

# **Staff Reports**

March 28-29, 2015 Meeting of the Libertarian National Committee, Inc.  
Phoenix, Arizona

## **Executive Director's Report**

**Submitted by Wes Benedict**

Membership and financial reports are submitted separately by Director of Operations Robert Kraus.

### ***Staff Personnel Changes***

No changes in full-time staff since the last meeting. We have a graphic designer doing some contract work.

#### **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  
Membership plans, renewals and prospecting  
Manage LPStore.org & promotional items  
Create and monitor Facebook Ads  
Help with outreach events

##### **Carla Howell: Political Director**

LP News editor  
Liberty Pledge newsletter editor  
Post blog entries, press releases, poll and other information on LP.org  
Writing/Editing - blog, press releases, videos, LP News, other web content  
Media inquiry responses, interviews, travel to interview  
Social Media Management: Facebook, twitter, etc.  
Giving speeches, travel (State Events)  
Candidate recruitment, coaching, support, support literature, LP solutions, talking points  
Campaign and candidate support  
Affiliate support  
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  
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  
Manage LP.org blog

#### **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 inquiries  
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

# **LNC Political Director Report Nov 27, 2014 – Mar 19, 2015**

## **Projects and one-time activities:**

- Issued and compiled extensive 2014 Libertarian candidate survey (highlights attached).
- Held conference call with 2014 governor and U.S. Senate candidates (copy of minutes available upon request to LNC members; do not have permission to make public).
- Updated emails and other contact info for 2014 candidates
- With Bob Johnston, have maintained frequency of blogs at approximately five per week.
- Took over as Editor of LP News when Eric Dixon left (have been writing and editing content all along; Eric continues to do layout as contractor)
- Compiled, edited December, January, February, March issues of *Liberty Pledge*
- Work with Rep Pocan's office on LP support of his Surveillance State Repeal Act
- Worked ISFLC (International Students for Liberty) booth for duration of weekend
- Helped script and produce SOTU response video
- More negotiating to continue radio show *Libertarians Working for You* on VoiceAmerica free of charge to LNC.
- New LP brochure in progress
- Presentation to journalist interns at The Washington Center

## **Regular activities:**

- Write blogs and news releases
- TV, radio and print interviews
- Candidate support for 2014 and recruitment for 2015-16.
- Oversee posting of Facebook memes to LP.org
- Research and develop talking points for candidates and media interviews
- Address miscellaneous state ballot access issues
- Attend DC-area events and keep in contact with key libertarian organizations
- Correspond with elected Libertarians
- Write, format emails via iContact

- Miscellaneous admin (more since Molly/Eric left): e.g., update/create iContacts lists, ensure cross-posting content to FB/Twitter, help maintain candidate contacts spreadsheet, list of candidates to cover
- Arrange media bookings (previously done by Molly Schwopp)
- Take miscellaneous phone calls and occasionally meet with walk-in visitors at headquarters

## Correspondence with candidates/affiliates

Political Director made contact with the following Libertarian campaigns, affiliate officers and prospects this period in support of their 2015 and/or post-mortems on 2014 campaigns (in addition to frequent contacts made by Bob Johnston). This involved getting their feedback, 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:

Steve French – SC, Mark Elsworth-NE, Andrew Hunt-GA, Robert Burke-WI, Kathie Glass-TX, Mike Monchalin-OR, Adrian Wyllie-FL, Ken Krawchuk-PA, Alex Snitker-FL, Danielle Alexandre-FL, Steve Long - OK, Amanda Swafford – GA, Doug Craig -GA, Jeff Carson – VA, Matt Cholko-VA, Chris Brookover-VA, Matt Chipman, Carl Loser – VA, Dave Dotterer – VA, Tyler Brown – VA, Andy Bakker – VA, Ruth Witt – VA, Matt Shutter – PA, Brent Dickerson – TX, Jason Amatucci-VA, Dan Feliciano – VT, Darcie Johnston – VT, Clark Bell – NY, Kevin Colson, Clift Duval – TX, Care Clift – AK, Mark Fish AK, Bill McCord-AK, Ron Windeler-AK, Rob Cunningham – MO, Robert Reagan – AR, Jake Porter – IA, Lily Williams-CO, Leo Dymowski-MD, Michael McDermott – AK, Ken Moellman-KY, Dave Patterson-KY, Sharon Hansen – IL, Brannon McMorris - LA, Bruce Majors – DC, Rufus Craig – LA, Rachel Mills-NC, several prospective candidates at ISFLC and a few 2016 pres candidate

## LP Media coverage

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

1/14	WBSM, New Bedford, MA	Carla radio interview
TBD	Independent Voter Network	Nick interview done; not published yet
Feb 6	Sputnik News	Nick interview for story US Libertarian Party Urges Media Coverage of Chicago's 'Black Site'
March	Independent Hour	Nick interview being scheduled
March	Russia Today TV	Nick interview being scheduled

3/2	Paul Molloy show	Wes radio interview
2/5	Details magazine	Nick interview on Adam Kokesh
1/20	Glenn Beck Show	On Arvin's SOTU response
1/20	RT TV	Nick interview on SOTU response
1/21	RT TV	CH panel discussion on SOTU response
1/20	Reason	On SOTU response
1/20	Mesa Legend	Nick comment in article <i>Obama offers path to citizenship for illegals</i>
1/30	Glen Woods BoldRepublic.com show	Arvin interview on Libertarians response to Scott Walker American Revival
TBD	Press TV	Carla interview on campaign finance
12/17	AP	Nick quoted in article <i>Court upholds Alabama ballot access requirements</i>
12/15	Press TV	Carla interview on <i>Democrats, Republicans silencing 'voices of freedom'</i>
11/27	Press TV	Carla interview on <i>Libertarian Party: Secretary of Defense is a "no-win job overseeing a no-win U.S. foreign policy"</i>

### Press Releases this period

- 3/20 Libertarian Party endorses Surveillance State Repeal Act
- 3/9 Republican tax plan leaves federal tax burden dangerously high
- 1/20 Libertarian Party Response to President Obama's State of the Union Address
- 1/12 Lawmakers and Silk Road investigators, prosecutors are the real perps
- 12/11 Libertarian Party calls for shutting down CIA, criminal prosecutions
- 12/2 Libertarian Party: Stop deceiving Americans with the term 'government shutdown'

### Blogs this period

- Mar 17, 2015 US District Court upholds Ohio ballot access law. Ohio LP vows to fight on.
- Mar 16, 2015 Four Alabama State Senators Introduce Ballot Access Bill (updated)
- Mar 13, 2015 State Conventions (updated)
- Mar 12, 2015 LP Georgia Needs Help with Ballot Access Bill Friday, March 13
- Mar 12, 2015 LNC Seeks Applicants for Platform, Bylaws, Credentials Committees
- Mar 11, 2015 Oklahoma House unanimously passes favorable ballot access bill
- Mar 11, 2015 Libertarians Working For You show, with Matthew Schutter and Clayton Sanford
- Mar 6, 2015 LPME treasurer and former chair running in special election Tuesday
- Mar 5, 2015 Louisiana Libertarian elected to JP and constable association executive board

- Mar 4, 2015 Libertarians Working For You show, with Matt Hasty and Andy Craig
- Mar 3, 2015 Libertarian Andy Craig for Congress Makes Case for Scaling Back FDA
- Mar 2, 2015 Gary Johnson at CPAC
- Mar 2, 2015 Report on Students For Liberty event
- Feb 26, 2015 Former Colorado LP candidate Lily Williams interviewed on InfoWars
- Feb 25, 2015 Libertarians Working For You show, with Mike Shipley and Steven Nielson
- Feb 23, 2015 Take the poll: Which politicians do you consider to be Big Government?
- Feb 19, 2015 Nevada Libertarians help bring down tax-payer funded stadium
- Feb 19, 2015 New logo design for Libertarian Party
- Feb 18, 2015 Libertarians Working For You, with Jason France and Beth Vest
- Feb 16, 2015 December 2014 LP News available online
- Feb 12, 2015 Libertarian Party at the Students For Liberty conference this weekend
- Feb 11, 2015 Libertarians Working For You, with Henry Herford and Jennifer Werther
- Feb 10, 2015 LPIA elected official forces conversation on de-prioritizing marijuana
- Feb 10, 2015 Update: Help me reach out to student libertarians
- Feb 9, 2015 Bill to ease ballot access in GA introduced
- Feb 6, 2015 LNC Chair Nicholas Sarwark: "We can't buy real friends with free candy"
- Feb 4, 2015 Libertarians Working For You, with Todd Grayson and Jay Price
- Feb 3, 2015 Arvin Vohra appears on Glen Woods Bold Republic show
- Feb 3, 2015 Help me reach out to student libertarians
- Feb 2, 2015 Manhattan LP raises four cents for disgraced politician at convention
- Jan 30, 2015 California Court of Appeals upholds two-only ("top-two") primary
- Jan 28, 2015 Libertarians working for you
- Jan 26, 2015 Washington Times: Libertarians have good reason to be optimistic
- Jan 23, 2015 Response to SOTU address covered on The Blaze
- Jan 21, 2015 LNC Chair Nicholas Sarwark talks about State of the Union on RT TV
- Jan 21, 2015 Reason Magazine blogs the LP response to SOTU
- Jan 20, 2015 Libertarian response to SOTU tonight
- Jan 19, 2015 2015 list of dates and events of interest to Libertarians
- Jan 16, 2015 Libertarian Party of Alabama calls for ballot access law reforms, announces issue coalition
- Jan 14, 2015 Ohio LP vice-chair op-ed published in online site for the state's largest newspaper



- Jan 13, 2015 LP Chair Nicholas Sarwark says 2016 Libertarian candidate for president will offer new ideas; two old parties will run 'sequels and reboots'
- Jan 12, 2015 California top-two hearing this Thursday in San Francisco
- Jan 8, 2015 Two ballot access bills introduced in the VA legislature
- Jan 6, 2015 Oklahoma GOP Lawsuit Against Colorado is Cynical and Shameful
- Jan 5, 2015 Long time TX libertarian running in special election
- Jan 2, 2015 Harry Browne's New Year's Resolutions for Selling Liberty Effectively
- Dec 31, 2014 New York LP featured in U.S. News article hailing decline in arrests for minor offenses
- Dec 30, 2014 Maine LP submits Declaration of Intent to become a political party
- Dec 29, 2014 2012 LP Vice-Presidential candidate to appear at Democrat Liberty Caucus in SC
- Dec 23, 2014 LPO Finds Other Ways to Make A Difference
- Dec 17, 2014 Libertarian Party wins most midterm votes of any alternative party in US in last 100 years
- Dec 15, 2014 Democrats, Republicans silencing 'voices of freedom': LP Political Director Carla Howell
- Dec 14, 2014 Iowa Libertarian running in special election for state legislature
- Dec 11, 2014 Georgia Libertarian running in special election
- Dec 9, 2014 LNC Meeting Dec 13 & 14, 2014 New Orleans
- Dec 9, 2014 Two Libertarians to be appointed to Alaska Public Offices Commission
- Dec 8, 2014 Louisiana Libertarian wins runoff election
- Dec 4, 2014 An open letter to U.S. House leaders to prohibit mass surveillance
- Nov 27, 2014 Libertarian Party: Secretary of Defense is a "no-win job overseeing a no-win U.S. 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. As part of our effort to have accurate data – Casey tests all emails on new and renewed memberships by sending them all a quick “thank you, your membership card has been mailed” email every Monday. Bad emails are then removed from the database.

There are still a number of states that use the old formatted dump which is very cumbersome. We continue to reach out to those states to switch to the updated format which is much easier and simpler to use.

## **Building Fund**

There is \$7,896 in the restricted building fund account as of 03/20/15. The current LP News, which just hit homes, has already pulled in \$3,071 on the “pay down the mortgage” appeal.

Final individual donor room and perpetual plaques have now been displayed at HQ and recognition certificates have been mailed.

In terms of maintenance issues, we are looking into a sprinkler alarm system. The cost of this would be in the \$3500 range (capital expense) plus \$360 a year or so for monitoring.

## **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 the first installment of the bequest. The EOM report for Feb-15 (in your binders) shows that at end of the month Feb we had an actual reserve of \$64,059 vs. target of \$50,460. HOWEVER this month (March) we paid out the 2014 year end bonus which amounted to over \$19k plus we hired Direct Line for another \$19k to make renewal calls. Thus, as of 03/20/15, we only have about \$36.5k in unrestricted cash on hand of which \$25k is committed for LPAR ballot access. So in reality we only have about \$11.5k cash available to fund on going operations and we expect cash to remain very tight for the foreseeable few months.

## **Other**

We had WSM (Web Site Movers) run our annual security scan on our web server and LP.org which runs about \$600. They found several vulnerabilities which cost about \$1255 to fix.

## **Thank you!**

Robert