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# Libertarian Strategy Gazette

Volume 2 Number 6

Now on the web at [www.cmlc.org](http://www.cmlc.org)

June 2002

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## Libertarian Party State Chairs Conference Summary Report

February 23-24, 2002; Nashville, Tennessee  
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### Part Two

Handling so-called "Bad Activists": "Bad activists" pose another problem. Oregon dealt with this problem by having two parallel organizations. Membership in the "Mainstream Liberty Caucus" was by invitation only. This organization was composed of those with the time, talent, money or a simple desire to see the Libertarian Party win elections. When the group achieved critical mass, they showed up at conventions and won party offices.

WA tries to figure out where the bad activists are "coming from." Frequently solving the problem is as matter of asking the so-called bad activists questions, then giving them the time to air their grievances and put the matter to a vote.

The apparent fear of the bad activists is to become irrelevant, as the entry of 1000 mainstream Libertarians would relegate them into a corner. Keep in mind Gresham's Law of Activists found in the binder listing 10 attributes of good versus bad activists.

#### Gresham's Law of Activists

There are some people in the libertarian movement who are bad activists. Even though they may be "OK" ideologically, they do not forward the cause of freedom. On balance, they actually harm the movement. If the Libertarian Party is going to accomplish anything, we need a real "gold standard of activists" to defeat Gresham's Law of Activists and not put up with bad behavior.

#### The Good Activist —The Bad Activist

Tries to be reasonable, polite and considerate.—Tends to be argumentative, insulting, obnoxious, and is indifferent to the effect he or she has been on others.

Is more concerned about getting results and is anxious to give credit to others as a way to encourage them to continue what they are doing.—Tries to take credit for any accomplishments, even ones that are primarily the results of someone else's efforts.

[State Chairs Meeting] (Continued on page 4)

## Editorial

### "No 'One True Way'"

Why on Earth is it a threat if someone wants to do something different? There is no One True Way. There is no single "magic bullet" strategy. Considering that no one person can do everything, we should be thrilled when someone else tries a different way.

I may not want to do things the same way, but God bless them for trying. Who knows, maybe what another person is doing will work. Maybe it won't. The least I can do is get out of their way and try to learn from their example.

One true thing I have discovered in trying to show leadership in North Carolina is that you just can't pass judgment on a project before it's been tried. Sometimes a person comes to me with an idea that appears to be a sure hit, and it falls flat on its face. And sometimes a person comes to me with an idea that I think is completely insane, and then they go out and hit a home run.

But hey, as long as what you want to do is not anti-Libertarian, and not going to be a complete embarrassment to the party, you can count on my support. If you really are trying to reinvent a flat tire, I'll be happy to show you the history of failed experiments. Even then, maybe you'll surprise me and make an idea succeed where others have failed.

Let me give you an example. Here in Durham NC, we had an activist, already known here as something of a gadfly, that got mad because our local public bus system attempted to ban gang symbols and gang colors from public property. So he decided to form the "Constitution Gang," complete with its own colors and hand signals, and get his posse on the bus.

Now, just between you and me, I thought this fellow was a nutball, and that this was just another one of his nutball ideas. While I agree that even members of criminal gangs do not ever forfeit their right to free speech, it's not exactly the issue I would choose to focus on when trying to change local public policy.

But, in my public persona, I decided to support and defend this fellow and his action. After all, he was \*doing\* something, and that by itself set him apart.

The local newspaper, on the other hand, was happy to hold him up as a nutball in public. It annoyed me a bit inside when I felt compelled to defend him from this negative press. I had to respond to hate mail from as far away as Georgia, from people who somehow think that it is more important to

[One True Way] (Continued on page 2)

**A Day in a School Board Member's Duties:**

Today, May 22nd, I had the opportunity to attend a meeting with 17 school teachers from Grades K - 3. The theme of the meeting was to discuss situations confronting the primary grade teachers which might help or inhibit their ability to give their best performance.

I listened!

In the midst of the discussion, one of the teachers commented that at professional workshops there is usually a great philosophical theorist with three PhDs in childhood education who is droning on about God knows what. What the teacher really wanted was methods that would help her be a better teacher at this grade level.

At this point I was chuckling so hard that it became obvious to the group. I then announced that I could appreciate the problem, as I put on political seminars for Libertarians (yes, folks, I did use that word in front of the teachers) and that I am constantly dealing with the philosophic versus the pragmatic approach.

At the end of the meeting, one of the teachers came up and asked if I could give her more information about the Libertarian Party, as she and her husband are very curious about Libertarian positions on government and believe that they are compatible with some of their feelings. I told her I would be more than glad to provide some literature on the subject. She was standing next to the reading specialties teacher, so I naturally asked "Would you care for some Libertarian books that are written at a fifth-grade level for your courses?" She responded that she would be delighted... (Somebody out there get me fifth-grade level reading material on Libertarianism—or my name is Mud!)

**GRASS-ROOTS!** One does not buy a riding lawnmower for one blade of grass. One does not notice one blade of grass. But if you nurture one blade of grass, you may wake up one day to a hillside covered in grass, clover and dandelions.

Today I planted two seeds.

Don

P.S. Methinks I like being on the School Board.

**Sell Yourself**

Most Americans are taught since 1st grade (if not earlier) that individuals associated with alternative parties are sinister, flaky, or both. So we have to let voters know that we as individuals are neither; if they are put off by us personally, they will not vote for us even if they agree with what we stand for.

So I contend we should let them know about those qualities (or experiences) we have as individuals that they would find agreeable. For instance, I have belonged to two different

civic clubs, and have worked with a number of tripartisan organizations. I try to let audiences I'm addressing know that.

I agree we should not be insincere or sink to the level of spinmeisters - but if there's a fact about us that would help voters overcome their hesitance about breaking free of the two-party corset, I see nothing wrong in mentioning that fact.

Jeff Daiell

Reprinted from Liberty for All [www.libertyforall.net](http://www.libertyforall.net)

**[One True Way]** (Continued from Page One)

cripple these gangs than it is to uphold the Constitutional rights of all. I did not enjoy being placed in that position.

But in 20/20 hindsight, I must confess I am damn proud of this activist and glad that I choose to support him. Why? Because he won.

He put out a press release announcing that the "Constitution Gang" would be at the downtown bus kiosk the following Saturday, daring the police to enforce this unconstitutional policy. When they arrived that day, they found that the sign declaring the ban was gone. Making inquiries, he discovered that the sign had not been taken down by vandals or gang members, but by the city itself. When he asked why it was removed, the answer he received was, "you'll have to ask the city council."

So, just by declaring that he was going to show up for what he thought was right, he won before he even appeared on the scene. Just as so many crimes are prevented before they start simply because the intended victim makes it clear that they are ready to defend themselves, he stopped this wrong-headed policy simply because he made it clear that he stood ready to defend the Constitution. Would that all our victories come so easily.

There are many lessons to be learned from this example. First and foremost, he taught that sometimes all it takes to stop those who would trash the Constitution dead in their tracks is for one person to stand up and say "no." If no one does this, what is to stop them from thinking that they have our consent when they trash our Liberty? In many cases, when one person is willing to shine some light into the darkness, the vermin scatter and run for cover. Today, there is one less assault on the Constitution in Durham, all because one person said "no."

Second, by letting volunteers do whatever motivates them, it is far more likely that you are going to keep that volunteer happy and productive. Ask yourself this: What kind of party do you want to have? Do you want one that is constantly pushing in all directions and scoring the occasional surprise victory? One that cherishes its volunteers, growing its numbers and retaining those who have offered help in the past? Or are you content with an organization that only pushes in one direction, one which welcomes only a static or declin-

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ing number of "approved" activists?

But the lesson that really hit me close to home was the affirmation that I do not have a monopoly on successful tactics or ideas. Every once in awhile, someone is going to surprise me with success. And today, because of this "nutball," we have a new tactic that works in the arsenal of the LPNC. I can't help but to be grateful.

...Yours in liberty,

Sean Haugh

P.S. If you want to read more about the Constitution Gang, check out: <http://www.lpnc.org/archive/dataColors.html>

### Letting People Agree With You

If there's one thing I've learned about arguing, it's that you will never win. No one in the heat of argument is ever going to slap their forehead and exclaim, "My word! You're right! I was wrong!"

Just give up now, because it will never happen. Believe me, I've tried. The best you can possibly hope for is that one day, many months later, the person you were arguing with will come back and say, "You know, I thought about what you said, and now I agree." What's even more likely to happen, and this is maddening, is that you'll just notice one day that this person is acting like they agreed with you all along. You just have to accept it.

Reporters are like that a lot. For years, I couldn't get the time of day from the staff of a certain large daily newspaper. They completely ignored us. Then, one day, all of a sudden they started covering our party and our candidates as if we had always been there. I knew there would be absolutely zero profit in reminding them of how annoyed I had been up to that point about how they refused to give us any press before. I just had to grin and bear it.

You always need to give people the graceful out. Let it be OK that they now agree with you, even if they were so very wrong so very recently. After all, it's not about me being right, it's about people believing the right things. When a former debate opponent takes my side, I rejoice, no matter the past history.

We're seeing a quickly rising need for graceful outs in the debate among Libertarians about the current war. After September 11th, Libertarians seemed pretty evenly divided between those who saw military action as a justifiable act of self-defense, and those who thought now would be the perfect time to implement a Libertarian non-interventionist foreign policy.

I'll state my bias here. I hate the war. I've always hated war and I hope I always hate it. I mean, we're talking about killing people to advance a political agenda, that's how I

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view war. Very few of the wars in human history offer any sort of justification on either side. And very few of the wars in US history carried with them any Constitutional justification. This war fails miserably on both counts, in my book. But I'll stop now, because I know I'm not convincing anybody.

The email went fast and furious, I'm sure, on everybody's Libertarian discussion lists. After a month long fit of passion, I pretty much stopped participating in it. Here in NC, we seem to have weathered the storm. Fewer people than I expected quit in a snit because we weren't hawkish or dovish enough for their tastes. Very few, if any, friendships were ended over the debate. Oh sure, it got pretty hot at times, but we managed not to try to run anyone out of the party over it. Both sides seem to agree, at the very least, that the other side is attempting to argue out of straight Libertarian principle.

But, as an antiwar type, I've noticed something very interesting about the pro-war side over time. You see, most of the pro-war Libertarians have always been talking about the kind of war of self-defense that they would fight. It's taken them a bit of time to realize that this is not the war that President Bush intends to conduct. Every time Bush does something that is clearly out of Libertarian bounds, they qualify their statements a bit more. That side of the debate sounds less and less like "I support the war," and more and more like, "what I meant was...."

Don't think us anti-war types are immune either. Some ridiculous claims of imminent horror were definitely made by my side too. The facts of the war, while horrible enough, do not bear out some of the more dire predictions, which have all been conveniently forgotten by those who made them last fall.

We all need the graceful out on this one. No one ever enjoys saying, "I was wrong." A whole lot of the time, when

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someone changes their mind, they'll want to act like they always believed what they are saying right now. I say let them.

Most people realize when they are doing this. In the back of their mind, there's a little voice reminding them that they once believed something else. It's natural to not want to admit all the things that you once believed that were wrong. We want to present ourselves as smart people, and after all we are, because we believe all the right things. At least until we learn more.

If you answer that little voice in the back of your now-reformed debate opponent's mind with grace, forgiveness, and discretion, you'll be doing a great kindness. You'll be making it easier for that person to go one believing even more right things. And you'll probably earn that person's great respect.

It's not going to profit anyone if you try to make people live up to what they said in the past. It's not like they're John Ashcroft constantly crying wolf, or anything that heinous. It's just a political point of view, and people's views change over time. People want to be right, so let them enjoy the full benefits of being right, even if they only just arrived there.

It's not who was right and who was wrong that's important. What's important is that we work together as much as we can to make things more right in the future.

...Yours in liberty, Sean Haugh

## North Carolina LP

### Guidelines for Candidate Support

As provided us by Sean Haugh:

**Expectations:**

- Campaign Funds Raised Equal to or Greater than those Requested from LPNC
- Written Campaign Plan
- Evidence of Efforts to Enact Campaign Plan (ordered signs, issuing press releases on a regular basis, filing campaign reports as required by law, etc.)
- Candidate Demonstrates Commitment to Go beyond Minimum Expectations (see below)

**Exceptions To Minimum Funds Requirements:**

- Candidate in Statewide Race
- Exceptional "Political Resume" including Record of Community Involvement/Community Service (non-partisan activities) and Active Preparation to be a Candidate
- Polling Data Provides Exceptional Opportunity

**Minimum Expectations:**

- Answer all questionnaires received
- Return all reporter's phone calls and emails
- Get a head shot photo made and provide it to the LPNC
- Fill out the paperwork from the state Campaign Reporting Office
- Attend the candidate forums to which you are invited—and not just show up, but be prepared to speak intelligently and dress for success.

**[State Chairs Meeting]** *(Continued from Page One)*

Is basically modest and recognizes the importance of cooperation of others—Has delusions of grandeur and makes sure everyone is aware of his or her titles and status.

Wants other activists to participate in the decision process whenever possible and to understand what is being done and why—Tends to be secretive and cliquish.

Is always interested in new ideas and encourages involvement by others—Never listens to what other people have to say.

Tries to disagree without becoming personal or being disagreeable—Reacts to any disagreement with angry outbursts, condemnations, or personal attacks. Is quite willing to disrupt meetings and alienate bystanders in the process.

Is very uncomfortable with factions and is reluctant to condemn even the worst bad activist, but will do so if necessary to limit the damage—Tends toward factionalism and is inclined to purge activists who are not included in the faction.

Is inclined to recognize good work by anyone and ignore the rest—Is constantly critical of anything done by people in opposing factions.

Keeps criticism to a minimum and always has positive suggestions—Devotes considerable time and effort to criticizing other people in the organization.

Is inclined to give people the benefit of the doubt, does not get upset with inadvertent and unintentional slights, and will forgive even intentional acts if the person shows he or she regrets the action—Is constantly being "offended" and is inclined to hold grudges.

**Managing Activists:** NC and WA try to determine what individuals are good at, and have them do that. If someone is not very good in interacting with people, chances are they are good at writing and research.

The people at the top should not take up the "volunteer space." Define activities and tasks and let the volunteers do it. Also consider paying for mundane activities like stuffing envelopes. Otherwise, find people who are retired or have time available.

Frequently prospective activists will call up and ask what

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can they do to help. Unfortunately, some are located in remote counties away from other Libertarians. To solve that problem, Illinois has an Activism Director with a list of things to do. There are typically 5-6 things going on in Illinois across a year, keeping the pot of tasks bubbling.

In other cases, you can always ask people to write letters to the editor, and especially to go to city council meetings.

Keep in mind some activists need more direction than others, as people enter the party at different levels of readiness. A good resource is the book "Situational Leadership" describing Percy & Blanchard's theories on team dynamics. Bottom line: Approach everyone and give them the technical and motivational input to do their jobs.

Augmenting Volunteers: Demoblicans hire executive directors at \$80k/ year. MA cannot match that. However, MA has a part time Executive Director with a paid administrative assistant, hired at a much lower price, who stuffs envelopes, calls expired members, and so on. This frees up the ED to focus on political matters.

Also consider getting an office. It becomes a clubhouse of sorts, a place to get things done. If activists take work home, the tendency is to put it aside. In an office, if a volunteer gets 57% of the work done, the remaining 43% sits ready for the next person who comes in to complete.

Bottom Line: Remember the personal touch with volunteers, give them direction, ensure their jobs match their skills and provide feedback, recognition and thanks.

### Candidates

Mark Rutherford described Indiana's candidate recruitment success. Indiana currently has about 100 candidates for 2002. They want 200 and might hit 250 as a stretch goal. Moreover, their candidates are becoming better and better. School board membership is the only nonpartisan office in the state.

On April 30, Indiana plans to have 120-130 candidates, and on June 30 anywhere from 200-250. A large number of candidates attract media attention.

How does Indiana do it? They start early – two years early, and use the "Ransberger pivot," as in "Yes, I feel your pain, and you can stop it by running for us".

Brad Klopfenstein is continually "hunting" in exactly this way, 18 months prior to the next election 24 months out.

Indiana grew from 89 candidates in 1998, then 29 in an off year of 1999. Indiana contested 25 out of the 29 races. Brad just called people up, again indicating 'high-touch', and a recurring theme of this conference. In 2000, Indiana produced 118 candidates.

Indiana categorized its candidates as follows:

A) active campaign

B) moderate campaigning (attend forums and maybe a little more)

C) lend name to be on the ballot, provide picture, respond to surveys

Indiana agreed to help candidates with all the campaigning. All candidates had to be at least libertarian-leaning.

Indiana was not shy about proclaiming the "Great Libertarian Lie," as in "we need just one person more to fill in this ballot spot and round it out, so will you do it"? Giving the impression the Libertarian Party was running out of slots on the ballot spurred people to get off the fence and file. The few contested races sparked additional interest.

Indiana's ongoing candidate recruitment work has made them one of the main political players in the state.

Indiana found that activity snowballs! Success breeds success. Both IN and WA discovered that once the number of candidates passed 30, recruitment became easier. In these cases, the *telephone* was key.

Jacqueline Bartels reported Washington's progress in 2000 and 2001. In 2000 WA ran 67 candidates and produced no electoral victories. In 2001, an off year, the party ran 36 and *won nine!*

Washington initiated a project called "L2000" to attract nine candidates to run active campaigns for statewide office. WA decided to employ a statewide campaign manager to recruit and later assist the active candidates. WA obtained funding for a campaign manager largely by telephoning people asking them to pledge for a year.

Washington was surprised to discover a class of people who were not active in the party, but who were willing to run.

Former Executive Director Carol Miller made pre-screening phone calls to prospective candidates to set up appointments for Brett Wilhelm. Carol asked if they would like to meet a Libertarian Party representative to talk about ballot opportunities. Carol did not ask the prospective candidates over the phone if they wanted to run. The plan was for Brett to meet with and qualify them first.

Brett Wilhelm traveled to a particular part of the state and talked with the candidates to ensure they were philosophically grounded. One prospect supported abolishing the minimum wage but did not pass muster since he advocated a government-mandated maximum wage.

Brett counseled candidates to file for offices up or down the ticket depending upon their background and experience. WA had a lot of doctors running for US Congress, which

adds credibility.

While WA was unable to find candidates to run active campaigns, they did get 67 candidates to run. This in turn allowed each candidate to make Libertarian points published in voters' guides across the state, making it read like a Libertarian primer. It also made the campaign manager unnecessary. WA instead used the funds to help pay the candidate filing fees which amount to one-percent of an office's salary.

As in IN, attracting candidates got easier once 30 had agreed to run. Many people were willing to run once they knew they weren't going to be the only Libertarian on the ballot.

A full slate of candidates increased the perception, credibility and stature of the Party, as well as completing the spiral by attracting more members.

WA ended up with one statewide candidate getting 8% of the vote and three netting %5 or more. Parties in WA need 5% of the vote in order to achieve ballot status, which the Party has been able to garner.

This momentum led into 2001, an off year for elections. Most of WA's 2001 elections were non-partisan. Still, Libertarians fielded 36 candidates and posted nine victories.

In 2001 the approach was different. Kelly Houghton collected information from volunteer surveys and from leads provided from national. If the individual checked the "I want to run for office" box, Kelly looked up where the individual lived, what districts the person was in and what offices were being contested in that person's district.

When Kelly called, he employed an effective sales technique asking if they wanted to run for "Water Commissioner" or "City Council." Giving people a choice in this way assumes a positive response. That approach is more effective than asking whether they want to run for office at all. Jackie underscored the power of this sales technique, especially for candidate recruitment, and Kelly's success in getting a lot of candidates bears this out.

Washington fielded "Friday candidates." Some people agreed to run if no one else would. The Thursday before the deadline, if no one filed for a particular office, Kelly called the "Friday candidates" and encouraged them to go file. That produced five victories.

WA helped recruit volunteers, recommended vendors, staged a campaign training workshop, telephoned and advised candidates and bestowed \$15,000 on campaigns. Three candidates tapped into the Libertarian Party Victory Fund, which provided another \$3-4k.

WA publishes a directory of candidates and encourages members to donate directly to candidates indicating where

to send their donations.

WA also provided better support to LOWER level candidates than the Demoblicans. At the state level in WA, the Demoblicans are practically split down the middle. WA Libertarian Party got some defections because they supported lower level (county and lower) candidates better than the other parties whose attention was focused on state level offices.

In the end, nine of WA's 36 candidates won including four in contested candidates. Of those four, the WA Libertarian Party helped fund three races, and that money made the difference.

Eli Israel of MA recommended state parties gather candidates in groups. That makes attendees feel like part of group and not isolated. Moreover, no one wants to let the group down in one way or another.

Ron Crickenberger reported that in 1998 in Vermont, one-third of Libertarian Party members ran for office. Vermont's state chair simply got on phone and called people.

The Libertarian Party has a new release of its "Candidate Recruitment Manual." (In MO, copies were distributed at the Executive Committee meeting on February 17. Fifty additional copies will be available at the MO Libertarian Party convention May 17-19).

**Training**

Group training helps establish communal expectations. Prospective candidates compare notes and zero in on performance standards.

Indiana has a county chairs' conference analogous to the state chairs' conference. There they train the county chairs about fielding candidates and running for office. County conventions are a great place to perform training.

In states with separate nomination and filing cycles, plan the training as soon after the nominating cycle as feasible. Explain all the forms needed by the state elections office. However, get the candidates to fill out as much of the forms as they can in advance, including signature. The state party can then file the forms.

For people who don't fill them out and turn them over to the state party, remind them when the forms are due and what the requirements are.

In the training, also explain the ins and outs of media contacts, media relations, and so on. Have past candidates address the group. All candidates should emerge from the training with a fair knowledge of what to expect.

Colorado needs to get forms signed and notarized. They travel the state with a notary and complete the forms on the spot.

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Toastmasters (a national organization dedicated to training public speakers) is wonderful for Libertarians, and has produced vast improvements in candidates. It teaches Libertarians to talk to the public, not just to other Libertarians.

Don Gorman's Seminar, which Missouri hosted in Aug 2001, is power-packed and stellar. Don caught the MO chair, for example, lapsing into Libertarian theory when pretending to run for a local office. Don pointed out the local sewer systems is more germane in that context. This was a good smack up side the head, and the MO chair is better for it.

On the web at [www.leadershipinstitute.org](http://www.leadershipinstitute.org) is another resource. Chris Azzarro's "Liberty Victory Fund" is raising money to send people to it.

## Local Organizations

### Building, Nurturing, and Maintaining

Sara Chambers (formerly Sara Cotham) introduced this session by noting the checklist for successful state and local parties.

A successful Libertarian Party:

1. Maintains an accurate, up-to-date database of members and prospects.
2. Sends out a prompt, professional information package to interested prospects, and sends out timely membership renewal notices to current members, if the state or national party doesn't handle this for you.
3. Engages in ongoing, constant prospecting to increase the size of the organization.
4. Publishes a regular, decent-quality newsletter to keep members and prospects informed. Uses newsletter to publicize activities and success.
5. Has a bank account, a Treasurer, and an ongoing, implemented plan to raise money.
6. Runs candidates for political office whenever possible. Monitors elections (or registration numbers), which affect ballot status, as necessary.
7. Is active in the political system – whether through elections, referendums, lobbying or whatever.
8. Has a regular, publicized, productive and interesting public meeting. Has a regular meeting of party leadership to play strategy and projects.
9. Has an organized media outreach plan – which can include press releases, press conferences and personal contacts – to promote the party and earn publicity.
10. Has leadership dedicated to growth, success, and professionalism – and determined to avoid factionalism, arguments, and

obstructionism. Party leadership has a solid, realistic vision for success.

State committees and state chairs in particular, she added:

- Determine leadership structure and chain of command
- Determine its leadership philosophy
- Perform SWOT analysis: Strengths, Weaknesses, Opportunities, Threats
- Determine specific and measurable goals/strategies as a state committee
- Articulate the above with the affiliates (county organizations) to establish buy in
- Provide affiliates with tools, resources, guidance, and moral support
- Reinforce success
- Re-evaluate the above regularly and honestly

Jesse Brocksmith, the county chair of King County in Washington that includes Seattle, has a chair, vice-chair, secretary and treasurer. In addition, they have directors for membership and publicity. By state law, Precinct Committee Officers (PCOs) are the voters at Libertarian conventions.

Washington passes on UMP money to counties.

Mark Mosley reported that growth in GA's affiliates leaped from four to 26 recently, and they have a two-year process for affiliate start-up. In two years, GA expects new counties to make progress.

GA starts by asking two simple questions:

- 1) Who is going to be your chair?
- 2) Who is going to be your first candidate?

Mark gives the counties names from the database. He asks his contacts for a meeting place, and he makes a few phone calls. Whoever returns his phone calls are the county leaders. It typically takes five or more people to start an affiliate.

Support also takes the form of setting realistic expectations. A county organization is something that, just by being in existence, is a 100% success. However, county members will say that things are going poorly when in fact they are not. Things in the Party are better than ever.

For fundraising in GA, yard sales have proven useful. They are able to raise from \$500 - \$1500. It is an opportunity for members to get rid of their stuff and bring in money.

Several states have "templates" or new county binders. Oregon, for example, has a process to organize county and obtain candidates. OR will do the following.

- Someone is dispatched, typically from an adjoining county,

to make a visit.

- Someone will contact all members in the database for the area and set up meetings.
- The person meets with the prospective members to find out about them. Someone who sounds reasonable on the phone might turn out to be a wacko. Pertinent questions include "Are you a member of any organizations"? "What do you do here"? "Have you ever held office before"?
- The person gets back to the people and asks them if they would like to start the organization.
- The person schedules another meeting at which the group formally organizes.
- Oregon provides a sample press release for the papers because it is important for the group to have an early success.
- Members write a few letters to the editor. They sign their names and append "Libertarian Party of X County."
- The group is launched; it has a success under its belt and it ready to take on something more challenging.

Another approach, inspired by GA, is to mail all contacts in a given area where we are trying to build an organization the basics on starting a party. Invite them to call if they want to set up a meeting. Go to the first meeting, pay for first meeting postcard and newspaper notice.

Indiana has experienced growth in county organizations. They meet in places like Shoney's, union halls, church basements, Denny's – all for free. Indiana does not have a lot of "supper clubs" across the state. County organizations provide the opportunity to get more voters to meet candidates than state meetings otherwise might.

Indiana also has affiliation manuals with sample by-laws, etc., making it easy for counties to organize. In 1999, Indiana had 32 of 92 counties organized. As new county prospects emerge, a volunteer screens and assists the organization.

**To Be Continued**

**Stand Up for Liberty!**

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