2014 Annual Report

Affiliate Support Committee

Libertarian National Committee

*Policy Manual Charter:*

*The LNC Policy Manual states the ASC shall identify the needs and interests of the various affiliates. In addition, the ASC shall identify those affiliates that are in particular need of assistance that the LNC can provide. The ASC shall deliver a report on Nov 10th of each year, identifying and prioritizing those needs and interests of the various affiliates. That ranked list shall be taken into consideration when drawing up the following year’s budget, and throughout the year as needed. This list will also assist the Executive Director in deciding how to assign tasks to staff, by identifying those services that staff provides to the affiliates that are the most desired.*

*The ASC shall also, as and when needed, recommend to the LNC measures that will address the particular affiliates that need assistance from the LNC.*

*The ASC will also establish a process for tracking the progress in meeting those needs.*

Report Attachment: MS Excel file “ASC 2014 Poll Results Rev 0.xls”

ASC attempted to contact a member of the state executive committee of all 51 state affiliates. With the sole exception of Montana, contact was made with a member of every affiliate Executive Committee, either the Chair or VC, so our analysis includes results from 50 of 51 state affiliates – the expected 50 states plus the District of Columbia. The complete raw data for each state is listed in tabs provided in alphabetical order in attached workbook. Social media links are available only in the raw data, and are most easily access in tab “Summary of Responses”. Additional tabs in workbook provide analysis calculations or results.

Poll questions included the following:

1. Provide rank of LNC service level – 1 = lowest, 3 = average and 5 = highest.
2. What are the top 3 “needs and interests” in your state?
3. What is your #1 need from LNC?
4. What would your #1 topic be for a LNC sponsored training seminar?
5. What social media link would you like added to your state’s page on the LNC website?
6. Please share your state’s annual cash flow amount.

Analysis results are provided in graphical form, as follows:

1. Table – LNC Service Level
2. Table – Affiliates Internal Needs and Interests
3. Chart - Ranked list of affiliate’s #1 need from LNC
4. Chart - Ranked list of affiliate’s #1 LNC training request
5. Table - Ranked Affiliate Cash Flow

Table - LNC Service Level

Affiliates generally scored LNC’s current service as being below average. “Bad” scores were five times more frequent than “Good” scores. The good news is that LNC has room for improvement, and this data can be used to track progress.

Table - Affiliate Internal Needs & Interest

A lesson learned is that the ASC Poll probably needed to make clearer the intention of this question is to understand what’s relevant to the state affiliate within their own state. Subsequent questions ask what the affiliate needs from LNC. This data unduly appear to intermingle expectations the affiliates have for LNC performance as opposed to internal interests. Nonetheless, some useful intelligence can be gained.

Aside from the normal interests - focus on fundraising, increasing membership, recruiting candidates, getting and maintaining ballot access, and building internal organizations - the lower ranked items are more noteworthy. Many affiliates have an interest in centralized advertising, branding and integration of state/national infrastructure.

Chart - Ranked List of Affiliate’s Needs:

The affiliates were asked to give their #1 needed help from LNC, and these results are summarized in tab “#1 Need Chart”. While Ballot Access (qty 9) tops the list numerically, viewed together dBase support (8) and General IT support (4) top the list. From some individual responses, there appears to be a strong desire to have LNC provide such shared infrastructure as dbase integration and & a common business infrastructure – such as a common telephone answering service. It appears clear a lost opportunity is for LNC to provide “volume” benefits that could be gained from a centralized sourcing of infrastructure.

Ranked List of Training Needs:

On the overall list of Affiliate’s needs, Training ranked surprisingly low – being only #7 on the list of what the affiliates need from LNC. Top items of interest fell into the general categories of team building, fundraising, candidate / campaign support, and organizational development.

Affiliate Cash Flow:

As provided on tab “Summary of Responses”, the total of reporting affiliates income estimate is $819,100 with average being $17,807 per affiliate. Of the 50 state affiliates and DC, five organizations chose to not provide an estimate of their annual income. From total income table, the following breakdown on income applies:

1 state: Income >= $100K

14 states: $100K >= Income > $10K

23 states: $10K >= Income > $1K

8 states: Income <= $1K

More useful as a predictive tool is a similar breakdown based upon the weighted per capital value. There is clear difference between higher vs lower income states as show in data on tab “State Bar Chart Data”.

Income Factor = State Affiliate Est Income \* 10,000 / State Total Population

> 100: 3

90 to 100: 0

80 to 90: 1

70 to 80: 2

60 to 70: 1

50 to 60: 0

40 to 50: 4

30 to 40: 2

20 to 30: 4

10 to 20: 12

< 10: 16

Future studies for possible consideration could evaluation of the following potential correlations:

Income vs having paid staff

Income vs quantify of candidates fielded on ballots

Income vs total votes received in the state, etc.

One interesting question follows: if all state affiliate having Income Factors < 20 were to all increase to 30, how much additional total revenue would be generated? One brownie point will be awarded to the mathematical genius who provides the answer to this riddle.

Recommendations:

1. IT funding should be allocated to address the dbase deficiencies, and provide CRM services to affiliate and host on LNC-provided server.
2. Consider shared platform that enables targeted integration of database operation between consenting state affiliates and national.
3. Consider options to provide centralized solutions for telephone service.
4. Budget allowance of $30,000 to provide training for affiliates – including travel expenses, materials and developmental costs.