertarian Strategy Gazette

Volume 1 Number 8

August

*Libertarian Strategy Gazette* believes that we should try to learn from the past. Sometimes, when we look at the past, we realize that the more things change, the more things remain the same. Sometimes we look and we see that 20 years after the fact the world has not changed, and many of the same points are being discussed.

In 1981, Kent Guida ran for National Chair of the Libertarian Party. Here are his actual proposals for what the party should do, taken from his open letter to delegates to the forthcoming Libertarian National Convention. [A format error cost us a continuation line in the last issue, so we start at the top of "Direct Mail".]

## Libertarian Strategy Proposals

### Raising Money by Direct Mail

Direct mail is a passive medium, as opposed to direct personal solicitation. State and local party organizations should not rely on it by itself to raise the money they need. If the list of prospects is too large to be called individually, direct mail can raise quite a bit. But even when the list is too large, a smaller subset of the list—those who are identified as most likely to make a large contribution—should be called after they receive the letter. In that case, the letter serves as a reference point for the caller, as in "I believe you received a letter from us explaining why it's important to have a permanent headquarters ... " etc.

All the individual technical details of direct mail have become an encyclopedic subject which can't be explored here. But the basic idea is the same as in any form of fundraising: identify the need, identify the goal, and ask for a specific amount of money.

All too often, party organizations have decided to send out direct mail solicitations and have been disappointed. All too often, their list of prospects was small enough that each person could have been reached by telephone. Organizations contemplating direct mail fundraising should decide whether or not it would make more sense to organize a more difficult, but much more rewarding, telephone fundraising effort instead.

### Raising Money at Events

It's become traditional to raise money at convention banquets and similar events, and for good reason.

[The Guida Plan] (Continued on page 5)

## Editorial

### Winning Endorsements

#### NRA As An Example

Let's all just give up and have a big cry because the NRA does not endorse LP candidates.

Maybe we should instead grow up and discover that political organizations - and yes the NRA is a political organization - do respond to pressure.

When was the last time that you wrote to the NRA and said "if you want me to join, I want you to endorse LP candidates when the LP candidate is clearly the best pro gun candidate!"

I too have been a candidate for California state assembly - twice.

I have gotten \*A\* ratings from the NRA. No, the NRA did not endorse me, but so what?

I had the opportunity to appeal directly to the 2nd amendment public, and if I did not do so, or if I did not do as good a job as I might have -that is my fault!!

I don't suggest canceling your NRA membership. **I do suggest** writing to the NRA, just as you write to your elected officials, and tell them you are unhappy with their *almost ignore LP* candidates stance. The NRA wants to maintain its membership, and that includes us Libertarians!

I have gotten replies every time I wrote to the NRA as a Libertarian. But my letters were polite.

You may not get a response or be taken seriously if your letter is nasty.

### And Last but Most Important

Regardless of any NRA rating a candidate might have, the candidate must contact and communicate with the NRA (or any group from whom endorsement is sought) on a regular basis.

Candidates should also visit NRA members council meetings and events and speak to the members. Visiting other gun group events, and gun events (gun shows, shooting events) is also part of the mix — **It's called campaigning!**

The more we do, the more we Libertarians will be recognized.

## “Informational” Races

Running unwinnable "informational races" is only of value if it does not detract from the main goal of electing Libertarians to office to implement libertarian reforms. In order to truly enhance the potential of winning races by Libertarians running on the Libertarian ticket with libertarian platforms, we need to do more than "inform" or "educate" the public about libertarian philosophy, we have to convince them that libertarian reforms are of value to them **and** that we have the capacity to implement them. If the "informational" campaigns are just a mechanism for certain Libertarians to "show off" to other Libertarians, or as a source of income as a perennial candidate, then they detract from the ultimate goal.

The real "education" of the electorate will come from what elected and appointed Libertarians do in office, starting with the most local offices which are well within the grasp of any Libertarian who wishes to find one. Even at this level, pedantic, unrealistic Libertarians can be detrimental to the cause.

Tom Knapp has said that anyone with relatively minimal resources could "take over" the party at any time. To the degree that this is possible, it is always more possible the more centralized the party is structured. Today, control of the LNC can give a small group of individuals a disproportionate control of the entire LP. If the LP were not a national entity with subordinate state affiliates with subordinate county affiliates, but a free association of Libertarian local parties, it would be a much more difficult task for someone to "take over". It would also allow various local parties or coalitions of local parties to test different strategies and tactics simultaneously without having to fight both the other parties, the general electorate **and** the Libertarian party hierarchy.

A case in point is the Arizona situation. The State Party did not want to participate in taxpayer funded primaries, nor did they want to participate in the new publicly funded "clean election" project. Outside interests who saw Arizona as a golden opportunity to make money by running candidates in Arizona, began a take over attempt with some help from people inside Arizona. This take over attempt eventually enlisted the LNC (some members wittingly and others unwittingly) which eventually disaffiliated the original and legal group known as the "Arizona Libertarian Party" and affiliated the new group as the "Arizona Libertarian Party, Inc.". However the original group either won (or did not lose) all of the lawsuits filed by the new group and is still in control of the party within Arizona.

The LNC is still attempting to wrest control, currently via the mechanism of registering the name "Libertarian Party" with the federal trade mark and patent office. I don't believe they will be successful in restricting the Arizona Libertarian

## Recruiting Activists

How do we get people into the Libertarian activist pipeline? We have to build from impersonal contact to personal.

1. prospective L surfs our web sites (impersonal)
2. lurking on one of our egroups lists
3. email exchange (slightly more personal)
4. phone conversation (getting warmer)
5. prospect shows up at an event
6. prospective L actually talks face-to-face with a Libertarian (hopefully one who has read this :-)
7. prospect attends more events, emails a few people, eventually joins.
8. prospect becomes member.
9. member becomes specialist or activist
10. activist/specialist becomes candidate or county/state officer.

## How Do We Do a Phone Conversation?

Sample conversation in person or over the phone:  
Good Morning, Mr. Smith.

*(Continued on Next Page)*

## Who Are We?

Grassroots Libertarians is the National Libertarian Organization dedicated to bringing Libertarian Victory by building the Party up from the Grass Roots.

The Grass Roots philosophy appears in George Phillis eBook "Stand Up for Liberty!" (<http://3mpub.com>).

The Pioneer Valley Libertarian Association is Massachusetts' oldest local Libertarian organization, with regular meetings since 1995. The PVLA and its sister Central Massachusetts Liberty Coalition work to advance freedom across Massachusetts' 1st, 2nd, and 3rd Congressional Districts, stretching from Williamstown to Dartmouth. Read about the PVLA and CMLC at <http://www.pvla.net> and <http://www.cmlc.org>. The Pioneer Valley Libertarian Association meets the Second Wednesday of the month, 7 PM, at Bickfords Family Restaurant, Old Boston Road, Springfield.

The PVLA and CMLC web sites are hosted by Excell.net (<http://www.excell.net>) a locally-owned and operated internet service provider with solutions for people and businesses in the Pioneer Valley. Why not patronize a fellow Libertarian?  
*Try [www.excell.net](http://www.excell.net) for internet service.*

I'm Tim Crowley, from the Libertarian Party, the third largest political party in the United States, and the only party absolutely committed to cutting your taxes.

( hi)

Today I'm calling you specifically to show you ways the Libertarian Party can help bring you more freedom, while reducing the size and scope of Government and cutting your taxes.

(response)

Let me ask you a question. Do you think that Allegheny County Government is too big, too small, or just right size ?

(this should pre-qualify them quickly)

Do you know *\*very much\** about the Libertarian Party ?

(they will probably say not really -- of course they don't know 'very much')

The Libertarian Party is our third largest political party. We ran over 1,400 candidates last November. We have over 50 officeholders serving in Pennsylvania alone.

Over 3 million individual voters voted for at least one Libertarian candidate last year. Our party membership and cumulative votes are greater than that of all the other minor parties combined. We have doubled in size since 1997.

By the way, I'm just curious. How did you find out about the Libertarian Party?

(they'll tell you about a web site or a radio show, etc)

Let me ask you a question. Have you ever been active with any other political or community groups? ..... That's interesting. How did it work out for you?

(they'll tell you about the NRA, or ACT UP, or the JBS, or Gert Stein, or Jim Quinn or something)

You know something? It's great that you belong to xxxxx. A lot of our members have found that the local Libertarian Party complements what they are doing with xxxxxx.

You know something, we really should get together. How about Tuesday, April 17th, at our monthly Libertarian get-together at Ritter's Diner?

(all they can do is either say yes or no, or one of the responses below)

### ***I'M NOT INTERESTED IN THE LP***

Well, Mr. Smith, a lot of people had that same reaction

when first called -- before they had a chance to see how the Libertarian Party can directly benefit them. Let me ask you a question... Do you think our government is too big, too small, or just the right size?

### ***I'M TOO BUSY TO TALK NOW***

Mr. Smith, the only reason I'm calling is to get together with you and some other prospective Libertarians.

Can you make it to our monthly get together on the 17th?

How about our Tax Day Rally on the 17th?

How about our xxxx meeting in Monroeville on the 9th?

Would you mind if I emailed you some literature? (this is a last resort, and it still opens a line of communication. We could send a monthly email with our events schedule)

### ***I'M REALLY HAPPY WITH WHAT I'VE GOT NOW***

Oh, that's great! A lot of people tell me the same thing before they get a chance to see how the LP compliments what they're doing. (then explain a recent Libertarian project that addresses their hot button concerns)

(Or) A lot of our members were once Democrats / Republicans. But once they've checked us out on the web, gone to a few of our events, and talked to a few Libertarians face-to-face, they've decided to join, or at least work with us on a few issues.

Let me ask you a question. Do you do your own taxes, or do you have them done by an accountant, or H and R block?

<Mr. Smith answers>

The Libertarians fought the Stadium Tax, and we are holding

our annual Tax Day Rally at the Northside Post office on April 16th. Don't you want to meet with people dedicated to cutting your tax bill in half??

### ***SEND ME SOME LITERATURE***

It would be easier for us to email you. Do you have an email address? We could email you our monthly one-page outreach article. You can unsubscribe if you want. We really should get together, though. We want to reach out to all the people who have, at one time or another contacted the Party. (also make sure they are aware of [www.lp.org](http://www.lp.org) and [www.lppa.org](http://www.lppa.org). Also egroups lists.)

If people give you objections to the LP, don't get into an argument or a one-upmanship situation. "many of our members felt the same way at first, but here's what they found" is as good a way to turn the objection around as any.

(Objections can crop up at any point. Expect them. Our response to them matters more than the objection itself)

Actually, objections are good, and are to be expected. Many objections are simply "smokescreen" objections to slow things down, to regain control of the conversation, etc. Treat them all as requests for information.

The objective of every step in the sales process is to get to the next step. The steps are:

*The opening*

*The information stage*

*The presentation stage*

*The closing stage*

***The opening .***

Good morning, Mr. Smith works perfectly.

***The information stage.***

What information do I have to know to make the right presentation? You need to find their hot button issues; gun control, gay rights, etc and present a Libertarian approach. Ask questions. Find out what they are currently doing in terms of politics.

Don't 'throw up' on the prospect by telling them everything about the LP. Stick to the hot button issues that they bring up.

The objective is to meet with these people, or at the very least, send them a monthly email and get them onto the Libertarian Activist Pipeline.

***The Presentation Stage.***

The presentation comes from what you learn in the information stage. You are presenting your case for why the prospective Libertarian should get more involved with the local LP.

If there are 500 features to the LP, and the prospect has only mentioned two as hot button issues, then address those two only. Show how the LP can help them reach their stated goals, or address their stated concerns. Give examples of our previous or current projects.

***The Closing Stage.***

If you have opened, gathered information, and made the right presentation, the close should flow naturally. The closing is the last step of a natural progression.

"It makes sense to me, what do you think?" will often do the trick.

All steps lead to the next step. All objections and responses should be anticipated. (I have given the main ones) The LP is a smaller party and we have to project a professional, inclusive image.

You must find out what the prospective Libertarian does. Find out what they do! Ask them what they do, how they do it, where they do it, who they do it with, and why they do it that way. Your job is to show them how the LP can help them do it better.

Prospects respond in kind. If you say "would you like to come to our next meeting?" odds are they'll say NO. If you ask questions like "What other groups do you belong to", or "what were you trying to get accomplished by contacting our web site" your odds will be increased greatly.

It is necessary to ask to ask for an appointment (asking them to local events is okay). If they won't go, and if they won't give you their email address, they probably aren't a hot prospect. You've at least figured that out.

This approach is outlined in Steve Schiffman's "Cold Calling Techniques That Really Work". I consider this a sound approach, if you actually listen to the prospective L and don't rush your presentation. The percentages work in your favor, IMO with this approach.

I suggest that we role-play this approach.

If you get an answering machine, a 60-second spiel can be easily given from what is written below. Just leave some contact information.

We want to separate the activists from the spectators. We want to invite them to something. We want to avoid sending literature (email is okay as a last resort, because you can have a conversation via email). We also want to take notes on every conversation that uses this pattern. This is just a guide, but I'm convinced that this will increase our percentages the most. If people want to talk about on specific issue, point them toward some of our activities that match up with their interests.

We have to build from impersonal contact to personal.

- 1.prospective L surfs our web sites (impersonal)
- 2.lurking on one of our egroups lists
- 3.email exchange (slightly more personal)
- 4.phone conversation (getting warmer)
- 5.prospect shows up at an event
- 6.prospective L actually talks face-to-face with a Libertarian (hopefully one who is following this guide, or the outreach person)
- 7.prospect attends more events, meets/emails a few people, eventually joins.
- 8.prospect becomes member.
9. member becomes specialist or activist
10. activist/specialist becomes candidate or county/state officer.
11. Current activists can switch into a lower gear. (this

## Seen on the Net

We had run comments from Bumper Hornberger about local campaigning. We saw on one of the email lists a note from Jim Turney JimTurney@LPVA.com> discussing Bumper putting the work into practice:

"I don't know about other grunt work but in the last 6 weeks he hit the street and collected over 500 (perhaps a lot more, I lost count) signatures for the 2001 Virginia Governor and Lt Governor ballot access. Very few Virginia LP members spent as much time on this unpleasant task which nets about 25-40 sigs per hour, despite his criticism of the Reams campaign strategy (totally focused on reform of marijuana laws). <http://ReamsReferendum.com>

"By the way" our drive was a phenomenal success with 23,000 Reams signatures collected (and 20,800 for Redpath). We needed 10,000 valid and had a target of 17,000 gross, per candidate. About 8,000 each were paid, the rest volunteer."

And in the midst of a longer discussion of other topics, from lpus-misc we quote DC Collins iamlibertarian@yahoo.com>

"Hear, hear! And frankly, if we could 'acquire' the majority of those who hang out at sci-fi conventions, and actually get them to vote, not only would we have a large influx of LP voters, but we would also have some highly intelligent and intellectual people. Those dedicated spacers are quite intelligent. And you want to talk tactics? Get those gamers, and especially their "game masters". In addition, these people, once dedicated to a project, are great organizers and

*(Continued from page 1) [Guida Plan]*

These events represent occasions where large numbers of Libertarians are all together in one place. There have been many examples of successful fundraising at these events -- and, unfortunately, many examples of fundraising attempts which were not successful. The difference hasn't been accidental. Fundraising succeeds or fails according to the preparation that's gone on before it. Successful banquet fundraising usually follows these guidelines:

1. Pledge/contribution cards and envelopes are ready and on the tables before the banquet starts. This is absolutely essential, since it makes no sense to ask for money without providing a means to respond.
2. The fundraiser -- the person making the "pitch" - should identify the need, set a financial goal, and ask for a specific minimum contribution from each person there.
3. As a general rule, there is a formula which can be used to set the financial goal for a typical event. Multiply the number of people in the room by \$75. [GP: Corrected for Inflation since 1980]

4. Two or three should be assigned the task of collecting the pledge cards and envelopes. They should visibly circulate around the room, asking each table of people if there are any envelopes to be collected.

5. The fundraising portion of the event should have a predetermined pace. For example, the fundraiser makes the appeal, sets the goal, asks for the amount, and signals the collectors to begin making their rounds. While the envelopes start coming in, it's often a good idea to have another person say a few words, in order to vary the program and keep the interest of the audience. Then the principal fundraiser can come back and make the final appeal.

6. When possible, obtain commitments from several people ahead of the event to make significant contributions which can be announced as the fundraising starts. Being able to say "Joe Smith has already pledged \$200 toward this important effort" will set the tone for subsequent contributions -- people will then tend to give their maximums.

7. Consider having party members who can play the piano or guitar, sing, etc. provide entertainment between the initial pitch and the wrap-up. Sometimes this can be an incentive for more contributions: "If we get four more pledges of \$25, Sally here will play Lady of Spain." This idea was enormously successful at a Florida state convention, and has worked well since. (As a variation, some people may be willing to pay not to hear Sally play "Lady of Spain.")

8. Fundraising gimmicks, such as auctions, require someone who knows what he or she is doing to be pulled off successfully.

9. A 1980 Oregon experience illustrates a variation on good banquet fundraising technique. The party needed \$400 per month for a headquarters, so the fundraiser announced that he needed twenty people in the audience to raise their hands and pledge \$20 per month for the next six months. As hands started to go up, the fundraiser ticked off the number of people he still needed - "OK, I need eight more people. "Now six." etc. -- until the goal was reached.

### Summary and Conclusions

Of the thousands of illustrations of successful fundraising, whether they involved phone calls, direct mail, one-time-only contributions, monthly pledgers, wealthy people, not-so-wealthy people, experienced fundraisers, or novices, the essential ingredient to the success of the effort can be summed up in one word: ASK.

Unless people are willing to ask other people to contribute money, no fundraising will be successful.

There is no substitute for asking, no "easy way" to get the money party organizations need. But successful fundraisers attest that, after the first few approaches have been made, asking for contributions gets progressively easier because the success rate among Libertarians is usually so high.

### KEY POINTS ON FUNDRAISING

1. Most people must be asked before they will give. There is no substitute for asking.
2. You will be a more effective asker if you have already made a personally significant contribution yourself.
3. The most effective form of fundraising is one-to-one solicitation, either in person or over the phone. Direct mail, by itself, is the least effective, and should be followed up by phone calls to as many names as can be reached.
4. Requests for money should be for specific amounts, or at least specific minimum amounts, and they should include an explanation of why that amount of money is needed.
5. Once someone has made a contribution, he or she should always be thanked, kept informed of the activity the contribution has helped to fund, and treated as a special person. Making a contribution means involvement.
6. Recognize that different people will be willing to contribute to different projects; for example, some will contribute to the state party and not the local, some vice versa. Therefore, many different purposes and activities will generate many more contributions.
7. Requests for funds should not be mixed with requests for other things, such as volunteers for certain activities. Many people will avoid contributing if they can choose another option, but would have gladly contributed if the other option had never been presented.

—THE END—

### SURVEY: "BLUEPRINT FOR LIBERTARIAN ACTIVISTS"

The "Blueprint for Libertarian Activists" was prepared by the Kent Guida for National Chair campaign and is intended for use by the Libertarian Party. In its original form, activists were asked to return a survey to Party National Headquarters, at an address that is no longer valid. The world has

changed a little bit in 20 years, though the Party has changed less, so please send your responses instead to Grassroots Libertarians, c/o George Phillies, 87-6 Park Avenue, Worcester MA 01605 or phillies@wpi.edu.

1. Would you like to see the "Blueprint" published by the party and distributed widely to activists?

Yes No [Is the web publication at [www.cmlc.org](http://www.cmlc.org) good enough?]

2. Would you like to see other successful experiences published and distributed in future issues of Libertarian Strategy Gazette?

Yes No

3. In your opinion, what would be the best means of communicating such experiences to the party in the future?

This Newsletter. [www.cmlc.org](http://www.cmlc.org). email lists  
Other:

4. Please list other topics not covered in this booklet which you would like to see discussed:

5. Comments?

## Lessons Learned from the Miller Campaign

...Jason Miller

[Grassroots Libertarians HTML expert Jason Miller ran for school board. Alas, he did not win. He did, however, have the support of Chris Azzaro's Libertarian Victory Fund, which sent us a press release with Jason's after-action analysis. For more info on LVF and their support for winnable campaigns: [LVFdirector@aol.com](mailto:LVFdirector@aol.com)]

### Fundraising

We were very successful at fundraising. Fundraising can be seen as a campaign within its own right. Unlike winning the votes of constituents, fundraising aims to win dollars from potential supporters. We managed to win a lot of dollars from Libertarians by making our campaign appear as the most significant campaign of the moment. We put out fundraising letters to hundreds of Libertarians throughout Michigan and constantly sent PACs updates on our activities. We consistently sent information to the LPM online newsletter and had a large article in LP News about this campaign. The news reports helped boost our fundraising letters by adding validity to our points and creating a sense of excitement.

### Signs

Our signs accomplished very little. I do believe that signs are an essential part of a campaign, but they did not help us very much. Signs are an important part of a campaign because they have a validity effect. They make your supporters feel that voting for you is worthwhile and help to dispel the belief that your opponent is going to win.

The best effect we had from signs was the fact that they enhanced our door-to-door effort. When I knocked on somebody's door that had seen my signs they were more likely to listen to me and show interest in my issues.

I would recommend that other candidates take advantage of one of the best effects I noticed. Shortly after I got my first signs I put them up in the yards of supporters (friends, relatives, political allies). A few days later I called upon the neighbors of those supporters. They were genuinely inquisitive about my campaign and the response was great.

### **Door-to-door campaigning**

This has to be the most important feature of any campaign. Though this goes without saying, I have a few points to make. A door-to-door effort is most successful when the public already knows about the candidate. In my campaign this worked best after a direct mailing and print ads. When somebody has already heard about you as a candidate, they might already have made up their mind to vote for you. When they tell you they're supporting you, ask them to let you put up a sign. This almost always works.

### **Working the polls**

On Election Day we had a crew at one of the polling places for the entire day (and we had the sunburn to prove it). There were two other polling places that we were unable to staff because the 100-foot-bubble we could not enter put us too far away from the voters. At the place we were stationed, the door was set far enough back from the parking lot that we reached every voter as they went in. While we did not win those who were not voting for us, it's fair to say that we swayed every undecided voter. Some took the time to hear us out, a few others voted for me because they valued the hard work I was doing.

### **Mistakes**

We made two big mistakes that cost us this election. They are as follows:

#### **Get-Out-The-Vote**

I hope my campaign will serve as an example of why getting out the vote is important. We had more supporters than we received votes. Voter turnout in the election was 4%. In a race with such low turnout, who gets out the vote matters the most. We failed in this regard and it cost us the election.

#### **Opposition research / intelligence gathering**

Prior to the campaign I put a little time into looking up my opponents. I checked the obvious - past campaign records, which candidates for other offices they had given to, criminal records, etc. When the campaign started, I didn't spend any time monitoring their campaign.

Every time my opponents did something I was taken by surprise. When their signs exploded, I didn't know until I saw them. I didn't get one of my opponents' brochures until my opponent handed me one in a parade. I didn't realize they were spreading rumors that I was a liberal Democrat until I talked to people at the polls.

Find out what you're opponents are doing before they do it!

## **Signature Issues**

In answer to the e-published remark of Aaron Biterman: "I have concerns about having our position against the war on drugs as our signature issue."

So do I.

I don't think that the absolute numbers of people who are LP members is as important as who they are. The current and past mind set of the strategic initiatives of the LP and its "leadership" has relied on a number of certain "truths". These "truths" are so well accepted within the LP that they are never examined or debated in earnest. I believe that these are not true evaluations of reality but convenient explanations that fit preconceived notions, somewhat analogous to the Aristotelian model of the universe versus the Copernican model. The Aristotelian model was very acceptable to the people because it seemed reasonable from their own observations, it was also acceptable by the "establishment" because it was compatible with "Holy Scripture" and the scriptures supported the concept of the hierarchical nature of society as being the natural order of things.

Some of these LP myths posing as truths are:

Myth #1. Restrictive ballot access laws are holding us back.

I have yet to see the Libertarian candidate who was held back from getting on the ballot when that candidate was running for the office for which he/she was most qualified, really had the qualifications for the office sought, the actual desire to win that office, and had done the preliminary ground work in the district that would give that candidate a modicum of support from the general voting public (an initial 15% of the likely voters). If easy ballot access laws are so important, then why don't we have more candidates and elected officials in New Jersey where only 800 signatures are required for the highest statewide offices including president., while county and local races require 100 signatures (a 10 man-hour job at most). In New Jersey this year the LP has focused its hopes on the Mark Edgerton for Governor race. Mark has been running for this office for over two years and will get less than 2% of the vote. If he were running for Freeholder or city councilman he might have a chance of winning this year if not next year or the year after. see: <http://www.co.camden.nj.us/about/freeholder.html>

Myth #2. The media does not give us the coverage we deserve.

If anything the media gives us more coverage than we deserve. Again I have yet to see any credible LP candidate with something "news worthy" to say that did not get adequate free media coverage. Of course someone on your campaign team must schmooze with the media. Most LP "press secretaries", of those campaigns that have any at all, convey an air of arrogance rather than the people skills that make

for good media relations.

Myth #3. Equal money will make us competitive with the other parties; more money will give us victories.

Money has **never** made a non-competitive candidate competitive in any race, in any party, at any time. Money can only enhance the chances of an already competitive candidate.

All political victories are determined by the final vote count, and those votes are not all cast for the same reason. Very roughly, the total vote is composed of three basic components. First is the base constituency vote which you must have by definition **before** the campaign begins. This varies between 20% to 70% historically for the eventual winning candidates. Second is the regular voters who are persuaded during your campaign that you "agree with them" *and* that you can implement your platform if elected *and* that you have a fair chance of getting elected. This varies between 0% and 20% depending on the quality of all the other aspects of your candidacy. The third are those regular voters who never really make up their minds but vote for the last person they met personally or who saw a campaign ad they liked or was handed a flyer or saw a sign on their way to the polls. This varies between 0% and 7% and is the most influenced by money spent on the campaign, which is why money is so important to candidates that are in close competitive races. Most competitive races are won by less than 7% of the total vote cast. Most races are not competitive.

I'll say more on myths in the next issue

## Stand Up for Liberty!

George Phillies exciting new book of Libertarian Party strategy is now available as an ebook in multiple formats from Third Millenium Publishing, <http://3mpub.com>, for only \$3.95.

## Grassroots Libertarians

dedicated to fixing the Libertarian Party from the bottom up. Now on the web at [www.grassroots-libertarians.org](http://www.grassroots-libertarians.org). The Grassroots Libertarians are a self-organizing group of libertarian activists whose message is "Just Be Active! Run for Office! Campaign! Help!"

## Pioneer Valley Libertarian Association

Massachusetts' oldest local Libertarian group. Meets the second Wednesday of every month at Bickford's Family Restaurant, Old Boston and Pasco Roads, Springfield.

## Our Web Pages

<http://www.pvla.net>      <http://www.cmlc.org>

*Brought to you by [www.excell.net](http://www.excell.net).*

*Libertarian owned—Libertarian operated  
Provider of internet services*

## First Class Mail

