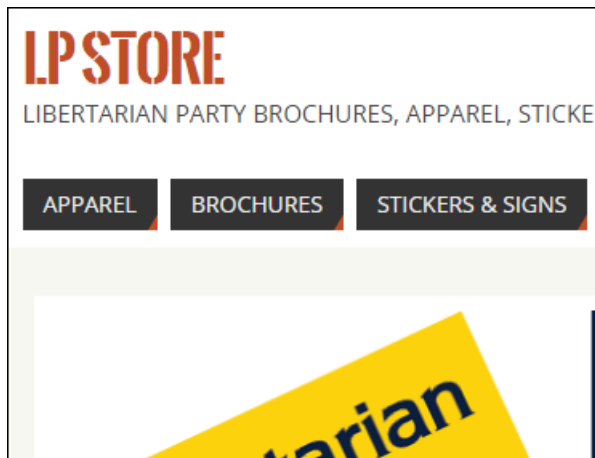


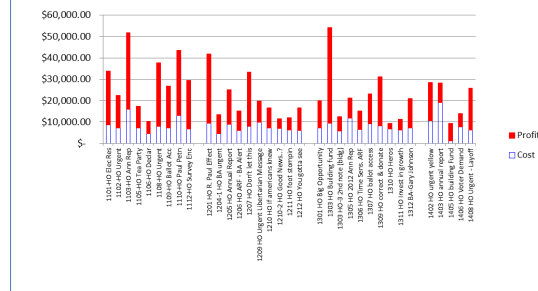
Staff Reports

December 13-14, 2014 Meeting of the Libertarian National Committee, Inc.
New Orleans, Louisiana

LPHQ moves into David F. Nolan Memorial Building - honors donors



House Appeal Fundraising Letters



Facebook ads



Candidates	2006	2008	2010	2012	2014
U.S. Senator	18	15	20	14	22
US Representative	114	127	163	138	122
State Legislatures	272	279	318	257	261
Other	192	172	293	147	318
Write-ins unreported			10**		15***
Total Candidates	596*	593*	804	556	738

Average percentages for Libertarians running for U.S. Senate:

2010 - 20 races - 1.8%
2012 - 14 races - 2.6%
2014- 22 races - 2.3%

Average percentages for Libertarian running for Governor:

2010 - 19 races - 1.7%
2012 - 9 races - 2.3%
2014- 24 races - 2.2%

Elected Libertarians:

We're aware of 17 Libertarians who were elected in the November 2014 elections. We're still researching to get the total count that will be in office going into 2015. Our current estimate is 146.

Executive Director's Report

Submitted by Wes Benedict

Overview

In 2014, we spent a lot of time and money on internally focused projects, like buying a building, changing our membership plan, increasing LP News from 4 to 6 issues per year, and setting up wikis (all LNC mandated projects for staff). Nevertheless, the LP fielded a large slate of candidates nationwide and had positive election results, plus we squeezed in some externally focused projects, like LPStore.org (with new products).

What I'd like to see in 2015:

- Provide candidate campaign material templates for signs, brochures, stickers, websites & more (to support the LNC's goal of 1,000 candidates and 200 elected officials in 2016) along the lines of what the Libertarian Booster PAC offered to Texas candidates in 2012, and Virginia candidates in 2013.
- Roll out new features in Raiser's Edge, rather than start over with a new software vendor.
- Clean up the current LP.org website, rather than rebuild from scratch.

Nevertheless, I'm expecting the LNC will probably decide to build a new website from scratch. And, despite my reservations, I can see many advantages of starting over with a fresh look, less clutter, and using a simpler content manager like Wordpress. I'm hoping a new website will cost in the \$10,000 range rather than the \$50,000 range. I have a hunch that the more expensive the website, the more complex it is, and the harder it is for staff to use it effectively.

Comprehensive membership and financial reports are submitted separately from this report.

David F. Nolan Memorial Building Headquarters



Overall, the move to the new purchased office has gone well and is already saving money. I'm pleased about the move



and I think it was the right decision. However, I don't want to ignore the time and cost, not only of making the move, but also the cost of raising the money and honoring our donors. Below is a table of promises made to our donors. We're still working to finish fulfilling some of the promises. For example, we've ordered most of the plaques, such as the one shown above, and have samples of the certificates underway, but we still have to finish printing and shipping the certificates.

\$25,000 or more — Nolan Liberty Room

Donors at this level will be honored by being named a sponsor of one of ***just five rooms open for dedication in your name*** (or the name of a loved one) at the David F. Nolan Memorial Office.

\$10,000 or more — Nolan Founder

Donors at this level will receive one of the 25 individualized plaques that will be permanently displayed as a ***Nolan Founder*** at the David F. Nolan Memorial Office.

\$5,000 or more — Nolan Hero of Liberty

Donors at this level will be one of the 50 names memorialized on the special ***Nolan Hero of Liberty Plaque*** that will be permanently displayed in the new office above the Benefactor plaque below.

\$1,000 or more — Nolan Benefactor of Liberty

Donors will be recognized with one of the 200 names inscribed on the special ***Nolan Benefactor of Liberty Plaque*** that will be permanently displayed in the new office.

\$500 or more — Nolan Defender of Liberty

Donors at this level will have appear forever in the leather-bound ***Nolan Defenders of Liberty Registry*** that will be placed in the foyer of the Nolan office. (No limit.)

\$250 or more — Nolan Friend of Liberty

Donors at this level will be inscribed on a ***Nolan Friend of Liberty*** framed certificate that you'll be proud to hang in your home. (No limit.)

\$100 or more — Nolan Advocate of Liberty

The donors at this level will be recognized by name in LP News as a ***Nolan Advocate of Liberty***, and your name will appear in a special section of the LP website dedicated to Nolan office contributors. (No limit.)

New membership levels implementation plan

In 2011, a committee of the LNC designed a new membership plan, then postponed implementation to be concurrent with the move to the new building. Announcement of new plan brought in a significant number of new Lifetime members who beat the August 1, 2014 deadline (after that, the cost of a life membership increased from \$1,000 to \$1,500). Below is a list of some of the steps taken to roll out the plan.

Date	Item	Responsible	Status
5/21/2014	outline new membership levels implementation plan	Wes	done
5/28/2014	announce upcoming plan to state chairs – includes terminology change in data dumps	Wes	done
5/28/2014	change \$100 to \$150 on donation page to test difficulty of donation option change	Eric	done
5/29/2014	notify LP Stuff about the upcoming membership level change for their brochures	Robert	done
5/29/2014	create simple form to be printed in house with old levels but new mailing address to send to inquiries	Casey	done
6/9/2014	email announce upcoming membership level changes to public	Wes	done
6/20/2014	custom email promoting reaching \$1,000 Lifetime membership level before deadline	Nick	done
6/26/2014	incorporate convention-related benefits	Nancy	done
7/1/2014	snail mail Lifetime upgrade to \$200+ donors	Wes	done
7/7/2014	design new renewal form with new membership levels	Nick	done
7/15/2014	design page on LP.org explaining new membership levels	Eric	done
7/15/2014	Prepare notification letter to give notice to people who responded using old member form	Nick	done
7/25/2014	update forms at http://www.lp.org/campaign-resources	Wes	done
7/29/2014	email last call for \$1,000 Lifetime status	Wes	done
8/1/2014	update membership card printer	Casey	done
8/1/2014	update Raisers Edge – labels, queries, etc.	Robert	done
9/3/2014	Per new policy manual benefits, Mention on LP website: Lifetime and higher donors	Eric	done
11/6/2014	Per new policy manual benefits, Mention in LP News: Lifetime and higher donors (obtain	Eric	done

	photos &permissions as required)		
--	----------------------------------	--	--

The final step was completed 11/6/2014, with donors honored online here: <http://www.lp.org/lifetime-members>

LPStore.org

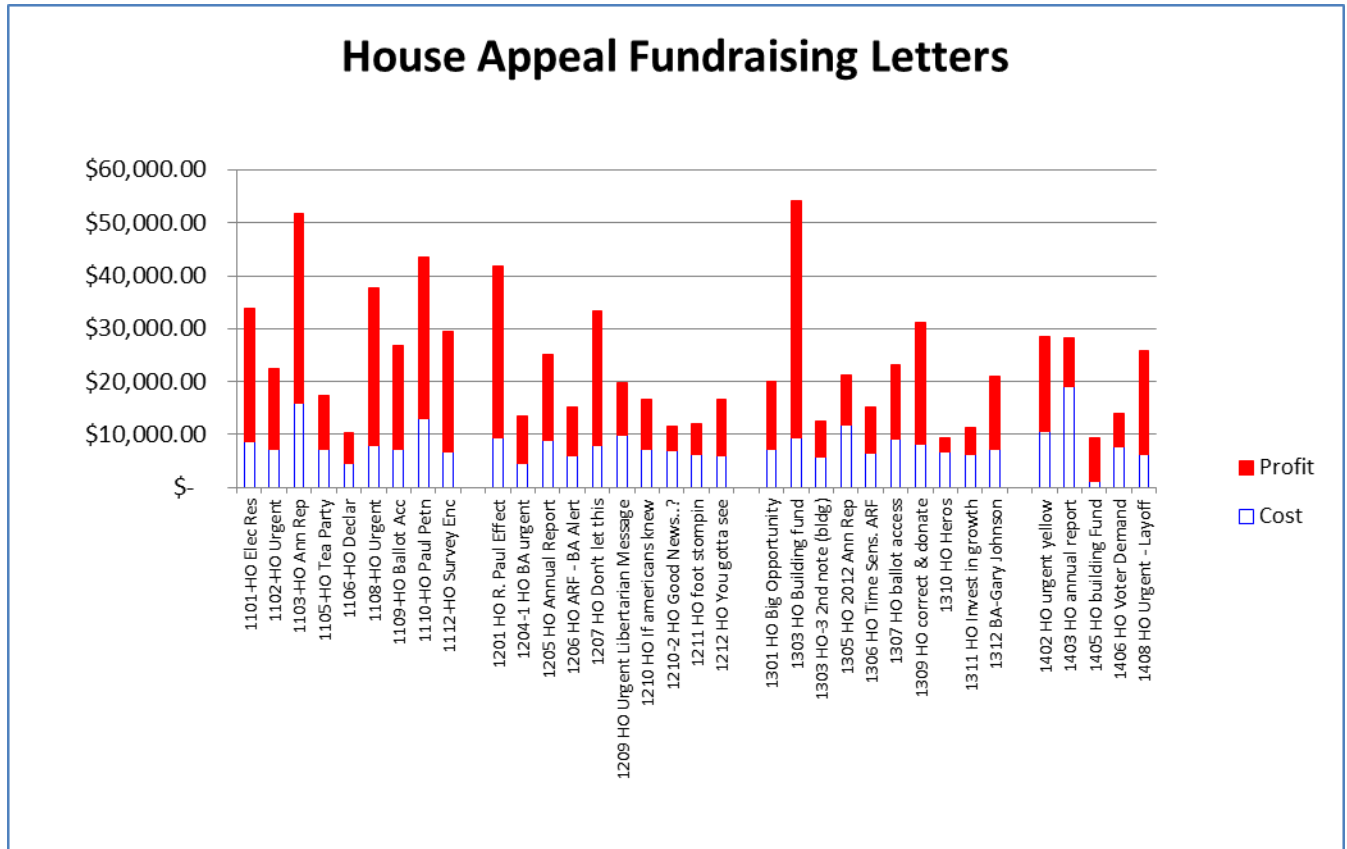
While no longer under contract, we cooperate with a merchandise vendor, LPStuff.com, by providing a link to their company website. In return, LPStuff.com offers a wide variety of Libertarian branded products, from stickers to brochures to apparel. However, LPStuff.com is an independent company, and the LNC receives no profits from the sale of items at LPStuff.com, nor does it have control over the offerings. We also don't receive the contact information for people who make purchases at LPStuff.com, and we don't receive information on the quantity of items sold. For those reasons, and in response to a shortage of particular offerings, especially current brochures, we set up an LNC-controlled site, LPStore.org. Our goal isn't to put LPStuff.com out of business. I don't foresee the LNC trying to offer the broad range of products LPStuff.com offers. I expect to offer links to both stores from LP.org for the foreseeable future. Also, there are many advantages to being able to combine our fundraising email efforts with special promotions offered at our own store.

The screenshot displays the LPStore.org website. At the top, the logo "LPSTORE" is in red, with the tagline "LIBERTARIAN PARTY BROCHURES, APPAREL, STICKERS, YARD SIGNS, AND MORE" below it. A navigation bar contains links for APPAREL, BROCHURES, STICKERS & SIGNS, DOOR HANGERS, and CONTACT US. The main content area features a large blue banner for "Libertarian" with the text "Minimum Government Maximum Freedom" and "Join the Libertarian Party at LP.org". To the right are two smaller blue signs: "Libertarian Party LP.org" and "Vote Libertarian LP.org". Below the banner, text states: "STICKERS & SIGNS These bumper stickers and yard signs are available in single or bulk orders (click below to visit the purchase page for each): Bumper Stickers: Yard Signs: LP.org". A "Free shipping on all orders!" message is centered below. The bottom section shows four product thumbnails: a Libertarian Party brochure, a Libertarian cap, a Libertarian yard sign, and a "Quiz Across America Libertarian Door Hangers" sign.

Fundraising Letters

In 2014, we cut back from the usual ten planned house fundraising letters to seven, partly due to complaints about the number of letters sent, and to see if revenue per letter would increase. (House letters are fundraising letters sent to our primary list of recent donors, as opposed to membership renewal letters, or prospecting letters which are sent to people who haven't donated before.) Different house letters are sent to different quantities of people, so direct comparisons should be done with care. For example "1405 HO building fund" was only sent to previous donors to the building fund, a small portion of our house list, with a similarly small overall cost. If you save copies of your fundraising letters, you can probably figure out which letter goes with which bar on the chart below, and it may be interesting to see how various letters performed financially. We do sometimes change writers and signers of the letters. I'm leaning towards sending seven house letters again in 2015 due to complaints and expected budget constraints, although most direct mail experts would recommend sending at least one per month. I recommend the LNC discuss the issue of fundraising letter frequency further.

The "1303 Building Fund" was the highest performing letter in several years. Urgent Gram-style letters have performed well overall in 2014, but also generated complaints. Perhaps counter-intuitively, the more positive sounding letters, "1310 HO Heroes" and "1311 HO Invest in growth," generated almost no complaints, but also small profits.



Board Report

The following chart, which we refer to as the “Board Report,” has more details on fundraising. Beware, this is a manually updated chart, not all areas are complete or tracked, and the cost information can be particularly misleading due to which costs may or may not be included, and how costs are allocated. Additionally, the numbers change as new donations arrive. Nevertheless, incomplete data is presented and is hopefully more informative than withholding the data available.

Official Mailing ID	Drop Date	Title	# of Pieces Mailed	Target Population	Gross Revenue	Total Costs	Net Revenue	No of Donors	Percent Response	Average Gift Amount	Cost to Raise \$1.	ROI	Cost per Donor
Costs, Dates, and Revenue from Direct Mail Projects 2008 through 2013													
2014 Appeals as 2014-08-31 House													
1402 HO	2/10/14	urgent yellow	34,992	most recent contributors	\$28,444.00	\$10,714.91	\$17,729.09	509	1.45%	\$55.88	\$0.38	\$2.65	\$21.05
1403 HO	3/21/14	annual report	19,584	stakeholders Jan 01, 2013 - Present	\$28,205.00	\$19,034.62	\$9,170.38	286	1.46%	\$98.62	\$0.67	\$1.48	\$66.55
1405 HO	5/15/2014*	building Fund	800	previous building fund donors (first class)	\$9,428.00	\$1,192.00	\$8,236.00	86	10.75%	\$109.63	\$0.13	\$7.91	\$13.86
1406 HO	6/13/14	Voter Demand	19,998	most recent contributors	\$13,991.00	\$7,573.00	\$6,418.00	239	1.20%	\$58.54	\$0.54	\$1.85	\$31.69
1408 HO	9/3/14	Urgent - Layoff	19,992	most recent contributors	\$25,902.00	\$6,274.00	\$19,628.00	384	1.92%	\$67.45	\$0.24	\$4.13	\$16.34
1411 HO	11/10/14	Porcupine	22,561	most recent contributors		\$3,293.00	-\$3,293.00		0.00%	#DIV/0!	#DIV/0!	\$0.00	#DIV/0!
Subtotal House			117,927		\$105,970.00	\$48,081.53	\$57,888.47	1,504	1.28%	\$70.46	\$0.45	\$2.20	\$31.97
2014 LP NEWS	VARIABLES								#DIV/0!	#DIV/0!			
Subtotal House Appeals Incl. LP News			117,927		\$105,970.00	\$48,081.53	\$57,888.47	1,504	1.28%	\$70.46	\$0.45	\$2.20	\$31.97
Renewals													
1401 RE	1/31/14	Please Renew Your Mem	4,104	2012 2013 letter	\$9,330.00	\$1,560.11	\$7,769.89	181	4.41%	\$51.55	\$0.17	\$5.98	\$8.62
1402 RE	2/28/14	Please Renew Your Mem	3,562	2012 2013 MM letter	\$11,899.99	\$1,354.82	\$10,545.17	208	5.84%	\$57.21	\$0.11	\$8.78	\$6.51
1403 RE	4/6/14	Please Renew Your Mem	4,502	2012 2013 MM letter	\$10,019.00	\$1,567.79	\$8,451.21	204	4.53%	\$49.11	\$0.16	\$6.39	\$7.69
1404 RE	4/24/14	Please Renew Your Mem	3,976	2012 2013 MM letter	\$9,477.00	\$1,386.16	\$8,090.84	191	4.80%	\$49.62	\$0.15	\$6.84	\$7.26
1405 RE	5/31/14	Please Renew Your Mem	2,425	2012 2013 MM letter	\$8,810.00	\$1,060.91	\$7,749.09	184	7.59%	\$47.88	\$0.12	\$8.30	\$5.77
1406 RE	7/10/14	life member	12,834	current non-life members	\$23,071.08	\$8,213.45	\$14,857.63	53	0.41%	\$435.30	\$0.36	\$2.81	\$154.97
1407 RE		Please Renew Your Mem	3,100	wes upgrade appeal	\$7,335.00		\$7,335.00	154	4.97%	\$47.63	\$0.00	#DIV/0!	\$0.00
1408 RE		Please Renew Your Mem	3,713	wes upgrade appeal			\$0.00		0.00%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
1409 RE		Please Renew Your Mem		wes upgrade appeal			\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
1410 RE	11/7/14	Please Renew Your Mem		wes upgrade appeal			\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
1411 RE		Please Renew Your Mem		wes upgrade appeal			\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Subtotal Renewals			38,216		\$79,942.07	\$15,143.24	\$64,798.83	1175	3.07%	\$68.04	\$0.19	\$5.28	\$12.89
Lapsed													
1406 LA	4/24/14	Please Renew Your Mem	31,748	long term expired	\$12,068.50	\$9,056.41	\$3,012.09	223	0.70%	\$54.12	\$0.75	\$1.33	\$40.61
Prospecting													
1404 PR-0	4/10/14	Reg LP - No premium	29,296	Registered Libertarians	\$2,547.95	\$8,784.41	-\$6,236.46	54	0.18%	\$47.18	\$3.45	\$0.29	\$162.67
1404 PR-1	4/10/14	Reg LP - book , t-shirt	29,295	Registered Libertarians (plus cost of prem)	\$4,449.00	\$8,784.41	-\$4,335.41	95	0.32%	\$46.83	\$1.97	\$0.51	\$92.47
Subtotal Prospecting			58,591		\$6,996.95	\$17,568.82	-\$10,571.87	149	0.25%	\$46.96	\$2.51	\$0.40	\$117.91
WEB													
Web Contributions		Donations			\$45,779.63		\$45,779.63	496		\$92.30			
Web New Members		New Members			\$40,948.00		\$40,948.00	1,195		\$34.27			
Web Renewals		Renewal Memberships			\$126,111.95		\$126,111.95	1,781		\$70.81			
WHITE MAIL													
White Mail Contributions		Donations			\$26,177.34		\$26,177.34	138		\$189.69			
White Mail for Membership		Membership			\$8,505.05		\$8,505.05	105		\$81.00			
Subtotal for Web and White Mail					\$247,521.97		\$247,521.97	3,715		\$66.63			
SPECIAL PROJECTS													
1404 HO		ballot fund - email		piryx	\$8,225.00		\$8,225.00	152	#DIV/0!	\$54.11	\$0.00	#DIV/0!	\$0.00
2014 GRAND TOTAL					\$460,724.49	\$89,850.00	\$370,874.49	6,918		\$66.60			

Official Mailing ID	Drop Date	Title	# of Pieces Mailed	Target Population	Gross Revenue	Total Costs	Net Revenue	No of Donors	Percent Response	Average Gift Amount	Cost to Raise \$1.	ROI	Cost per Donor
2013 Appeals (as of 2014-03-31 for HO)													
House													
1301 HO	1/28/13	Big Opportunity	20,694		\$20,150.17	\$7,115.00	\$13,035.17	212	1.02%	\$95.05	\$0.35	\$2.83	\$33.56
1303 HO	4/2/13	Building fund	13,336		\$54,186.00	\$9,464.00	\$44,722.00	201	1.51%	\$269.58	\$0.17	\$5.73	\$47.08
1303 HO email	4/4/13	Building fund email	130,454		\$2,303.00	\$0.00	\$2,303.00	8	0.01%	\$287.88	\$0.00	#DIV/0!	\$0.00
1303 HO 3	4/22/13	Second Notice (bldg fund)	13,337		\$12,550.00	\$5,729.00	\$6,821.00	84	0.63%	\$149.40	\$0.46	\$2.19	\$68.20
1303 HO email	5/8/13	Building fund email	137,609		\$10,689.00	\$0.00	\$10,689.00	17	0.01%	\$628.76	\$0.00	#DIV/0!	\$0.00
1305 HO	5/24/13	2012 Annual Report	19,793		\$21,272.83	\$11,820.00	\$9,452.83	281	1.42%	\$75.70	\$0.56	\$1.80	\$42.06
1306 HO	6/11/13	Extremely Time Sens. ARF	19,887		\$15,096.00	\$6,374.00	\$8,722.00	242	1.22%	\$62.38	\$0.42	\$2.37	\$26.34
1307 HO	8/13/13	ballot access	19,000		\$23,122.21	\$9,184.00	\$13,938.21	284	1.49%	\$81.42	\$0.40	\$2.52	\$32.34
1309 HO	9/30/13	corrections and donations	40,000		\$31,241.98	\$8,067.00	\$23,174.98	542	1.36%	\$57.64	\$0.26	\$3.87	\$14.88
1310 HO	10/30/13	Heros	22,840		\$9,499.54	\$6,724.00	\$2,775.54	165	0.72%	\$57.57	\$0.71	\$1.41	\$40.75
1311 HO	11/15/14	Invest in growth	20,188		\$11,307.00	\$6,357.95	\$4,949.05	176	0.87%	\$64.24	\$0.56	\$1.78	\$36.12
1312 Ballot Fund	12/23/14	Special message - Gary Johnson	20,005		\$20,968.20	\$7,157.76	\$13,810.44	272	1.36%	\$77.09	\$0.34	\$2.93	\$26.32
Subtotal House			457,138		\$232,385.93	\$77,992.71	\$154,393.22	\$2,484.00	0.54%	\$93.55	\$0.34	\$2.98	\$31.40
2013 LP NEWS	VARIES				\$2,935.00			62	#DIV/0!	\$47.34			
Subtotal House Appeals Incl. LP News			457,138		\$235,320.93	\$77,992.71	\$157,328.22	2,546	0.56%	\$92.43	\$0.33	\$3.02	\$30.63
Renewals													
1301 RE	1/22/13	Please Renew Your Mem	4,228		\$11,571.49	\$2,280.00	\$9,291.49	214	5.06%	\$54.07	\$0.20	\$5.08	\$10.65
1302 RE	2/20/13	Please Renew Your Mem	3,694		\$12,733.00	\$1,813.00	\$10,920.00	276	7.47%	\$46.13	\$0.14	\$7.02	\$6.57
1303 RE	3/25/13	Please Renew Your Mem	3,305		\$12,815.00	\$1,334.00	\$11,481.00	260	7.87%	\$49.29	\$0.10	\$9.61	\$5.13
1304 RE	4/23/13	Please Renew Your Mem	2,803		\$11,675.00	\$1,259.00	\$10,416.00	242	8.63%	\$48.24	\$0.11	\$9.27	\$5.20
1305 RE	6/1/13	Please Renew Your Mem	2,685		\$9,440.00	\$1,428.00	\$8,012.00	186	6.93%	\$50.75	\$0.15	\$6.61	\$7.68
1306 RE	6/26/13	Please Renew Your Mem	4,081		\$19,865.00	\$1,519.00	\$18,346.00	339	8.31%	\$58.60	\$0.08	\$13.08	\$4.48
1307 RE	7/22/13	Please Renew Your Mem	4,970		\$20,137.00	\$1,478.00	\$18,659.00	384	7.73%	\$52.44	\$0.07	\$13.62	\$3.85
1308 RE	8/30/13	Please Renew Your Mem	5,151		\$13,298.00	\$1,775.68	\$11,522.32	275	5.34%	\$48.36	\$0.13	\$7.49	\$6.46
1309 RE	9/24/13	Please Renew Your Mem	5,619		\$16,495.00	\$1,573.00	\$14,922.00	318	5.66%	\$51.87	\$0.10	\$10.49	\$4.95
1310 RE	10/30/13	Please Renew Your Mem	5,346		\$13,340.00	\$1,538.34	\$11,801.66	246	4.60%	\$54.23	\$0.12	\$8.67	\$6.25
1311 RE	11/15/13	Please Renew Your Mem	5,075		\$8,304.00	\$1,793.20	\$6,510.80	123	2.42%	\$67.51	\$0.22	\$4.63	\$14.58
1312 RE	12/31/13	Please Renew Your Mem	4,453		\$7,630.00	\$1,805.98	\$5,824.02	145	3.26%	\$52.62	\$0.24	\$4.22	\$12.46
Subtotal Renewals			56,561		\$170,401.49	\$21,146.24	\$149,255.25	3278	5.80%	\$51.98	\$0.12	\$8.06	\$6.45
Lapsed													
1308 LA	9/4/13	Please Renew Your Mem	39,057	long term expired	\$17,669.00	\$14,021.00	\$17,309.00	370	0.95%	\$47.75	\$0.79	\$1.26	\$37.89
1312 LA			25,000	long term expired	\$7,520.00		\$11,310.00	177	0.71%	\$42.49	\$0.00	#DIV/0!	\$0.00
Subtotal Lapsed			64,057		\$25,189.00	\$14,021.00	\$11,168.00	547	0.85%	\$46.05	\$0.56	\$1.80	\$25.63
Prospecting													
1311 PR					\$7,591.00		\$152.00						
							\$0.00						
Subtotal Prospecting			0		\$7,591.00	\$0.00	\$7,591.00	0	#DIV/0!	#DIV/0!	\$0.00	#DIV/0!	#DIV/0!
WEB													
Web Contributions		Donations			\$31,149.00		\$31,149.00	452		\$68.91			
Web New Members		New Members			\$85,850.00		\$85,850.00	2,394		\$35.86			
Web Renewals		Renewal Memberships			\$137,101.00		\$137,101.00	2,761		\$49.66			
WHITE MAIL													
White Mail Contributions		Donations			\$45,252.00		\$45,252.00	130		\$348.09			
White Mail for Membership		Membership			\$11,135.00		\$11,135.00	187		\$59.55			
Subtotal for Web and White Mail					\$310,487.00		\$310,487.00	5,924		\$52.41			
SPECIAL PROJECTS													
1310 facebook		online		facebook	\$1,260.00		\$1,260.00	46		\$27.39			
1311 Ballot Fund		piryx		email list	\$28,256.78		\$28,256.78	586	#DIV/0!	\$48.22			

2012 Appeals (as of 2013-06-30)														
House														
1201 HO	2/6/12	Ron Paul Effect	29,725	House + Vols + lapsed	\$41,902.00	\$9,345.50	\$32,556.50	346	1.16%	\$121.10	\$0.22	\$4.48	\$27.01	
1204-1 HO	4/16/12	BA urgent	18,937	House	\$13,388.00	\$4,452.42	\$8,935.58	201	1.06%	\$66.61	\$0.33	\$3.01	\$22.15	
1205 HO	6/9/12	Annual Report	19,956	2011 constituents	\$25,213.00	\$8,867.31	\$16,345.69	330	1.65%	\$76.40	\$0.35	\$2.84	\$26.87	
1206 HO	6/20/12	ARF - BA Alert	19,956	2011 constituents	\$15,124.00	\$6,044.14	\$9,079.86	222	1.11%	\$68.13	\$0.40	\$2.50	\$27.23	
1207 HO	8/6/12	Don't let this hold back..	25,494	house + Vols + GJ	\$33,261.00	\$8,014.65	\$25,246.35	388	1.52%	\$85.72	\$0.24	\$4.15	\$20.66	
1209 HO	9/13/12	Urgent Libertarian Message	32,776	house + Vols + GJ + lapsed	\$19,684.00	\$9,911.26	\$9,772.74	320	0.98%	\$61.51	\$0.50	\$1.99	\$30.97	
1210 HO	10/4/12	If all americans knew	21,909	house + GJ	\$16,646.00	\$7,147.73	\$9,498.27	182	0.83%	\$91.46	\$0.43	\$2.33	\$39.27	
1210-2 HO	10/30/12	Is this the ..Good News..?	22,333	house + GJ	\$11,461.00	\$7,060.00	\$4,401.00	134	0.60%	\$85.53	\$0.62	\$1.62	\$52.69	
1211 HO	11/26/12	foot stompin, smil making..	20,650	house 18 + GJ	\$12,079.00	\$6,295.00	\$5,784.00	166	0.80%	\$72.77	\$0.52	\$1.92	\$37.92	
1212 HO	12/31/12	You gotta see this: can't fail	18,773	house 18 + GJ less pledgers	\$16,595.00	\$2,988.00	\$13,607.00	0	0.00%	#DIV/0!	\$0.18	\$5.55	#DIV/0!	
Subtotal House			230,509		\$205,353.00	\$70,126.01	\$135,226.99	2,289	0.99%	\$89.71	\$0.34	\$2.93	\$30.64	
2012 LP NEWS	VARIES				\$625.00			9	#DIV/0!	\$69.44				
Subtotal House Appeals Incl. LP News			230,509		\$205,978.00	\$70,126.01	\$135,851.99	2,298	1.00%	\$89.63	\$0.34	\$2.94	\$30.52	
Renewals														
1201 RE	1/9/12	Please Renew Your Mem	3,294		\$14,440.00	\$1,029.11	\$13,410.89	285	8.65%	\$50.67	\$0.07	\$14.03	\$3.61	
1202 RE	2/8/12	Please Renew Your Mem	3,327		\$12,431.00	\$1,029.75	\$11,401.25	263	7.91%	\$47.27	\$0.08	\$12.07	\$3.92	
1203 RE	3/17/12	Please Renew Your Mem	4,675		\$16,157.00	\$1,223.42	\$14,933.58	302	6.46%	\$53.50	\$0.08	\$13.21	\$4.05	
1204 RE	4/12/12	Please Renew Your Mem	4,654		\$13,419.00	\$1,222.00	\$12,197.00	290	6.23%	\$46.27	\$0.09	\$10.98	\$4.21	
1205 RE	6/2/12	Please Renew Your Mem	4,371		\$11,700.00	\$1,179.99	\$10,520.01	256	5.86%	\$45.70	\$0.10	\$9.92	\$4.61	
1206 RE	7/2/12	Please Renew Your Mem	4,606		\$13,195.00	\$1,208.00	\$11,987.00	256	5.56%	\$51.54	\$0.09	\$10.92	\$4.72	
1207 RE		Please Renew Your Mem			\$0.00		\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
1208 RE	8/7/12	Please Renew Your Mem	5,347		\$26,746.00	\$1,313.93	\$25,432.07	519	9.71%	\$51.53	\$0.05	\$20.36	\$2.53	
1209 RE	9/21/12	Please Renew Your Mem	4,865		\$16,738.00	\$1,245.97	\$15,492.03	334	6.87%	\$50.11	\$0.07	\$13.43	\$3.73	
1210 RE	10/16/12	Please Renew Your Mem	4,308		\$13,863.00	\$1,170.19	\$12,692.81	275	6.38%	\$50.41	\$0.08	\$11.85	\$4.26	
1211 RE	11/16/12	Please Renew Your Mem	3,863		\$6,805.00	\$1,208.00	\$5,597.00	157	4.06%	\$43.34	\$0.18	\$5.63	\$7.69	
1212 RE	12/22/12	Please Renew Your Mem	4,325		\$18,880.00	\$1,163.00	\$17,717.00	387	8.95%	\$48.79	\$0.06	\$16.23	\$3.01	
Subtotal Renewals			47,635		\$164,374.00	\$12,993.36	\$151,380.64	3324	6.98%	\$49.45	\$0.08	\$12.65	\$3.91	
Lapsed														
1206 LA	7/3/12	Why haven't you been told	21,693		\$2,330.00	\$5,997.00	-\$3,667.00	51	0.24%	\$45.69	\$2.57	\$0.39	\$117.59	
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Subtotal Lapsed			21,693		\$2,330.00	\$5,997.00	-\$3,667.00	51	0.24%	\$45.69	\$2.57	\$0.39	\$117.59	
Prospecting														
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
Subtotal Prospecting			0		\$0.00	\$0.00	\$0.00	0	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	
WEB														
Web Contributions		Donations			\$98,840.00		\$98,840.00	1,134		\$87.16				
Web New Members		New Members			\$138,345.00		\$138,345.00	3,533		\$39.16				
Web Renewals		Renewal Memberships			\$131,507.00		\$131,507.00	2,372		\$55.44				
WHITE MAIL														
White Mail Contributions		Donations			\$46,323.00		\$46,323.00	182		\$254.52				
White Mail for Membership		Membership			\$15,549.00		\$15,549.00	199		\$78.14				
Subtotal for Web and White Mail					\$430,564.00		\$430,564.00	7,420		\$58.03				
SPECIAL PROJECTS														
doorhangers										#DIV/0!				
lapsed member intern calling										#DIV/0!				
2012 GRAND TOTAL					\$803,246.00	\$89,116.37	\$714,129.63	15,382		\$52.22				

Official Mailing Name	Drop Date	Topic and Purpose	# of Pieces	Target Population	Gross Revenue	Total Costs	Net Revenue	No of	Percent	Average	Cost to	ROI	Cost per
I Appeals (as of 2012-04-30)													
House													
1101 HO	1/11/11	election results 2010	24,991		\$33,934.00	\$8,770.26	\$25,163.74	492	1.97%	\$68.97	\$0.26	\$3.87	\$17.83
1102 HO	3/3/11	Hinkle Urgent	19,812		\$22,445.00	\$7,199.86	\$15,245.14	388	1.96%	\$57.85	\$0.32	\$3.12	\$18.56
1103 HO	4/7/11	annual report 2010	21,603		\$51,624.00	\$15,926.89	\$35,697.11	429	1.99%	\$120.34	\$0.31	\$3.24	\$37.13
1105 HO	5/5/11	Tea Party is over	20,118		\$17,351.00	\$7,122.27	\$10,228.73	311	1.55%	\$55.79	\$0.41	\$2.44	\$22.90
1106 HO	6/11/11	Declaration - July 4	19,999		\$10,246.00	\$4,532.48	\$5,713.52	197	0.99%	\$52.01	\$0.44	\$2.26	\$23.01
1108 HO	8/6/11	Yellow Urgent	19,928		\$37,625.00	\$8,026.24	\$29,598.76	561	2.82%	\$67.07	\$0.21	\$4.69	\$14.31
1109 HO	9/27/11	Ballot Access	29,933		\$26,891.00	\$7,123.45	\$19,767.55	337	1.13%	\$79.80	\$0.26	\$3.77	\$21.14
1110 HO	10/31/11	Paul Petition	49,893		\$43,473.00	\$13,092.55	\$30,380.45	583	1.17%	\$74.57	\$0.30	\$3.32	\$22.46
1112 HO	12/19/12	Survey Enclosed	19,711		\$29,547.00	\$6,674.00	\$22,873.00	468	2.37%	\$63.13	\$0.23	\$4.43	\$14.26
Sub House Appeals			225,988		\$273,136.00	\$78,468.00	\$194,668.00	3,766	1.67%	\$72.53	\$0.29	\$3.48	\$20.84
2011 LP NEWS	VARIES				\$4,325.00			88		\$49.15			
Subtotal House Appeals Incl. LP News			225,988		\$277,461.00	\$78,468.00	\$198,993.00	3,854	1.71%	\$71.99	\$0.28	\$3.54	\$20.36
Renewals													
1101 RE	1/18/11	Please Renew Your Mem	5,682		\$24,450.00	\$1,744.96	\$22,705.04	524	9.22%	\$46.66	\$0.07	\$14.01	\$3.33
1102 RE	2/25/11	Please Renew Your Mem	5,467		\$19,966.00	\$4,279.63	\$15,686.37	424	7.76%	\$47.09	\$0.21	\$4.67	\$10.09
1104 RE	4/14/11	Please Renew Your Mem	5,425		\$25,807.00	\$1,574.30	\$24,232.70	524	9.66%	\$49.25	\$0.06	\$16.39	\$3.00
1105 RE	5/20/11	Please Renew Your Mem	4,728		\$15,471.00	\$1,226.65	\$14,244.35	321	6.79%	\$48.20	\$0.08	\$12.61	\$3.82
1107 RE	7/10/11	Please Renew Your Mem	5,311		\$28,427.00	\$1,404.00	\$27,023.00	538	10.13%	\$52.84	\$0.05	\$20.25	\$2.61
1108 RE	8/25/11	Please Renew Your Mem	4,102		\$17,396.00	\$3,223.00	\$14,173.00	369	9.00%	\$47.14	\$0.19	\$5.40	\$8.73
1109 RE	9/13/11	Please Renew Your Mem	3,839		\$16,184.00	\$1,139.48	\$15,044.52	314	8.18%	\$51.54	\$0.07	\$13.96	\$3.63
1110 RE	10/8/11	Please Renew Your Mem	3,975		\$16,047.00	\$1,159.01	\$14,887.99	336	8.45%	\$47.76	\$0.07	\$14.99	\$3.45
1111 RE	11/17/11	Please Renew Your Mem	3,355		\$8,906.00	\$1,070.81	\$7,835.19	171	5.10%	\$52.08	\$0.12	\$8.32	\$6.26
1112 RE	12/5/12	Please Renew Your Mem	3,361		\$9,259.00	\$1,038.14	\$8,220.86	199	5.92%	\$46.53	\$0.11	\$8.92	\$5.22
Subtotal Renewals			45,245		\$181,913.00	\$17,859.98	\$164,053.02	3720	8.22%	\$48.90	\$0.10	\$10.19	\$4.80
Lapsed													
1104 LA	4/14/11	Please renew & free book	1,883		\$175.00		\$175.00	4	0.21%	\$43.75	\$0.00	#DIV/0!	\$0.00
1104 LA 02	5/5/11	Please renew & free book	20,118		\$12,325.00	\$6,371.61	\$5,953.39	246	1.22%	\$50.10	\$0.52	\$1.93	\$25.90
1109 LA	9/27/11	Renew or why not-survey	49,915		\$10,358.00	\$13,513.23	-\$3,155.23	262	0.52%	\$39.53	\$1.30	\$0.77	\$51.58
Subtotal Lapsed			71,916		\$22,858.00	\$19,884.84	\$2,973.16	512	0.71%	\$44.64	\$0.87	\$1.15	\$38.84
Prospecting													
1104 PR	5/7/11		26,145		\$7,319.00	\$9,256.00	-\$1,937.00	149	0.57%	\$49.12	\$1.26	\$0.79	\$62.12
1108 PR	8/24/11		50,000		\$4,300.00	\$12,467.45	-\$8,167.45	87	0.17%	\$49.43	\$2.90	\$0.34	\$143.30
1111 PR	11/10/11		58,438		\$10,618.00	\$14,001.81	-\$3,383.81	196	0.34%	\$54.17	\$1.32	\$0.76	\$71.44
Subtotal Prospecting			76,145		\$22,237.00	\$21,723.45	\$513.55	432	0.57%	\$51.47	\$0.98	\$1.02	\$50.29
WEB													
Web Contributions		Donations			\$44,983.74		\$44,983.74	655		\$68.68			
Web New Members		New Members			\$66,843.00		\$66,843.00	1,675		\$39.91			
Web Renewals		Renewal Memberships			\$132,949.10		\$132,949.10	2,823		\$47.09			
WHITE MAIL													
White Mail Contributions		Donations			\$52,080.55		\$52,080.55	216		\$241.11			
White Mail for Membership		Membership			\$16,360.35		\$16,360.35	237		\$69.03			
Subtotal for Web and White Mail					\$313,216.74		\$313,216.74	5,606		\$55.87			
SPECIAL PROJECTS													
Directlinere renewal calling					\$19,816.50	\$15,000.00	\$4,816.50	475		\$41.72			
2011 GRAND TOTAL					\$837,502.24	\$152,936.27	\$684,565.97	18,365		\$45.60			

Facebook

The official Libertarian National Committee Facebook page, facebook.com/libertarians, continues strong growth. LNC Vice Chair, Arvin Vohra, works with a team of volunteers that provide much of the content. Candidate and issue memes are the most common postings, but LPHQ press releases and blog entries also get posted to the Facebook page. The following chart compares the number of “fans” of the Libertarian Party to other political organizations.

						Growth% (12/07/2011 to 12/02/2014)
Facebook Fans	4/30/2010	11/16/2010	12/7/2011	10/3/2014	12/2/2014	
Republican Party	128,778	194,050	241,954	1,617,753	1,733,117	616%
Reason Magazine	17,839	30,133	45,795	218,903	226,384	394%
Heritage Foundation	152,949	272,333	389,946	1,742,194	1,769,944	354%
ACLU	32,149	41,846	72,890	255,042	266,288	265%
Democratic Party	85,316	185,447	280,387	864,614	919,110	228%
Libertarian Party	40,000	129,126	192,160	532,851	543,597	183%
Institute for Justice	3,490	30,888	47,580	120,145	121,493	155%
Advocates for Self-Gov.	4,827	8,892	13,534	32,284	34,451	155%
Cato Institute	45,407	72,758	104,878	234,449	241,243	130%
Ron Paul	199,552	272,152	614,577	1,310,298	1,319,865	115%
MoveOn.org	87,334	107,590	292,411	622,180	644,335	120%
Campaign for Liberty	47,121	82,430	114,018	200,464	206,519	81%
LNCC				1,875	2,000	

In 2011 we used paid advertising that targeted our facebook fans to become members, and the ads actually made a profit (a rarity in prospect advertising). Eric Dixon restarted paid ads in October and we’ve recruited 201 members, raising \$5,025 at a cost below that. While it would seem logical to ramp up the spending on something that is either profitable or slightly unprofitable for membership recruitment, unfortunately, tests of increasing the spending rate on the ads has not linearly increased the funds raised. We plan to continue facebook ads in 2015.

Staff Personnel Changes

The Member Services Specialist position remains unfilled. We’ve not attempted to fill that position due to financial constraints and possible 2015 staff budget cuts. Eric Dixon, Editor and Technology Developer, leaves us December 4, 2014. We started a replacement search for Eric. Eric was highly skilled, and it’s unlikely we’ll be able to find and hire someone with all of his skills. We will likely assign some his duties to other existing staff, hire an additional staff person, and assign other duties to contractors.

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 Committees
 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 (tasks to be reassigned)
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
General 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

LNC Political Director Report Sep. 6 – Nov. 26, 2014

Submitted by Carla Howell

Key observations of Election 2014

2014 was a very positive growth year for the LP based on media coverage, inclusion of our candidates in polls, voter registration, and votes.

While the media remains strongly biased in favor of Democrats and Republicans, media coverage of Libertarians and the LP improved substantially this election.

Owing to a number of races that potentially could swing the balance of power in the Senate, as well as some tight races for governor, several of our candidates were featured in national media, including on Fox News, New York Times, Washington Post, CNN, NPR, LA Times, Associated Press, Wall Street Journal, Newsmax, MSNBC Hardball, Breitbart, Huffington Post, ABC News, USA Today, Daily Caller, the Stossel Show (post election) and Time magazine. Three candidates were interviewed on Fox Business News' *The Independents*, and Reason ran several positive stories and columns on the LP and our candidates. The Independent Institute's *The Beacon* covered the Wyllie campaign.

Candidates who received notable national coverage included Sean Haugh for US Senate in North Carolina, Amanda Swafford for US Senate in Georgia, Adrian Wyllie for governor in Florida, David Patterson for US Senate in Kentucky, Andrew Hunt for governor in Georgia, Chad Grimm for governor in Illinois, Rob Sarvis for US Senate in Virginia, Doug Butzier for US Senate in Iowa (Rest In Peace), and Lucas Overby for US House in Florida.

A number of candidates received substantial coverage within their states, including Adrian Wyllie, John Buckley for US Senate in West Virginia, Rob Sarvis, Keen Umbehr for governor in Kansas, Steve French for governor in South Carolina, Jack Seaman for US Senate in North Dakota, and Frank Gilbert for governor of Arkansas.

Collectively the national coverage we received for these races rivaled that of several of our past presidential campaigns. The LP would need to spend millions of dollars in advertising to match the free coverage the LP got for these races, suggesting that we should relish the opportunity to run candidates in tight races.

Similarly many more Libertarians were included in publicized polls, mostly in these same close races. Many of them polled in high single digits and a few in low double digits –possibly more than the LP has ever seen. While vote totals came down from poll numbers in the end, as is typical, they remained strong considering the record-shattering levels of spending by Democrats, Republicans and their respective PACs this election year.

The LP also broke a record for top-of-ticket votes in a midterm election year, despite the fact that we did not have top-of-ticket candidates in California or Washington owing to “top two” and despite the fact that voter turnout was low nationwide.

Exit polls showed that our candidates are continuing to pull disproportionately high vote percentages from young voters. Given that young voters are more inclined to skip midterm elections than older voters, this, along with the above 2014 results, are all signs that the LP’s presence on the ballot is having an increasing impact on elections and that we are well-positioned to do even better in 2016.

At the same time, we continue to face difficult ballot challenges. This was most notable in Ohio where the governor and AG candidates were thrown off the ballot and in New York where our governor candidate was placed in a hard-to-find position on many ballots. Our state senate candidate Gigi Bowman faced a nasty challenge to her petition signatures from the incumbent. This resulted in her being described as “not on the general election ballot” in some key news coverage. Several precincts used ballots that omitted her name, despite her being legally qualified for the ballot.

Jeremy Walter’s race for state house in South Carolina was disappointing but not surprising. He won just under 20% of the vote against the same Republican whom he almost beat in 2012 with 47%. The difference this year was that the Republican was the incumbent and also that she was on the ballot as a Republican – whereas she had to run as an independent in 2012. This is a reminder that D/R partisan voting remains a significant barrier for alternative parties.

More good news: Libertarian voter registration is up over the last seven months by a higher percentage than the increase of all other parties and independents combined. This follows a 16-month period where Libertarian registrations were the only ones to go up while all other party registrations went down.

Seventeen Libertarians were elected to local offices in November, including seven who were unopposed. Another advanced to a runoff election in December.

Projects and one-time activities:

- With Bob Johnston, ramped up frequency of blogs to near daily in month before Election Day and for several weeks thereafter. Aiming to keep 5/ week level going into holiday season and to build to one/day or more thereafter.
- Helped arrange lawsuit in Kentucky
- Helped with ballot access problems in New York (Gigi Bowman campaign)
- Negotiating to continue radio show *Libertarians Working for You* on VoiceAmerica free of charge to LNC.

- Held post-mortem conference call with US Senate and governor candidates. Wrote blast emails to federal Libertarian candidates to support campaigns
- Continued participation with DC-based groups pushing for restoration of the Fourth Amendment

Regular activities:

- Candidate support for 2014 and recruitment for 2015-16.
- 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
- Arrange media bookings (previously done by Molly Schwoppe)
- Occasional coaching and getting updates from elected Libertarians
- Wrote articles for December *LP News*
- With Eric Dixon, picked articles for and reviewed September, October and November issues of *Liberty Pledge*

Political Director made contact with the following Libertarian candidates and prospects this period in support of their campaigns (in addition to frequent contacts made by Bob Johnston). This involved responding to inquiries and questions; giving advice on general campaigning, messaging, media relations and fundraising; helping to connect to volunteers; and covering their campaigns in LP media:

Adrian Wyllie - FL, Chad Monnin - OH, Danny Bedwell - MS, 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 Umbehr campaign - KS, Marc Harrold - VA, Michael McDermott - AK, Mike Fellows - MT, Pranav Badhwar - DC, Richard Prawdzienski - OK, Rob Lapham - TX, Rob Sarvis - VA, Sean Haugh - NC, Sharon Hansen - IL, Amanda Swafford - GA, Brannon McMorris - LA, Dan Feliciano - VT, Doug Butzier - IA

(RIP!), Ed Wright - IA, 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, Martin Moulton - DC, Michael Kokoski - HI, Randall Lord - LA, Roland Riemers - ND, Russ Monchil - MO, Scott Kohlhaas - AK, Steve French – SC, Christopher Rike – AZ, Joe Cobb – AZ, Debbie Standiford – AR, Edward Rankin – TX, Jack Seaman-ND, Jeff Petermann – IN, Sean Haugh – NC, Lenny Ladner – TN, Mark Fish – AK, Martin Moulton – DC, Bruce Majors – DC, Michael Kokosky – HI, Jeff Davis – HI, Mike Fellows – MT, Rufus Craig – LA, Will Hammer – VA, Victor Korcher – SC, Jeremy Walters – SC, Michael McDermott - NY

LP Media coverage

Below is a partial list of national LP major media mentions (does not include candidate-specific coverage). Note that since the departure of LNC receptionist Molly Schwoppe, we have not been able to keep a log of many of our media hits:

10/2	Newsweek	How Libertarians would handle an Ebola outbreak in Texas
10/2	RT TV	Carla Howell interview: 'Obama to be remembered as someone who betrayed his supporters'
10/2	Uncovered Politics	An Interview with Libertarian National Committee Chair Nicholas Sarwark
10/3	The Federalist	Third-Party candidates are not poisonous mushrooms
10/7	The Hill	Civil liberties groups: Don't stop on NSA reform
10/8	Reason	A Libertarian Party Moment?
10/28	Breitbart	The war on Libertarians and independents
10/28	Reason	Vote Libertarian to Stop the Next 'Bipartisan' Disaster
10/29	Reason TV	Arvin Vohra interview
10/30	Reason	Nick Sarwark column <i>Seven Reasons to Vote for the Libertarian Party</i>
11/2	RT TV	US tired of voting for Democrats, Republicans
11/3	Liberty Magazine	New Hope for the LP?
11/3	RT TV	Carla Howell interview on RT TV
11/4	City A.M.(London business news)	2014 US midterm elections: Will Libertarian Party candidates spoil a Republican win?
11/4	Al Jazeera English	Interview of Carla Howell and live coverage of LP headquarters throughout Election Day
11/5	Reason	Exit polls for Haugh, Saris; Who did these Libertarians 'Spoil their senate races for?
11/5	Press TV	GOP, Democrats 'rigged election process' to retain control
11/5	Washington Times	Gary Johnson tosses hat in White House run for 2016

11/6	Reason blog	Fear of a Libertarian Planet
11/6	National Review	The GOP's Limited Ability to Win Over Those who Vote Libertarian
11/7	American Thinker	GOP overcomes Libertarian plot
11/12	Reason	The 98 percent of Americans who don't vote Libertarian spoil elections for everyone else
11/25	Press TV	No-win US foreign policies made Hagel resign
11/26	Washington Times	Libertarian Party lashes out at Rand Paul's new hawkish side

Press Releases this period

11/25 An open letter from Libertarian Party Chair Nicholas Sarwark to Sen. Rand Paul
11/3 Why your Libertarian vote on Tuesday, Nov. 4, is worth 100 times the other guy's vote
10/28 100% guaranteed-accurate election prediction announced
10/13 Oligarchy wins. Kentucky loses.
9/29 Libertarians sue Kentucky public television for First Amendment violation
9/24 President Obama starts another war in violation of Constitution
9/18 How do Libertarians, Republicans, and Democrats differ?
9/18 Libertarian Party submits statement in opposition to Oregon "top two"
9/15 Libertarian candidates for federal office pledge to downsize Big Government
9/9 Libertarian Party urges lawmakers to get out, stay out of Iraq and Syria

Blogs this period

11/19 Indiana LP retains ballot access for sixth time in a row
11/17 Two Connecticut LP candidates retain ballot access for their seats
11/14 Hawaii LP meets vote test for first time and retains ballot access
11/13 LPHQ job posting: Editor & Technology Developer
11/12 Maryland LP retains ballot access for first time
11/10 Voting Methods & Election Integrity Symposium - Glendale, CO on Nov. 15th
11/ 7 North Dakota LP attains ballot access for the first time in its history
11/7 Libertarian results for U.S. Senate, 2010-2014
11/ 7 Libertarian results for governor, 2010-2014
11/ 7 Election results for state ballot measures
11/ 7 LP gains and loses ballot access in states, overall remains strong
11/ 7 Oregon LP leaders rejoice over defeat of state's Measure 90 "top two"
11/ 6 Thanks, Libertarians! Election results coming...
11/5 Libertarians play key role in highly contested races
11/4 2014 Election Night Updates
11/4 Election returns to watch for tonight
11/3 Krawchuk running for Governor in PA as a write-in
11/2 Amanda Swafford in GA Senate debate Sunday morning, and more candidate debate coverage

10/31 After narrow loss in 2012, SC Libertarian Jeremy Walters faces same opponent in 2-way
10/30 LP Chair on Reason: Seven Reasons to Vote for the Libertarian Party
10/30 Polls that mention LP, or a Libertarian candidate, or "libertarian" self-id
10/29 WV editorials hint at voting for Libertarian Buckley for U.S. Senate
10/29 Libertarian Gigi Bowman on the ballot in NY
10/29 LP Vice Chair Arvin Vohra on Reason TV
10/28 Lucas Overby endorsed by former Democrat-backed challenger
10/27 LPNY gubernatorial candidate releases tax plan, receives endorsements
10/26 Libertarian Jack Seaman "is right" on foreign policy, says his Democratic rival
10/24 Illinois LP gubernatorial candidate covered by Fox, Huff Post, Chicago Sun Times
10/23 October issue of LP News now available online
10/22 NY Libertarian for governor in live debate online tonight, Wednesday Oct. 22
10/21 LP with coalition presses for real NSA reform
10/21 LPO candidates kept off of the ballot
10/20 Gallup polls continue to say Americans want a third party
10/19 Wife of Libertarian for governor speaks out against newspaper's election coverage
10/18 Georgia LP state chair featured in Ozy.com
10/17 Libertarian gubernatorial candidate will keep Alaska free of state income tax
10/16 Libertarians getting 9% support for Congress in poll
10/14 Iowa Libertarian U.S. Senate candidate dies in plane accident
10/14 Libertarian anti-prohibition activist Bill Wohlsifer running for AG
10/11 Colorado Libertarian Lily Williams brings lessons from China to her bid for state house
10/10 More Libertarian yard signs available
10/9 Gov. Gary Johnson roast to raise money for PDC lawsuit
10/9 Watch Libertarian Sean Haugh in NC U.S. Senate debate 10/8 Nevada Libertarians help
stop taxpayer funding for new stadium
10/7 ND Libertarian Jack Seaman the "break-out star" of debate
10/6 Libertarian McDermott for governor could win NY ballot access
10/3 Newsweek features libertarian views on Ebola
10/2 LNC chair interview with UncoveredPolitics.com
9/30 Libertarian Amanda Swafford for U.S. Senate featured in Time
9/30 August issue of LP News now available online
9/29 New York Times and CNN articles cover Libertarian Party candidates
9/26 Libertarian Party likely to set record for alternative party votes in midterm elections
9/23 Help us fight to keep LP candidates on the ballot
9/19 LNC Meeting to be streamed live on 9/20 & 9/21; agenda
9/16 Libertarian sues to stop Republicans from replacing Lt. Governor candidate in Nebraska
9/12 Libertarian Party of Ohio endorses Monnin
9/11 Libertarian chair remembers 9/11
9/10 Libertarian Jeffrey Carson appears in congressional debate
9/9 Incumbent files suit to kick Libertarian Gigi Bowman off ballot
9/5 Libertarian Party TV ad campaign in Georgia
9/4 Gun-toting thugs harass Libertarian supporters

Director of Operation's Report

Submitted by Robert Kraus

Blackbaud – Data Dumps – Internal Customer Service

We continue to do various ongoing clean ups of emails and other items in the dumps including a recent National Change of Address on 90k plus records resulting in almost 8k forwardable moves. The new membership levels have been included in dumps since Sept with no issues from states. As a result of the ASC survey, staff reached out to several states that had reported data issues and concerns. All but one of those have decided on taking the simpler updated 2012 formatted data dump and they appear to be happy with the results. We urge all states that currently receive the old formatted dump to contact us regarding the updated format which is much easier for states to use.

Building Fund

We've raised \$2765 since 09/01/14 thru 11/25/14. The final individual donor room and perpetual plaques have been ordered and recognition certificates will be going out early next month.

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.

Financial

Finances remain very tight despite some improvement in fund raising for Sept & Oct. however Nov was one of our worst months ever in part due to slow mailing of the current house letter. Results should improve in Dec.

As of 11/25 we have \$19k in unrestricted funds available with some large expenses coming up including our annual software fee for Raiser's Edge (\$12k) and ½ yearly payment of property taxes (\$4.4k).

We currently have zero a/p and as the treasurer previously reported the Hyatt bill was paid in full early in Oct.

Staff also has spent countless hours working with the treasurer and the E/C on the budget thru multiple drafts. A very conservative approach is urged as funds will remain tight throughout

2015. Staff looks forward to working with various committees (ASC / IT) to come up with some cost effective solutions.

Thank you!

Robert

November 2014 Election Results Report

Submitted by Arthur DiBianca

Note, these lists are based on preliminary (unofficial) results, so nothing is final, but we don't expect the percentages to change significantly. Vote counts might change significantly in some cases.

Number of candidates and vote counts for each state (alphabetical on left, sorted by vote total on right):

State	Candidates	Vote total
AK	5	33,214
AL	13	43,664
AR	28	388,773
AZ	14	432,141
CA	15	127,752
CO	41	749,265
CT	2	3,370
DC	9	29,373
DE	9	24,509
FL	19	845,824
GA	6	1,028,208
HI	17	34,401
IA	11	114,221
ID	5	24,082
IL	7	763,969
IN	70	301,209
KS	10	82,670
KY	11	79,300
LA	18	115,655
MA	8	41,913
MD	10	97,174
MI	30	546,359
MN	12	160,182
MO	28	382,390
MS	2	7,168
MT	8	24,762
NC	11	145,913
ND	3	42,670
NE	8	174,964

State	Candidates	Vote total
TX	132	3,904,583
GA	6	1,028,208
FL	19	845,824
IL	7	763,969
CO	41	749,265
MI	30	546,359
AZ	14	432,141
AR	28	388,773
MO	28	382,390
OH	15	331,919
IN	70	301,209
WI	13	237,864
NV	15	190,017
NE	8	174,964
SD	5	169,738
OR	33	166,537
MN	12	160,182
NC	11	145,913
CA	15	127,752
LA	18	115,655
IA	11	114,221
VA	9	100,662
MD	10	97,174
KS	10	82,670
WA	12	80,831
SC	9	80,159
KY	11	79,300
NY	7	66,800
AL	13	43,664

NH	1	969
NJ	6	26,184
NV	15	190,017
NY	7	66,800
OH	15	331,919
OK	1	9,125
OR	33	166,537
PA	15	7,758
RI	1	10,218
SC	9	80,159
SD	5	169,738
TN	3	19,079
TX	132	3,904,583
UT	11	28,140
VA	9	100,662
VT	15	37,657
WA	12	80,831
WI	13	237,864
WV	5	19,274
WY	4	31,687

ND	3	42,670
MA	8	41,913
VT	15	37,657
HI	17	34,401
AK	5	33,214
WY	4	31,687
DC	9	29,373
UT	11	28,140
NJ	6	26,184
MT	8	24,762
DE	9	24,509
ID	5	24,082
WV	5	19,274
TN	3	19,079
RI	1	10,218
OK	1	9,125
PA	15	7,758
MS	2	7,168
CT	2	3,370
NH	1	969

There were also fusion candidates in New York and Oregon, who appeared on the ballot with the Republican or Democratic label:

NY - 2 candidates, 179,406 votes

OR - 18 candidates, 535,557 votes

Top ten vote-getters:

State	Name	Office	Votes
GA	John H. Monds	Public Service Commission, District 1	710,408
TX	Quanah Parker	Court of Criminal Appeals Judge, Place 4	498,125
TX	William Bryan Strange, III	Court of Criminal Appeals Judge, Place 9	491,263
TX	RS Roberto Koelsch	Supreme Court Justice, Place 8	446,828
MO	Sean O'Toole	State Auditor	251,601
MI	Kerry Morgan	Supreme Court Justice (unexpired term)	236,837
FL	Adrian Wyllie	Governor	223,339

AZ	Becca Kielsky	Maricopa County Assessor	172,261
FL	Bill Wohlsifer	Attorney General	169,371
IL	Julie Fox	Comptroller	167,578

Election winners:

State	Name	Office	Votes
AR	Bobby Tullis	Mineral Springs Mayor (Howard County)	232
AR	Casey Copeland	Prairie Grove Alderman (Washington County)	Unopposed
AR	Jacob Faught	Benton County Constable	Unopposed
CA	John J. "Jack" Hickey	Sequoia Healthcare District	16,909
FL	Richard Paul	Lee County Mosquito Control District, Area 4	76,519
IN	Cheryl Heacox*	Clay Township Board (Wayne County)	92
IN	Stephen A Coffman*	Liberty Township Advisory Board (Henry County)	131
KY	Larry Lea Odom-Groh	Bellemeade Mayor	338 (Unopposed)
KY	Tracey D. Roberts	Marshall County Magistrate, District 2	2,390 (Unopposed)
KY	Shannon Denniston	Montgomery County Justice of the Peace, District 2	1,742 (Unopposed)
LA	Chad Ivery Perry**	Calcasieu Parish Justice of the Peace, Ward 7	523
LA	William McBride	Washington City Council, District 3 (St. Landry Parish)	81
LA	Henry Herford	Franklin Parish Constable, District 1	Unopposed
LA	Justin Bonnette	Vernon Parish Justice of the Peace, Ward 6	Unopposed
MN	Elizabeth Dahl	Crystal City Council, Ward 1 (Hennepin County)	1,074
MN	Olga Parsons	Crystal Section II City Council (Hennepin County)	2,133
NE	Keith Ottersberg	Wymore City Council, Ward 2 (Gage County)	154
OR	R Mack Augenfeld*	Baker City Council	1,574

* Effectively unopposed, because the number of seats up for election was equal to the number of candidates on the ballot.

** Advanced to December runoff.

Top ten percentages (partisan single-member election, facing at least one opponent on the ballot):

State	Name	Office	Percentage
LA	William McBride	Washington City Council, District 3 (St. Landry Parish)	58.7%
CO	Steve E. Golter	Colorado University Regent, District 7	40.5%
KY	Chris Dillingham	Warren County Constable, District 2	38.6%
IN	Lisa Goldsberry	Henry County Council, District 2	36.9%
AK	Cean Stevens	State Representative, District 19	36.9%
LA	Martin D. Wade	Lafourche Parish Constable, District 4	35.1%
NV	Ed Uehling	State Senator, District 10	35.1%
LA	Chad Ivery Perry	Calcasieu Parish Justice of the Peace, Ward 7	33.9%
WA	David A. Steenson	State Representative, District 19 Position 1	33.1%
WA	Elijah Olson	State Representative, District 38 Position 2	32.9%

Top ten percentages (partisan single-member election, facing both a Republican and a Democrat):

State	Name	Office	Percentage
IN	Tim Basey	Madison County Sheriff	16.6%
HI	Tom Berg	State Representative, District 41	15.6%
NE	John W Sterup	Johnson County Treasurer	15.0%
IN	Dave Nakarado	Monroe County Commissioner	12.9%
HI	Fred F. Fogel	State Representative, District 3	11.8%
MO	Matthew (Matt) Stephens	State Representative, District 33	11.7%
KY	Christine Kendrick	Boone County Commissioner, District 2	11.2%
HI	Bronson Kekahuna Kaahui	State Senator, District 6	10.6%
IN	Rex Bell	State Senator, District 27	10.3%
MD	Bill Welch	Garrett County Commissioner, District 3	10.0%

Top ten percentages (nonpartisan single-member election, facing at least one opponent on the ballot):

State	Name	Office	Percentage
AR	Bobby Tullis	Mineral Springs Mayor (Howard County)	73.4%
NE	Keith Ottersberg	Wymore City Council, Ward 2 (Gage County)	70.0%
MN	Olga Parsons	Crystal Section II City Council (Hennepin County)	64.3%

MN	Elizabeth Dahl	Crystal City Council, Ward 1 (Hennepin County)	61.1%
FL	Richard Paul	Lee County Mosquito Control District, Area 4	54.8%
FL	Jared Jones	Collier County Soil & Water District, Group 4	43.9%
FL	Karl Dickey	Palm Beach Soil & Water District, Group 5	41.9%
FL	William Tolp	Collier County Soil & Water District, Group 5	39.6%
CA	Mark W.A. Hinkle	Gavilan Community College District Board, Position 2 (Santa Clara County)	36.2%
OH	Roger D. Staton	Warren County Common Pleas Judge	16.6%

Top five percentages for U.S. Senate:

State	Name	Percentage
KS	Randall Batson	4.3%
IL	Sharon Hansen	3.7%
NC	Sean Haugh	3.7%
AK	Mark S. Fish	3.7%
KY	David M. Patterson	3.1%

Top five percentages for governor:

State	Name	Percentage
VT	Dan Feliciano	4.4%
ID	John T. Bujak	4.1%
KS	Keen A. Umbehr	4.0%
AZ	Barry J. Hess	3.8%
FL	Adrian Wyllie	3.8%

Top five percentages for U.S. House:

State	Name	Office	Percentage
LA	Randall Lord	U.S. Representative, District 4	26.6%
FL	Lucas Overby	U.S. Representative, District 13	24.7%
TX	Jeffrey C. Blunt	U.S. Representative, District 20	24.3%
AR	Grant Brand	U.S. Representative, District 3	20.6%
TX	Mark Boler	U.S. Representative, District 26	17.3%

Top five percentages for U.S. House, running against both a Republican and a Democrat:

State	Name	Office	Percentage
-------	------	--------	------------

MO	Kevin Craig	U.S. Representative, District 7	7.7%
IN	Scott Wise	U.S. Representative, District 3	7.5%
AK	Jim C. McDermott	U.S. Representative	7.5%
ND	Robert J "Jack" Seaman	U.S. Representative	5.8%
MO	Herschel L. Young	U.S. Representative, District 4	5.6%

Top ten percentages for state legislature:

State	Name	Office	Percentage
AK	Cean Stevens	State Representative, District 19	36.9%
NV	Ed Uehling	State Senator, District 10	35.1%
WA	David A. Steenson	State Representative, District 19 Position 1	33.1%
WA	Elijah Olson	State Representative, District 38 Position 2	32.9%
PA	Betsy Summers	State Representative, District 121	32.3%
FL	Franklin Perez	State Representative, District 28	31.7%
WA	Tim Turner	State Representative, District 48 Position 2	30.8%
WA	Paul Delaney	State Representative, District 3 Position 2	30.5%
KS	James Pruden	State Representative, District 86	28.4%
FL	Tony Caso	State Senator, District 20	28.4%

Top ten percentages for state legislature, running against both a Republican and a Democrat:

State	Name	Office	Percentage
HI	Tom Berg	State Representative, District 41	15.6%
HI	Fred F. Fogel	State Representative, District 3	11.8%
MO	Matthew (Matt) Stephens	State Representative, District 33	11.7%
HI	Bronson Kekahuna Kaahui	State Senator, District 6	10.6%
IN	Rex Bell	State Senator, District 27	10.3%
KS	F Caleb Christopher	State Representative, District 38	9.6%
HI	Anthony Higa	State Representative, District 19	9.4%
MI	Lorence Wenke	State Senator, District 20	9.0%
OR	Caitlin Mitchel-Markley	State Senator, District 15	9.0%

OR	Kyle Markley	State Representative, District 30	8.9%
----	--------------	-----------------------------------	------

Single-member partisan races where the Libertarian got more votes than the difference between the Republican and Democrat:

State	Libertarian	Office	Libt votes	Libt %	Republican	R %	Democrat	D %	Other %
MI	Lorence Wenke	State Senator, District 20	7,263	9.0%	Margaret O'Brien	45.5%	Sean McCann	45.4%	0.0%
OR	Caitlin Mitchel-Markley	State Senator, District 15	3,546	9.0%	Bruce Starr	45.1%	Chuck Riley	45.6%	0.3%
CO	Chris Heismann	State Senator, District 20	4,968	7.0%	Larry Queen	46.2%	Cheri Jahn	46.8%	0.0%
IN	David Norton	Washington County Auditor	524	7.2%	Randall "Randy" Bills	46.9%	Claude C. Combs	45.9%	0.0%
CO	Susan Quilleash	State Representative, District 17	1,067	7.5%	Kit Roupe	47.3%	Thomas "Tony" Exum Sr.	45.2%	0.0%
IN	Daniel Ferris	Madison County Council, District 1	437	5.5%	Tom Shepherd	47.1%	Clayton Whitson	47.4%	0.0%
WI	Adam Laufenberg	State Assembly, District 51	1,177	5.3%	Todd Novak	47.5%	Dick Cates	47.2%	0.0%
CO	Gregg Miller	State Senator, District 19	3,638	5.8%	Laura J. Woods	47.6%	Rachel Zenzinger	46.5%	0.0%
IN	Tim Basey	Madison County Sheriff	4,870	16.6%	Bruce S Dunham	35.6%	Scott Mellinger	47.8%	0.0%
TX	Linda Wilbert	Brazos County Justice of the Peace, Precinct 4	231	5.7%	Louis Garcia Jr.	48.0%	Christina S. Butler	46.3%	0.0%
IL	Matthew Skopek	Treasurer	143,831	4.1%	Tom Cross	48.0%	Michael W. Frerichs	47.8%	0.0%
MI	Michael Stampfler	State Representative, District 61	2,941	8.9%	Brandt Iden	48.4%	John Fisher	42.7%	0.0%
VT	Dan Feliciano	Governor	8,428	4.4%	Scott Milne	45.1%	Peter Shumlin	46.4%	4.2%
MT	Chris Colvin	State Representative, District 3	138	4.3%	Jerry O'Neil	47.1%	Zac Perry	48.6%	0.0%
FL	Adrian Wyllie	Governor	223,339	3.8%	Rick Scott	48.1%	Charlie Crist	47.1%	1.0%
CO	Patrick Sullivan	Jefferson County Assessor	21,300	9.2%	Ron Sandstrom	48.7%	Andrew Hassinger	42.1%	0.0%

NE	Steven Laird	U.S. Representative, District 2	8,824	5.3%	Lee Terry	46.0%	Brad Ashford	48.7%	0.0%
HI	Tom Berg	State Representative, District 41	956	15.6%	Bryan E. Jeremiah	35.6%	Matthew Lopresti	48.7%	0.0%
IN	Dave Nakarado	Monroe County Commissioner	3,361	12.9%	Bob Lagarde	38.3%	Patrick Stoffers	48.8%	0.0%
CO	Lee Mulcahy	State Senator, District 5	2,339	4.2%	Don Suppes	46.9%	Kerry Donovan	48.8%	0.0%
MO	Theo (Ted) Brown, Sr.	St. Louis County Executive	8,046	2.8%	Rick Stream	47.1%	Steve Stenger	47.7%	2.4%
NC	Sean Haugh	U.S. Senator	108,321	3.7%	Thom Tillisq	48.9%	Kay Hagan	47.2%	0.2%
VA	Robert C. Sarvis	U.S. Senator	53,101	2.4%	Ed W. Gillespie	48.3%	Mark R. Warner	49.1%	0.1%
CO	Hans Romer	State Representative, District 29	2,025	6.7%	Susan Kochevar	44.1%	Tracy Kraft-Tharp	49.2%	0.0%
WV	Davy Jones	U.S. Representative, District 2	7,462	5.0%	Alex Mooney	47.2%	Nick Casey	43.7%	4.1%
UT	Bret Black	State Representative, District 44	264	3.5%	Bruce R. Cutler	47.3%	Christine Passey	49.3%	0.0%
CO	Dave Schambach	Secretary of State	71,722	3.7%	Wayne W. Williams	47.5%	Joe Neguse	44.9%	3.9%
IA	Jake Porter	Secretary of State	32,815	3.0%	Paul D. Pate	48.5%	Brad Anderson	46.6%	1.9%
MN	Bob Odden	Secretary of State	40,729	2.1%	Dan Severson	45.9%	Steve Simon	47.0%	5.0%
AL	Mark Bodenhausen	Jefferson County Assistant Tax Assessor, Bess. Div.	1,116	2.7%	Jennifer Parsons Champion	47.8%	Charles R. Winston	49.6%	0.0%
TX	Ruben Corvalan	U.S. Representative, District 23	2,960	2.5%	Will Hurd	49.8%	Pete P. Gallego	47.7%	0.0%
CO	Gaylon Kent	U.S. Senator	51,756	2.6%	Cory Gardner	48.3%	Mark Udall	46.2%	2.9%
IL	Julie Fox	Comptroller	167,578	4.8%	Judy Baar Topinka	49.8%	Sheila Simon	45.4%	0.0%
KS	Michael Kerner	State Representative, District 17	556	6.3%	Brett M. Hildabrand	49.8%	Larry Meeker	43.9%	0.0%
AL	Nicole Jordan	Jefferson County Tax Assessor	5,658	3.5%	Joel Blankenship	46.7%	Gaynell Hendricks	49.8%	0.0%

NV	Steve Brown	U.S. Representative, District 4	4,117	3.1%	Crescent Hardy	48.5%	Steven A. Horsford	45.8%	2.6%
MO	Richard Charles Tolbert	Jackson County Executive	3,362	4.1%	Brice Stewart	46.0%	Mike Sanders	49.8%	0.0%
MO	Jim Higgins	State Senator, District 24	1,715	3.1%	John R. Ashcroft	47.0%	Jill Schupp	49.9%	0.0%
AK	Mark S. Fish	U.S. Senator	8,358	3.7%	Dan Sullivan	48.7%	Mark Begich	45.1%	2.4%
KS	Keen A. Umbehr	Governor	33,708	4.0%	Sam Brownback	50.0%	Paul Davis	46.1%	0.0%
CO	David Jurist	State Treasurer	99,568	5.2%	Walker Stapleton	50.0%	Betsy Markey	44.9%	0.0%

Average percentages for Libertarians running for U.S. House, with both Republican and Democrat in the race, where total percentage for Libertarian+Republican+Democrat >= 99.9%. (That excludes races with other significant minor-party candidates or write-ins.)

2004 - 72 races - 2.3%
2006 - 57 races - 2.7%
2008 - 69 races - 3.0%
2010 - 71 races - 3.4%
2012 - 54 races - 3.4%
2014 - 51 races - 3.5%

Additional November 2014 Election Results added by Wes Benedict

Average percentages for Libertarians running for U.S. Senate:

2010 - 20 races - 1.8%

2012 - 14 races - 2.6%

2014- 22 races - 2.3%

Average percentatges for Libertarian running for Governor:

2010 - 19 races - 1.7%

2012 - 9 races - 2.3%

2014- 24 races - 2.2%

We had a total of 738 candidates for the November 4, 2014 elections. That total number reported has changed a lot as we find new candidates that were on the ballot, and remove candidates that did not make it onto the ballot.

Candidates	2006	2008	2010	2012	2014
U.S. Senator	18	15	20	14	22
US Representative	114	127	163	138	122
State Legislatures	272	279	318	257	261
Other	192	172	293	147	318
Write-ins unreported			10**		15***
Total Candidates	596 *	593 *	804	556	738

Table includes both partisan and nonpartisan elections.

** Mostly November candidates, but may include a small number of candidates in non-November elections.*

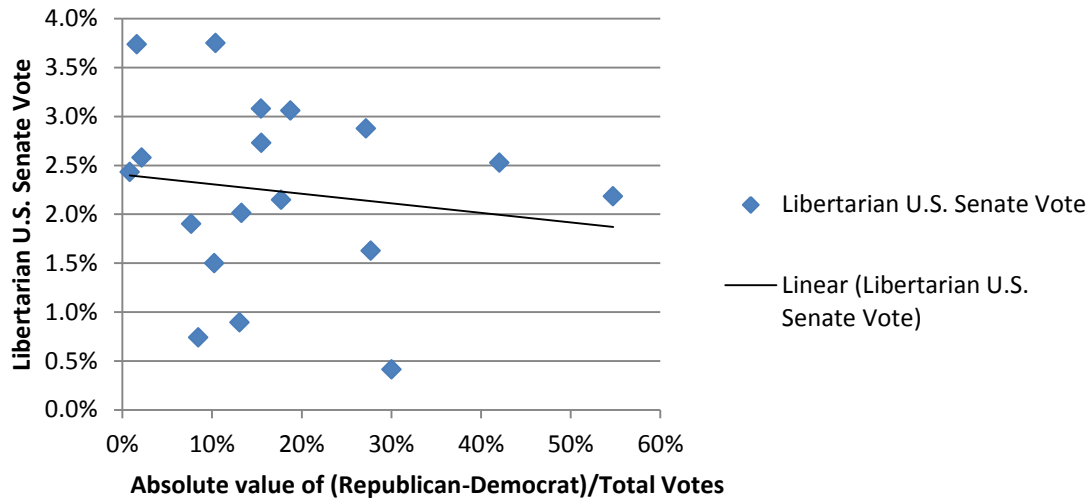
***10 write-ins with votes not reported: 2 PA, 7 NY, 1 IL.*

****15 write-ins with votes not reported: 1 NJ, 12 PA, 2 WI.*

How do close races affect Libertarian percentages?

It's often speculated that Libertarians get lower percentages in races where the election appears to be close between the Republican and Democrat, presumably because people might not want to "waste their vote" on a Libertarian when the race is close. However, 2014 data for races for U.S. Senate and Governor show the closer the race was between the Republican and Democrat, the *higher* the vote for the Libertarian (though the correlation is minor and highly variable). Perhaps close races have a lot more negative ads about the major party contenders which may depress the Democrat and Republican votes. Additionally, speculation about how Libertarians might affect the outcome of close races may increase visibility of the Libertarian, which may increase the Libertarian vote.

Libertarian Vote % Compared to Closeness of Race Between Republican & Democrat - U.S. Senate Race



Libertarian Vote % Compared to Closeness of Race Between Republican & Democrat - Governor's Race

