

Staff Operational Report

Prior to LNC meeting scheduled for September 20, 2014.

Submitted September 6, 2014, by Wes Benedict, Executive Director

Contributions from Carla Howell, Political Director; Robert Kraus, Operations Director

Section 4.01 of the Policy Manual includes:

- *Monthly, provide a Membership Report*
- *Monthly, a Financial Report to the LNC (upon approval by the Treasurer).*
- *Two weeks prior to a scheduled LNC meeting, provide an Operational Report to include input from key staff members and a summary of staff personnel changes.*
- *At the LNC meeting following a general election, make a best effort to provide a summary of all elected Party officeholders.*

Monthly membership reports and financial reports have been submitted to the LNC by Robert Kraus, separately from this report.

Staff Personnel Changes

Due to financial constraints, we eliminated the Member Services Specialist position held by Molly Schwoppe and assigned her responsibilities to other staff to cover as much as possible although we expect the phones won't be covered as well and some emails won't be responded to as well.

Other items

- Tasks associated with the move to the new office continue to take time, but overall the move has gone well and we're pleased with the office.
- We're almost through rolling out the new membership levels plan.

Budget Adjustment Request

- I'd like to increase the "Brand Dev/Promotional Materials" revenue and expense by \$5,000. The materials we sell at LPStore.org more than pay for themselves.

Goals

I'd like the LNC to consider the following measurable goals for the 2014-2016 term:

1. Increase revenue
2. Increase membership
3. Increase the number of candidates
4. Increase Libertarian vote percentages
5. Increase the number of elected Libertarians

The LNC and LPHQ in particular can have a major impact on the number of candidates and elected officials by promoting running for office, by assisting states that want help with candidate recruitment, and by helping with ballot access.

Political Director reports follow.

LNC Political Director Activities Feb 13 – June 12, 2014

Regular activities:

- Candidate support and recruitment
- Do TV, radio and print interviews
- Write blogs and news releases
- Track key candidate poll results and media coverage
- Research and develop talking points for candidates and media interviews
- Address miscellaneous state ballot access issues
- Oversee posting of Facebook memes to LP.org
- Help maintain candidate contacts list, list of candidates to post, and ballot status
- Take miscellaneous phone calls and occasionally meet with walk-in visitors at headquarters
- Attend DC-area events and keep in contact with key libertarian organizations
- Miscellaneous admin
- Media bookings and logging of media hits done by Molly Schwopp since she was laid off
- Occasional coaching and getting updates from elected Libertarians
- Wrote articles for August issues of *LP News*
- With Eric Dixon, picked articles for and reviewed June, July, August issues of *Liberty Pledge*

Projects and one-time activities:

- Writing manual for candidates *Game Changing Libertarian Communications*
- Negotiated continuation of radio show, *Libertarians Working for You* on VoiceAmerica.
- National convention activities: Managed press / VIP room, press interviews; helped with convention website; ran *Who's Driving* breakout session and LSLA training session; arranged for candidates to speak at meal sessions; helped arrange videos and still shots for LP News coverage; organized Elected Libertarians panel.
- LP.org updates with Eric Dixon: new links and layout on home page, candidate pledge pages
- Wrote chart comparing Libertarians-Democrats-Republicans
- Drafted statement opposing Measure 90 for Oregon voter pamphlet

- Wrote blast emails to federal Libertarian candidates to support campaigns
- With Eric Dixon, continued participation with Electronics Frontier Foundation and other DC-based groups pushing for restoration of the Fourth Amendment
- Led several online sessions of *Who's Driving* with candidates using Google Hangout Miscellaneous help with admin, wikis, affiliate support
- Helped finish moving into office in Alexandria
- Wrote speech for candidate press conference (John Buckley)

Made contact with the following Libertarian candidates and prospects this period in support of their campaigns. Included responding to inquiries and questions; giving campaigning, messaging, media relations and fundraising advice; helping to connect to volunteers or covering their campaigns in LP media:

Adrian Wyllie - FL, Bruce Majors - DC, Chad Monnin - OH, Danny Bedwell - MS, David Macko - OH, David Patterson - KY, Davy Jones - WV, Gigi Bowman - NY, James Carr - VA, Jeff Carson - VA, Jeremy Walters - SC, Jim McDermott - AK, John Buckley - WV, Keen Umbehre campaign - KS, Marc Harrold - VA, Michael McDermott - AK, Mike Fellows - MT, Pranav Badhwar - DC, Richard Prawdzienski - OK, Rob Lapham - TX, Rob Sarvis - VA, Roger Paxton campaign - AR, Roger Roots - MT, Sean Haugh - NC, Sharon Hansen - IL, Amanda Swafford - GA, Bo Brown - VA, Brannon McMorris - LA, Dan Feliciano - VT, David Sgambelone - MD, Donna Dunn - IN, Doug Butzier - IA, Ed Wright - IA, Erwin Haas - MI, Greg Tlapak - MO, Heather Johnson - MN, Jake Porter - IA, Jim Fulner - MI, Joel Gardner - TX, John Krom - IN, Joshua James - TN, Julie Fox - IL, Keegan Iversen - MN, Ken Moellman - KY, Ken Krawchuk - PA, Keith Laube - IA, Laura Pate - AL, Lee Hieb - IA, Mark Bennett - TX, Martin Mouton - DC, Mary Buzuma - MI, Michael Kokoski - HI, Randall Lord - LA, Roland Riemers - ND, Russ Monchil - MO, Scott Kohlhaas - AK, Steve French - SC

Attached: List of national LP mentions in major media

Media Coverage from **13-Jun-14** through **05-Sep-14**

<i>Date</i>	<i>Outlet</i>	<i>Title</i>	<i>Subject</i>
28-Aug-14	Press TV	US Senator Gillibrand	Guns
07-Aug-14	Press TV	Americans are tired of war	Military intervention
30-Jul-14	Time Magazine	Third-Party Candidates Could Disrupt 2014 Midterms	candidates/elections
17-Jul-14	PressTV	Dick Cheney should be treated as a war criminal	LP policy
16-Jul-14	Westmoreland Times	Libertarian Party joins coalition urging veto of cybersec	lp policy
15-Jul-14	RT TV	Rise of the 3rd party	LP Growth
13-Jul-14	Casper Star Tribune	Barron: The third-party struggle	LP Growth
12-Jul-14	the journal	Republicans who eat their own	lp growth
10-Jul-14	Examiner	New poll shows bad news for GOP in November electi	lp growth
08-Jul-14	PJ Media	LP: War on Drugs Causing Mass Illegal Immigration	drug policy
08-Jul-14	Bennington Banner	Letters: Bring back Hawks Woods	candidates
07-Jul-14	Germantown Now	You Don't Have To Settle	voter outreach
04-Jul-14	Washington Times	Libertarians to voters: Declare your independence fro	LP growth
03-Jul-14	Westmoreland Times	No employer should be forced to provide any health co	LP policy
03-Jul-14	Westmoreland Times	LP elects new leadership	convention/committee elec
01-Jul-14	August Free Press	LP Perspective on HL Ruling	LP policy
01-Jul-14	Media PJ	Libertarian Party: Hobby Lobby Not That Great a Victo	LP policy
01-Jul-14	The Citizen	LP responds to HL ruling	LP policy
30-Jun-14	Washington Times	Inside the Beltway: Libertarians shift into aggressive m	LP growth
28-Jun-14	Cherokee Tribune	British crown or American bureaucracy? What's the dif	big government
27-Jun-14	Idea Stream	Ohio Lands at Least One National Political Party Conv	convention
26-Jun-14	WKSU.com	National Libertarians gather in Columbus	convention
26-Jun-14	The Washington Times	Turf war brewing: Libertarian Party proclaims they're th	LP growing
25-Jun-14	Jacksonville.com	Lead Letter: LP is better alternative to GOP	LP comparison to GOP
23-Jun-14	the columbus dispatch	Libertarians Coming to Columbus	convention
22-Jun-14	The Durango Herald	Libertarian: Trim state to core functions	General LP policy
19-Jun-14	Augusta Free Press	Libertarian Party to build on record increases in suppor	convention
19-Jun-14	Voice of America		
18-Jun-14	Mangino Show Newsradio 1020	LP on Iraq	foreign policy

Director of Operation's Report

by Robert Kraus

Blackbaud – Data Dumps – Internal Customer Service

We continue to do various on going clean ups of emails and other items in the dumps. The new membership levels have been reported to the state chair's list and will appear in the Sept Dump.

Building (Office Acquisition) Fund

As mentioned in the June meeting our move went very well with only the normally expected hiccups. We still need to do some minor work and improvements which we will accomplish over time as more funds become available. Thank you to Dr. Lark for a generous transfer of \$5000 to the building fund which has allowed us to mostly pay off our contractor for the renovations made prior to move-in.

FEC Filing

We continue to file accurate FEC reports and use Paula Edwards to complete the FEC Filing Process on a monthly basis and handle our amendments. The reconciliation and audit steps to this process continue to work to assure that these reports are correct prior to filing, and to insure that the disbursements and contributions match to our cash accounting records.

As a reminder, the FEC reports are done on a cash basis while our financial reports are done on an accrual basis as required by our bylaws which require adherence to GAAP. Therefore, our Statement of Operations will not always look the same as what is reported on the summary page of our FEC Filings.

Help with LNC Committees

We provided requested information to the Convention Committee so they may make their final report for the 2014 convention. In addition staff participated on a conference call with the IT Committee and provided requested information such as inventory and expenses as well as assisted in putting together a survey of state chairs.

Financial

Finances remain very tight due to Ballot Access petitioning, costs associated with moving, and the convention expenses being over budget by \$10,936.

We still remain in a hole in terms of being under the reserve requirement (which is now \$56,499 per month down from \$59,488 due to the building purchase). We were -\$12,871 at the end of July and expect about the same or worse for Aug.

At the end of July our a/p was at \$45,376 (bulk of which was/is Hyatt plus our contractor HBW). Our current a/p is now at \$25,000 so we are making some progress with Hyatt being the biggest chunk still to pay off.

In terms of where we are today, we have about \$20,000 in unrestricted funds available as of 09/05/14.

We would have had a very serious issue paying our bills if it wasn't for a max donation solicited by Mark Hinkle. Staff wants to thank Mark again for all his efforts raising major funds over the last several years and encourages other board members to contact me about doing the same. As of end of July Board Solicitation / Major Gifts was running under budget by \$31,767 (the largest deficit of any income area).

Thank you!

Robert

Employee Tasks & Duties
Wes Benedict: Executive Director
Primary fundraiser
Writing and preparation of fundraising letters & emails
Staff hiring, evaluation, assignment of tasks, supervision
LNC/Chair interface
Brand development
Assist with LP News
Affiliate support
Membership support
Campaign and candidate support
Help setup new LPHQ office
Special projects oversight: wikis, promotional items, legal, membership plans
Carla Howell: Political Director
Writing/Editing - blog, press releases, videos, LP News, other web content
Media inquiry responses, interviews, travel to interview
Giving speeches, travel (State Events)
Candidate recruitment, coaching, support, support literature, LP solutions, talking points
Creation of LP literature (e.g. new tri-fold brochure)
General promotion of LP candidates (e.g., new radio show)
Track media hits and contacts
Miscellaneous meetings with, and inquires from, outside organizations
Miscellaneous issues concerning members, candidates, affiliates, donors
Robert Kraus: Operations Director
Help with overall maintenance of LP.org
Customer service - internal and external
Maintain membership/contributor database (Raiser's Edge)
Assist with mem database troubleshooting and cleanup
Supervision of Mem support Specialist
Administrator of lp.org & hq.lp.org email and group list servers
Maintain compliance with government policies, especially the FEC
Managing lawsuits and other legal matters with the chair & treasurer
Managing our ballot access matters & petitioning w-treasurer
Affiliate support - working w-states on various things
Manage database updates provided by state affiliates to LPHQ
Staff liaison to the Convention Oversight Committee & other conv duties
Staff liaison to the Building Fund & Other Committes
Accounting and bookkeeping (a/p, a/r, maintain QuickBooks)
Preparation of financial and membership reports
Provide data to FEC consultant for FEC filing
Facilities and equipment planning and maintenance
General purchasing and procurement
Work with Chair and Treasurer on financial issues & audit
Record & Attend LNC meetings (12 hrs every 4 months)
Maintain membership, financial, and other archives
Payroll and benefits administration for LP Staff

Create and maintain Employee Manual
Maintain LNC contact list (an off-line document and at LP.org)
Process & manage monthly gifts for direct account draft
Assist Casey with processing and entering contributions into RE
Assist in general office upkeep, organization, and ordering of supplies
Re-check of daily deposits and cash audits
Miscellaneous: Filing, research, member correspondence
Nick Dunbar: Membership and Pledge Programs. Special Projects
Work with vendors for house and acquisition appeals (gets fundraise letters printed)
Work with vendors for LP News printing and mailing
Sends monthly renewal email blasts
Data pulls for donor acknowledgments (thank you notes)
Update Board Report (Standard report which shows appeal results)
In house IT support for servers, PC's & phones
Process monthly gifts for members & get updated info plus Pledge News
Analyze results on all mail appeals and select segments for lists
Orders LP stationery, letterhead, envelopes
Bob Johnston: Member, Candidate and Affiliate Support
Call Libertarian candidates to find out the information they need to run for office
Keep track of our current ballot access in each state
Compile LP candidate data and update LP.org web site
Monthly Donors: call and email those whose cards expire
Miscellaneous projects, e.g., compiling filing requirements for affiliates
Renewals: call, email and send letters to lapsed members to renew
Compile LP elected officials data and update LP.org web site
Compile election results for LP candidates
Address general questions and complaints from members
Provides customer service to state and local affiliates
Casey Hansen: Member Services & Affiliate Relations
Maintain Events Listing on LP.org
Create new records for people who ask for information packets
Prepare data for new memberships and print letters for membership cards
Prepare information packets for new inquires
Print and mail special mail projects (annual reports, Christmas cards, etc)
Print and send membership cards to monthly pledgers
Update and maintain records in RE
Design website for state affiliates
Maintain State Chair and State Organization contact lists
Convention and LNC Meeting Prep
Photocopy checks before deposit
Prepare daily reports and do daily cash audits
Process and cage all checks, credit cards and cash received via mail into RE
Process and cage all web transactions into RE (varies greatly)
Process refunds and contribution returns
Print and send acknowledgements of donations
Prepares email updates lists

Each month, import website recurring gift transactions into Raiser's Edge
Import new inquiries and volunteers into RE
Greet visitors to the office
Produce and mail LP information packets
Generate weekly inquiries list
Put together and mail merchandise orders
Produce and mail LP membership card packets
Sort and tag physical monetary contributions (checks, cc, and cash)
Address general questions and complaints from members
Answer and direct incoming phone calls
Monitor and sort incoming email to LP email addresses
Maintain address and contact information for members
Accept, open, and deliver courier packages
Accept, open, and sort mail from USPS
Deposit checks at bank after they have been processed & verified
Eric Dixon: Editor & Technology Developer
LP News editor, designer, and contributing reporter
Primary contributor, maintainer and tech support for LP.org
Post blog entries, press releases, poll and other information on LP.org
Monitoring the LP.org Traffic and Analytics
Social Media Management: Facebook, twitter, etc.
Create and monitor Facebook Ads
Design and maintain convention website LPCon2014.org
Design and maintain LPStore.org
Help with outreach events
Manage email broadcast system
Prepare email blasts
Produce Video Content
Liberty Pledge newsletter
Genral graphic design
General tech support
Brochure design (The Libertarian Party)
Builds wiki websites like LP.org/support
Help I.T. committee & others with survey system