

## Staff Reports

*Meeting of the Libertarian National Committee, Inc.*

*December 10-11, 2016*

*Alexandria, Virginia*

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### Executive Director's Report

**Submitted by Wes Benedict**

2016 was an excellent year for the Libertarian Party. The Party excelled in areas including ballot access, presidential election vote results, membership growth, and financial performance.

Most of the content of my section of this report was generated by copying and pasting directly from the great work of the rest of our staff and contractors.

## Election Results

On Nov. 8, Libertarian for president Gov. Gary Johnson won 4,401,551 votes, the highest vote total for an alternative party presidential candidate since Ross Perot in 1996. Johnson approximately tripled his previous vote total and percentage.

Approximately 600 other candidates were on the ballot. Nine Libertarians were newly elected, and six were re-elected. We count 142 elected Libertarians.

## Ballot Access

Johnson/Weld made the ballot on all 50 states plus D.C. The last time the Libertarian Party's nominees did that was Harry Browne and Jo Jorgensen in 1996.

We retained or gained ballot access in 37 states plus D.C., the highest ever after an election in the party's history. The previous best was 31, after the November 2012 election.



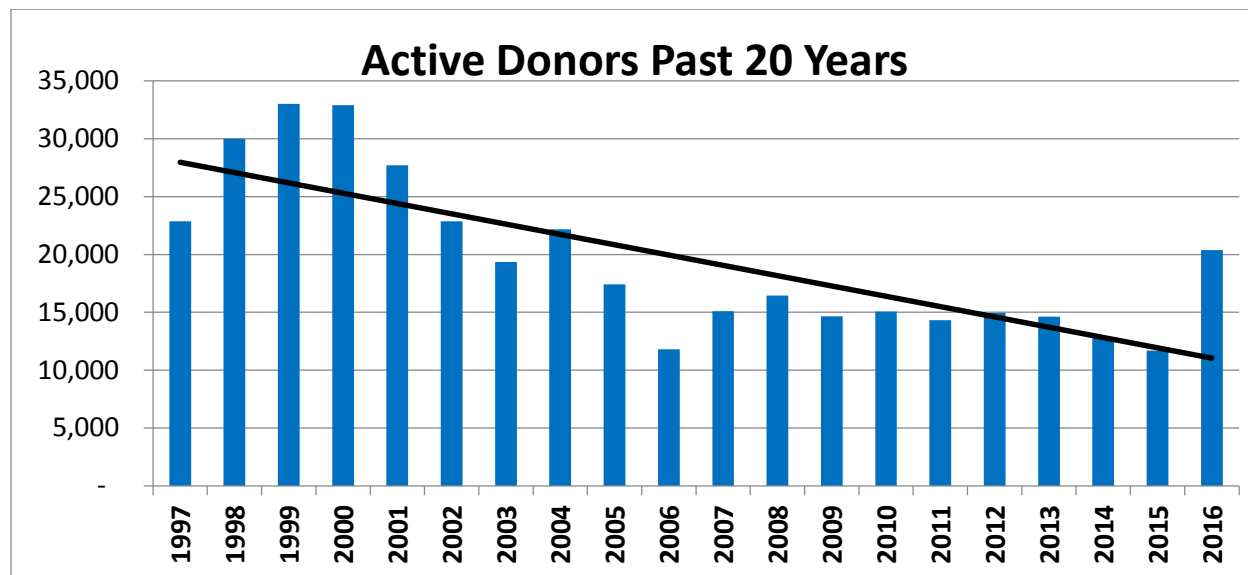
## Voter Registration

"The Libertarian Party now has approximately 500,000 registrants. It is the first nationally-organized party, other than the Democratic and Republican Parties, to have that many. The Libertarian Party had 411,250 registrants in February 2016, and in all previous years, had never had as many as 400,000."

(Source: [Ballot Access News, 11/11/2016](#))

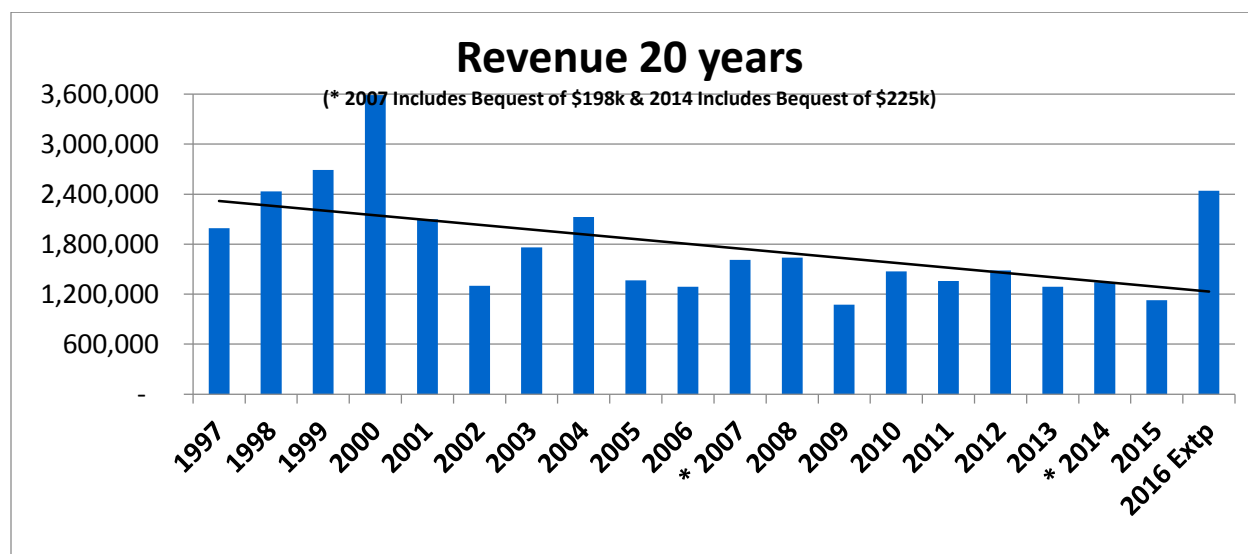
## Membership

Interest generated by the Presidential election drove “membership” up to the highest level since 2004.



## Revenue

Interest generated by the Presidential election helped drive revenue up to the highest level since 2000.



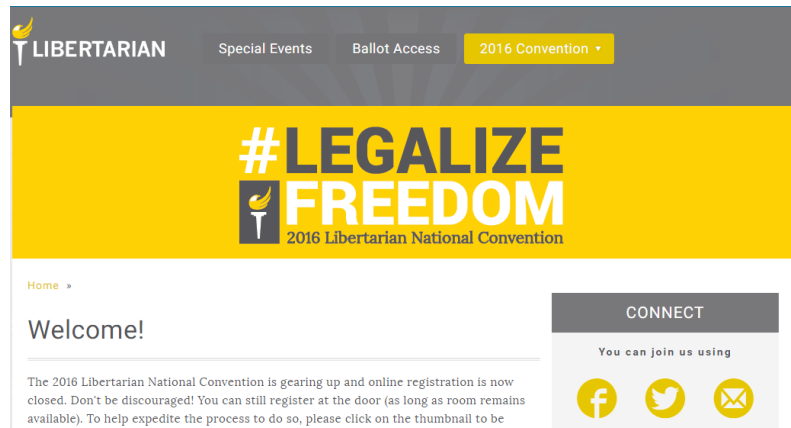
The original 2016 budget adopted by the LNC had revenue at \$1,514,461. At \$2,529,951 as of November 30, 2016, we’ve already surpassed that original budget by over a million dollars!

Our November 30, 2016 YTD **surplus is \$310,177**, compared to a 2012 deficit of **\$157,796**.

For fiscal 2016 we’ve made **\$22,000 in extra payments** towards the principle on the building mortgage.

## 2016 Convention

After the I.T. Committee decided against rolling out a complete NationBuilder database/website system, staff put together a beautiful convention website on an entry level NationBuilder platform with the new LP logo and branding. We also sent lots of graphically intense positive emails promoting the convention.



Lots of promotion along with several active candidates for President that were also boosted by dislike of the two older party frontrunners caused a huge turnout for the convention.

Credentialed delegates and alternates numbered 1,018, up from 648 in 2012 and 4040 in 2014.

The original convention revenue budget was \$155,461 compared to actual revenue of \$291,294.

We invested heavily in branded signage at the convention.





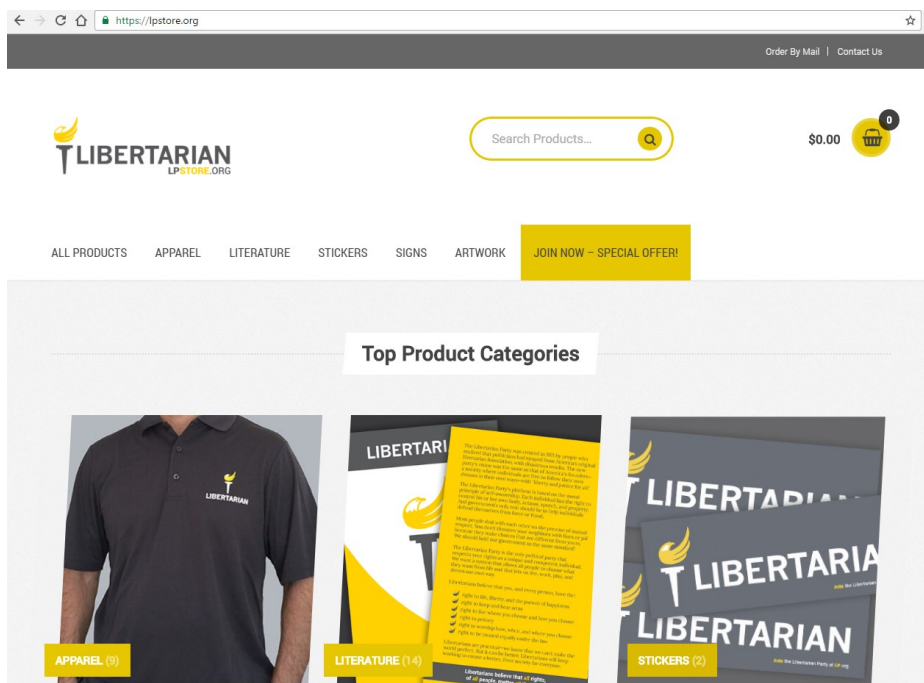
We hired a professional photographer for the convention who's work will provide high-quality images for use in various publications for years to come.



## LPStore.org

We rolled out a new website for LPStore.org (special thanks to Andy Burns).

Sales of Johnson for President materials were popular, but we also sold basic Libertarian promotional items.



We priced items to approximately cover the costs of printing and shipping the items. The LNC approved a budget allowing expenses to exceed revenue by \$50,000. The following table shows how dramatically we increased the sale of branded items, going from \$19,380 in 2014 to \$311,812 as of November 2016.



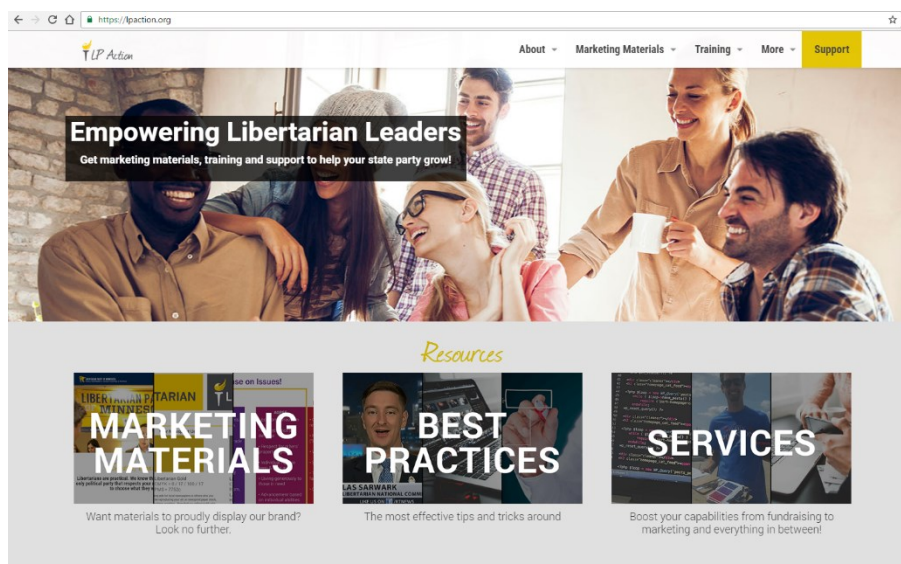
Branding	Revenue	Expenses	Net
2010	\$ 28,994	\$ (51,879)	\$ (22,885)
2012	\$ 690	\$ (2,748)	\$ (2,058)
2014	\$ 19,380	\$ (12,578)	\$ 6,802
11/30/2016 YTD	\$ 311,812	\$ (364,104)	\$ (52,292)

## LPAction.org

Andy Burns launched a new website to host tools for state affiliates and activists.

## New LP.org website

We launched a new website for LP.org in October, 2016 to replace the one deployed in 2008. The new one, built on WordPress, is mobile-friendly. While it has a fresh and more modern look, we've got a lot more work to do on it to get it performing up to our expectations.





## Latest News



### Victory!

Nicholas Sarwark, Chair of the Libertarian National Committee, made the following remarks in New Mexico at the Election Night celebration for the Libertarian presidential ticket. Hello Libertarians! It is an...

[Read more »](#)



### Libertarian candidates pledge to downsize U.S. military

For Immediate Release | Thursday, November 3, 2016 | Forty-two Libertarians running for federal office in 2016 have pledged to disentangle the United States from conflicts in the Middle East...

[Read more »](#)



### Libertarian candidates pledge to contain and reduce government authority

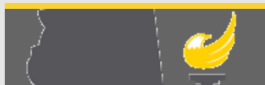
For Immediate Release | Thursday, October 20, 2016 | Scores of Libertarians running for federal, state, and local office have pledged to contain and reduce government in several areas. More jobs for... [Read more »](#)



### Libertarian candidates pledge to localize education

For Immediate Release | Thursday, October 13, 2016 | More than 118 Libertarians running for federal and state office have pledged to work to stop heavy-handed meddling by state and federal... [Read more »](#)

## Libertarians in the News



### Kankakee County Board's Byrne Joins Libertarian Party of Illinois

From a press release issued by the Illinois Libertarian Party on December 7: Kankakee County Board Representative Jim Byrne, R-Bradley, announced today he has officially joined the Libertarian Party of...

[Read more →](#)



### Libertarians File to Reclaim Party Status in Ohio

From a press release by the Ohio Libertarian Party: COLUMBUS—December 5, 2016—The five-person committee that filed petitions to place the Libertarian presidential ticket of Gary Johnson and William Weld on...

[Read more →](#)



### Sitting Delaware councilman switches to Libertarian Party

Ed Zielinski, an elected councilman of Elsmere, Delaware, recently switched over to the Libertarian Party. Mr. Zielinski, a former Republican, was elected to the non-partisan town council seat in April... [Read more →](#)

### 15 Libertarian candidates won election on November 8

Eight Libertarian candidates were elected to office on election day, November 8, and seven Libertarian officials were reelected. Below is the list of elected and reelected officials from election day... [Read more →](#)



## Things I need from the LNC

Freedom and flexibility to get website working better.

Small upgrade to the Raisers Edge database and contribution system.

Cautious spending focused on priorities of fundraising, website, database.

## LNC Goals

The LNC passed goals on 9/21/2014. Listed below in descending order of support level:

1. 1000 candidates in 2016 (result: around 600 in November, around 600 for the year)
2. Take action to see that each state has operational affiliate by June 1, 2015 (result: goal achieved if you go with a generous definition of “operational”)
3. 300 candidates by 2016 trained in Who’s Driving (result: with in person and online sessions included, over 300 people were probably trained, but less than 300 actual candidates trained)
4. Updated issue-based outreach literature this term (result – 5 issue-based rack cards published in additional many other non-specific-issued-based pieces)
5. 38-state party-status ballot access as of Dec 1, 2016 (result – 37 states plus DC reached)
6. 200 elected Libertarian officials in Dec 2016 (result—still researching to determine final count, but the current count is 142)

## Staff

Several staff were temporarily added primarily to handle the increased activity at headquarters due to the presidential election.

### Temporary staff

- Matthew Quick
- Jonathan Walker
- Matthew Thexton

### Salaried and hourly staff:

- Wes Benedict — Executive Director
- Carla Howell — Political Director
- Robert Kraus — Operations Director
- Casey Hansen — Member Services Manager
- Nick Dunbar — Special Projects

### Staff contractors:

- Bob Johnston — Candidate and Affiliate Support Specialist
- Andy Burns - State Affiliate Support Specialist



- Lauren Daugherty – Special Projects
- Elizabeth Brierly –Assistant Editor; helps with various publications
- Rachel Mills – Press Secretary

Other contractors used on a regular basis:

- Oliver Hall – Special Counsel
- Paula Edwards – FEC Consultant
- Mat Thexton – membership renewal calls
- Denise Luckey – graphic design
- Collin Daugherty—graphic design
- There are more contractors we use on a semi-regular basis that are not detailed here for things such as cleaning services, HVAC repair, general maintenance, tech support, legal help, ballot access petitioning, and other things.

## Direct Mail Performance (Board Reports)

A series of tables follows with lots of detail on our direct mail performance. We refer to the tables as “Board Reports”. Keep in mind that the performance of displayed is a snapshot, and that mailings that were released within the past month or so will continue to show increased returns.

## Costs, Dates, and Revenue from Direct Mail Projects 2008 through 2016

### 2016 Appeals as 2016-11-30

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
<b>House</b>													
1601 HO	2/1/16	Sarwark 2016 BA	20,005	recent contributors	\$29,708.00	\$8,779.00	\$20,929.00	349	1.74%	\$85.12	\$0.30	\$3.38	\$25.15
1603 HO	3/25/16	urgent yellow BA	19,985	recent contributors	\$47,517.00	\$5,887.00	\$41,630.00	390	1.95%	\$121.84	\$0.12	\$8.07	\$15.09
1604 HO	4/22/16	2015 annual report	19,946	2015-16 stakeholders	\$43,793.00	\$6,913.00	\$36,880.00	337	1.69%	\$129.95	\$0.16	\$6.33	\$20.51
1605 HO	5/7/16	dangerous times	20,103	recent contributors	\$31,787.00	\$7,126.00	\$24,661.00	238	1.18%	\$133.56	\$0.22	\$4.46	\$29.94
1606 HO	6/23/16	no teaser - be revolutionary	24,980	24 month contributors	\$64,268.00	\$3,322.00	\$60,946.00	457	1.83%	\$140.63	\$0.05	\$19.35	\$7.27
1608 HO	8/10/16	all rights	34,993	recent contributors, volunteers	\$26,057.00	\$10,556.00	\$15,501.00	250	0.71%	\$104.23	\$0.41	\$2.47	\$42.22
1609 HO	9/16/16	GOTV	34,979	recent contributors	\$19,859.00	\$11,352.00	\$8,507.00	227	0.65%	\$87.48	\$0.57	\$1.75	\$50.01
1610 HO	10/14/16	Year of the Libertarian	34,979	recent contributors	\$ 9,490.00	\$10,530.00	-\$1,040.00	121	0.35%	\$78.43	\$1.11	\$0.90	\$87.02
<b>Subtotal House</b>			<b>209,970</b>		<b>\$272,479.00</b>	<b>\$64,465.00</b>	\$208,014.00	<b>2,369</b>	<b>1.13%</b>	<b>\$115.02</b>	<b>\$0.24</b>	<b>\$4.23</b>	<b>\$27.21</b>
<b>Renewals</b>													
							\$0.00						
1601 RE	2/3/16	wes upgrade appeal	3,281	6 month expires	\$12,408.00	\$1,305.00	\$11,103.00	221	6.74%	\$56.14	\$0.11	\$9.51	\$5.90
1602 RE	2/29/16	wes upgrade appeal	3,327	6 month expires	\$13,165.00	\$1,313.00	\$11,852.00	176	5.29%	\$74.80	\$0.10	\$10.03	\$7.46
1603 RE	3/22/16	wes upgrade appeal	3,054	6 month expires	\$11,700.00	\$1,271.00	\$10,429.00	180	5.89%	\$65.00	\$0.11	\$9.21	\$7.06
1604 RE	4/30/16	wes upgrade appeal	2,667	6 month expires	\$7,465.00	\$1,105.00	\$6,360.00	118	4.42%	\$63.26	\$0.15	\$6.76	\$9.36
1605 RE	5/24/16	wes upgrade appeal	2,422	6 month expires	\$5,816.00	\$1,075.00	\$4,741.00	98	4.05%	\$59.35	\$0.18	\$5.41	\$10.97
1606 RE	6/28/16	wes upgrade appeal	2,251	6 month expires	\$11,681.00	\$1,051.00	\$10,630.00	176	7.82%	\$66.37	\$0.09	\$11.11	\$5.97
1607 RE	8/6/16	wes upgrade appeal	2,495	6 month expires	\$18,765.00	\$1,095.00	\$17,670.00	284	11.38%	\$66.07	\$0.06	\$17.14	\$3.86
1608 RE	8/22/16	wes upgrade appeal	2,423	6 month expires	\$7,740.00	\$1,079.00	\$6,661.00	133	5.49%	\$58.20	\$0.14	\$7.17	\$8.11
1609 RE	9/26/16	wes upgrade appeal	2,448	6 month expires	\$5,685.00	\$1,864.00	\$3,821.00	106	4.33%	\$53.63	\$0.33	\$3.05	\$17.58
<b>Subtotal Renewals</b>			<b>27,133</b>		<b>\$94,525.00</b>	<b>\$11,158.00</b>	\$83,367.00	<b>1494</b>	<b>5.51%</b>	<b>\$63.27</b>	<b>\$0.12</b>	<b>\$8.47</b>	<b>\$7.47</b>
<b>Lapsed</b>													
1605 LA	5/7/16	dangerous times	9,882	recent lapsed	\$6,183.00	\$3,503.17	\$2,679.83	126	1.28%	\$49.07	\$0.57	\$1.76	\$27.80
1605 LA2	5/23/16	alternatives	31,061	recent and long term lapsed	\$4,175.00	\$8,049.00	-\$3,874.00	56	0.18%	\$74.55	\$1.93	\$0.52	\$143.73
1608 LA			15,187	recent and long term lapsed	\$1,050.00		\$1,050.00	17	0.11%	\$61.76	\$0.00	#DIV/0!	\$0.00
<b>Subtotal Lapsed</b>			<b>56,130</b>		<b>\$11,408.00</b>	<b>\$11,552.17</b>	-\$144.17	<b>199</b>	<b>0.35%</b>	<b>\$57.33</b>	<b>\$1.01</b>	<b>\$0.99</b>	<b>\$58.05</b>
<b>Prospecting</b>													
1602 SFL	2/19/16	SFL Conference		Students for Liberty	\$125.00			262	#DIV/0!	\$0.48	\$0.00	#DIV/0!	\$0.00
1603 PR	4/8/16	Alternatives	29,982	house inquiries and exchange lists	\$7,890.00	\$11,995.00	-\$4,105.00	176	0.59%	\$44.83	\$1.52	\$0.66	\$68.15
1605 PR	6/6/16	dangerous times	1,277	exchange list	\$2,650.00	\$425.40	\$2,224.60	12	0.94%	\$220.83	\$0.16	\$6.23	\$35.45
<b>Subtotal Prospecting</b>			<b>31,259</b>		<b>\$10,665.00</b>	<b>\$12,420.40</b>	-\$1,755.40	<b>450</b>	<b>1.44%</b>	<b>\$23.70</b>	<b>\$1.16</b>	<b>\$0.86</b>	<b>\$27.60</b>
<b>Web &amp; White mail</b>													
Web Contributions		Donations			\$255,226.00		\$255,226.00	1,718		\$148.56			
Web New Members		New Members			\$306,404.00		\$306,404.00	6,461		\$47.42			
Web Renewals		Renewal Memberships			\$189,635.00		\$189,635.00	3,003		\$63.15			
White Mail Contributions		Donations			\$138,165.00		\$138,165.00	198		\$697.80			
White Mail for Membership		Membership			\$15,923.00		\$15,923.00	191		\$83.37			
<b>Subtotal for Web and White Mail</b>					<b>\$905,353.00</b>		<b>\$905,353.00</b>	<b>11,571</b>		<b>\$78.24</b>			
<b>SPECIAL PROJECTS</b>													
<b>2016 GRAND TOTAL</b>					<b>\$1,021,951.00</b>	<b>\$35,130.57</b>	<b>\$986,820.43</b>	<b>13,714</b>		<b>\$74.52</b>			

## 2015 Appeals as 2016-11-30

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
<b>House</b>													
1501 HO	1/5/15	PSD&C	20,471	most recent contributors	\$25,137.00	\$6,665.00	\$18,472.00	390	1.91%	\$64.45	\$0.27	\$3.77	\$17.09
1502 HO	2/23/15	4 carrier test	19,998	most recent contributors	\$10,492.00	\$7,841.00	\$2,651.00	177	0.89%	\$59.28	\$0.75	\$1.34	\$44.30
1504 HO	4/20/15	yellow urgent - BA	19,987	most recent contributors	\$14,759.00	\$6,364.00	\$8,395.00	236	1.18%	\$62.54	\$0.43	\$2.32	\$26.97
1505 HO	6/1/15	Annual Report	18,068	stakeholders Jan 01, 2014 - Present	\$14,198.00	\$13,876.00	\$322.00	176	0.97%	\$80.67	\$0.98	\$1.02	\$78.84
1506 HO	6/29/15	logo survey	19,986	most recent contributors	\$12,227.00	\$8,561.00	\$3,666.00	343	1.72%	\$35.65	\$0.70	\$1.43	\$24.96
1507 HO	8/3/15	OK Ballot Access	21,156	recent contributors + OK all + 5yr BA	\$22,542.00	\$7,542.00	\$15,000.00	216	1.02%	\$104.36	\$0.33	\$2.99	\$34.92
1510 HO	10/14/15	New Logo	19,989	recent contributors	\$18,270.00	\$8,056.00	\$10,214.00	337	1.69%	\$54.21	\$0.44	\$2.27	\$23.91
1511 HO	11/20/15	BA	19,890	recent contributors	\$17,222.00	\$8,239.14	\$8,982.86	86	0.43%	\$200.26	\$0.48	\$2.09	\$95.80
<b>Subtotal House</b>			<b>159,545</b>		<b>\$134,847.00</b>	<b>\$67,144.14</b>	<b>\$67,702.86</b>	<b>1,961</b>	<b>1.23%</b>	<b>\$68.76</b>	<b>\$0.50</b>	<b>\$2.01</b>	<b>\$34.24</b>
<b>Renewals</b>													
1501 RE	1/29/15	wes upgrade appeal	5,226	Std 6 Mo renewal	\$13,169.00	\$1,516.00	\$11,653.00	243	4.65%	\$54.19	\$0.12	\$8.69	\$6.24
1502 RE	3/6/15	wes upgrade appeal	4,585	Std 6 Mo renewal	\$11,855.00	\$1,521.00	\$10,334.00	213	4.65%	\$55.66	\$0.13	\$7.79	\$7.14
1503 RE	3/26/15	wes upgrade appeal	4,046	Std 6 Mo renewal	\$12,187.00	\$1,444.00	\$10,743.00	226	5.59%	\$53.92	\$0.12	\$8.44	\$6.39
1505 RE	5/31/15	wes upgrade appeal	3,394	Std 6 Mo renewal	\$4,545.00	\$1,227.00	\$3,318.00	77	2.27%	\$59.03	\$0.27	\$3.70	\$15.94
1507 RE	7/23/15	wes upgrade appeal	4,353	Std 6 Mo renewal	\$30,137.00	\$1,486.00	\$28,651.00	536	12.31%	\$56.23	\$0.05	\$20.28	\$2.77
1508 RE	8/25/15	wes upgrade appeal	4,205	Std 6 Mo renewal	\$14,990.00	\$1,362.00	\$13,628.00	273	6.49%	\$54.91	\$0.09	\$11.01	\$4.99
1509 RE	9/30/15	wes upgrade appeal	3,460	Std 6 Mo renewal	\$7,925.00	\$1,335.00	\$6,590.00	131	3.79%	\$60.50	\$0.17	\$5.94	\$10.19
1510 RE	10/28/15	wes upgrade appeal	3,563	Std 6 Mo renewal	\$12,251.00	\$1,249.00	\$11,002.00	213	5.98%	\$5.86	#REF!	#REF!	#REF!
1511 RE	12/11/15	wes upgrade appeal	3,150	Std 6 Mo renewal	\$13,627.00	\$1,194.00	\$12,433.00	226	7.17%	\$60.30	\$0.09	\$11.41	\$5.28
1512 RE	12/28/15	wes upgrade appeal	3,218	Std 6 Mo renewal	\$13,364.00	\$1,182.00	\$12,182.00	221	6.87%	\$60.47	\$0.09	\$11.31	\$5.35
<b>Subtotal Renewals</b>			<b>42,048</b>		<b>\$134,050.00</b>	<b>\$13,516.00</b>	<b>\$120,534.00</b>	<b>2359</b>	<b>5.61%</b>	<b>\$56.82</b>	<b>\$0.10</b>	<b>\$9.92</b>	<b>\$5.73</b>
<b>Lapsed</b>													
1502 LA	2/9/15	Please Renew Your Mem	29,989	long term expired	\$5,356.00	\$9,580.00	-\$4,224.00	114	0.38%	\$46.98	\$1.79	\$0.56	\$84.04
1508 LA	8/12/15	Please Renew Your Mem	26,120	long term expired	\$3,940.00	\$7,487.00	-\$3,547.00	101	0.39%	\$39.01	\$1.90	\$0.53	\$74.13
1512 LA	12/9/15	5 teaser test	25,586	long term expired	\$4,828.00	\$12,357.00	-\$7,529.00	81	0.32%	\$59.60	\$2.56	\$0.39	\$152.56
<b>Subtotal Lapsed</b>			<b>81,695</b>		<b>\$14,124.00</b>	<b>\$29,424.00</b>	<b>-\$15,300.00</b>	<b>296</b>	<b>0.36%</b>	<b>\$47.72</b>	<b>\$2.08</b>	<b>\$0.48</b>	<b>\$99.41</b>
<b>Prospecting</b>													
1502 SFL				Students for Liberty	\$1,495.00			349	#DIV/0!	\$4.28	\$0.00	#DIV/0!	\$0.00
<b>Subtotal Prospecting</b>			<b>0</b>		<b>\$1,495.00</b>	<b>\$0.00</b>	<b>\$1,495.00</b>	<b>349</b>	<b>#DIV/0!</b>	<b>\$4.28</b>	<b>\$0.00</b>	<b>#DIV/0!</b>	<b>\$0.00</b>
<b>Web &amp; White mail</b>													
Web Contributions		Donations			\$28,297.30		\$28,297.30	279		\$101.42			
Web New Members		New Members			\$35,900.00		\$35,900.00	1,024		\$35.06			
Web Renewals		Renewal Memberships			\$97,881.65		\$97,881.65	1,727		\$56.68			
White Mail Contributions		Donations			\$48,134.91		\$48,134.91	100		\$481.35			
White Mail for Membership		Membership			\$10,638.55		\$10,638.55	156		\$68.20			
<b>Subtotal for Web and White Mail</b>					<b>\$220,852.41</b>		<b>\$220,852.41</b>	<b>3,286</b>		<b>\$67.21</b>			
<b>SPECIAL PROJECTS</b>													
<b>2015 GRAND TOTAL</b>					<b>\$370,521.41</b>	<b>\$42,940.00</b>	<b>\$327,581.41</b>	<b>6,290</b>		<b>\$58.91</b>			

2014 Appeals as 2015-12-31													
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
<b>House</b>													
1402 HO	2/10/14	urgent yellow	34,992	most recent contributors	\$29,089.00	\$10,714.91	\$18,374.09	509	1.45%	\$57.15	\$0.37	\$2.71	\$21.05
1403 HO	3/21/14	annual report	19,584	stakeholders Jan 01, 2013 - Present	\$28,958.00	\$19,034.62	\$9,923.38	289	1.48%	\$100.20	\$0.66	\$1.52	\$65.86
1405 HO	5/15/2014*	building Fund	800	previous building fund donors (first class)	\$9,458.00	\$1,192.00	\$8,266.00	87	10.88%	\$108.71	\$0.13	\$7.93	\$13.70
1406 HO	6/13/14	Voter Demand	19,998	most recent contributors	\$14,641.00	\$7,573.00	\$7,068.00	244	1.22%	\$60.00	\$0.52	\$1.93	\$31.04
1408 HO	9/3/14	Urgent - Layoff	19,992	most recent contributors	\$28,020.00	\$6,274.00	\$21,746.00	394	1.97%	\$71.12	\$0.22	\$4.47	\$15.92
1411 HO	11/10/14	Porcupine	22,561	most recent contributors	\$20,305.00	\$7,339.00	\$12,966.00	240	1.06%	\$84.60	\$0.36	\$2.77	\$30.58
<b>Subtotal House</b>			<b>117,927</b>		<b>\$130,471.00</b>	<b>\$52,127.53</b>	<b>\$78,343.47</b>	<b>1,763</b>	<b>1.49%</b>	<b>\$74.01</b>	<b>\$0.40</b>	<b>\$2.50</b>	<b>\$29.57</b>
2014 LP NEWS	VARIES								#DIV/0!	#DIV/0!			
<b>Subtotal House Appeals Incl. LP News</b>			<b>117,927</b>		<b>\$130,471.00</b>	<b>\$52,127.53</b>	<b>\$78,343.47</b>	<b>1,763</b>	<b>1.49%</b>	<b>\$74.01</b>	<b>\$0.40</b>	<b>\$2.50</b>	<b>\$29.57</b>
<b>Renewals</b>													
1401 RE	1/31/14	2012 2013 letter	4,104	Std 6 Mo renewal	\$9,580.00	\$1,560.11	\$8,019.89	182	4.43%	\$52.64	\$0.16	\$6.14	\$8.57
1402 RE	2/28/14	2012 2013 MM letter	3,562	Std 6 Mo renewal	\$12,149.00	\$1,354.82	\$10,794.18	210	5.90%	\$57.85	\$0.11	\$8.97	\$6.45
1403 RE	4/6/14	2012 2013 MM letter	4,502	Std 6 Mo renewal	\$10,194.00	\$1,567.79	\$8,626.21	206	4.58%	\$49.49	\$0.15	\$6.50	\$7.61
1404 RE	4/24/14	2012 2013 MM letter	3,976	Std 6 Mo renewal	\$9,777.00	\$1,386.16	\$8,390.84	196	4.93%	\$49.88	\$0.14	\$7.05	\$7.07
1405 RE	5/31/14	2012 2013 MM letter	2,425	Std 6 Mo renewal	\$8,985.00	\$1,060.91	\$7,924.09	189	7.79%	\$47.54	\$0.12	\$8.47	\$5.61
1406 RE	7/10/14	life member	12,834	current non-life members	\$23,421.00	\$8,213.45	\$15,207.55	55	0.43%	\$425.84	\$0.35	\$2.85	\$149.34
1407 RE	7/31/15	wes upgrade appeal	3,100	Std 6 Mo renewal	\$15,534.00	\$1,342.00	\$14,192.00	295	9.52%	\$52.66	\$0.09	\$11.58	\$4.55
1408 RE	9/17/14	wes upgrade appeal	3,713	Std 6 Mo renewal	\$18,465.00	\$1,294.00	\$17,171.00	326	8.78%	\$56.64	\$0.07	\$14.27	\$3.97
1409 RE	10/8/14	wes upgrade appeal	4,211	Std 6 Mo renewal	\$14,814.00	\$1,652.40	\$13,161.60	256	6.08%	\$57.87	\$0.11	\$8.97	\$6.45
1410 RE	11/7/14	wes upgrade appeal	2,540	Std 6 Mo renewal	\$10,720.00	\$783.00	\$9,937.00	191	7.52%	\$4.10	\$0.07	\$13.69	\$4.10
1411 RE	12/12/14	wes upgrade appeal	5,402	Std 6 Mo renewal	\$17,662.00	\$2,026.00	\$15,636.00	286	5.29%	\$61.76	\$0.11	\$8.72	\$7.08
1412 RE	1/12/15	wes upgrade appeal	5,234	Std 6 Mo renewal	\$11,245.00	\$1,781.00	\$9,464.00	210	4.01%	\$53.55	\$0.16	\$6.31	\$8.48
<b>Subtotal Renewals</b>			<b>55,603</b>		<b>\$162,546.00</b>	<b>\$24,021.64</b>	<b>\$138,524.36</b>	<b>2602</b>	<b>4.68%</b>	<b>\$62.47</b>	<b>\$0.15</b>	<b>\$6.77</b>	<b>\$9.23</b>
<b>Lapsed</b>													
1406 LA	7/7/14	Please Renew Your Mem	31,748	long term expired	\$13,318.50	\$9,056.41	\$4,262.09	249	0.78%	\$53.49	\$0.68	\$1.47	\$36.37
1410 LA	11/7/14	wes upgrade appeal	12,286	long term expired	\$8,510.00	\$2,856.80	\$5,653.20	137	1.12%	\$62.12	\$0.34	\$2.98	\$20.85
<b>Subtotal Lapsed</b>			<b>44,034</b>		<b>\$21,828.50</b>	<b>\$11,913.21</b>	<b>\$9,915.29</b>	<b>386</b>	<b>0.88%</b>	<b>\$56.55</b>	<b>\$0.55</b>	<b>\$1.83</b>	<b>\$30.86</b>
<b>Prospecting</b>													
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)	\$4,539.00	\$8,784.41	-\$4,245.41	122	0.42%	\$37.20	\$1.94	\$0.52	\$72.00
<b>Subtotal Prospecting</b>			<b>58,591</b>		<b>\$7,086.95</b>	<b>\$17,568.82</b>	<b>-\$10,481.87</b>	<b>176</b>	<b>0.30%</b>	<b>\$40.27</b>	<b>\$2.48</b>	<b>\$0.40</b>	<b>\$99.82</b>
<b>WEB</b>													
<b>Web Contributions</b>		Donations			\$63,970.00		\$63,970.00	646		\$99.02			
<b>Web New Members</b>		New Members			\$53,491.00		\$53,491.00	1,556		\$34.38			
<b>Web Renewals</b>		Renewal Memberships			\$171,774.00		\$171,774.00	2,654		\$64.72			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$30,149.00		\$30,149.00	175		\$172.28			
<b>White Mail for Membership</b>		Membership			\$14,615.00		\$14,615.00	180		\$81.19			
<b>Subtotal for Web and White Mail</b>					<b>\$333,999.00</b>		<b>\$333,999.00</b>	<b>5,211</b>		<b>\$64.09</b>			
<b>SPECIAL PROJECTS</b>													
1404 HO		ballot fund - email		piryx	\$8,285.00		\$8,285.00	153		\$54.15			
<b>2014 GRAND TOTAL</b>					<b>\$664,216.45</b>	<b>\$105,631.20</b>	<b>\$558,585.25</b>	<b>10,291</b>		<b>\$64.54</b>			



2013 Appeals (as of 2014-12-31)													
House				Page 1 of 1									
1301 HO	1/28/13	Big Opportunity	20,694		\$20,825.00	\$7,115.00	\$13,710.00	213	1.03%	\$97.77	\$0.34	\$2.93	\$33.40
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		\$22,112.00	\$11,820.00	\$10,292.00	282	1.42%	\$78.41	\$0.53	\$1.87	\$41.91
1306 HO	6/11/13	Extremely Time Sens. ARF	19,887		\$16,096.00	\$6,374.00	\$9,722.00	243	1.22%	\$66.24	\$0.40	\$2.53	\$26.23
1307 HO	8/13/13	ballot access	19,000		\$23,142.00	\$9,184.00	\$13,958.00	285	1.50%	\$81.20	\$0.40	\$2.52	\$32.22
1309 HO	9/30/13	corrections and donations	40,000		\$32,712.00	\$8,067.00	\$24,645.00	549	1.37%	\$59.58	\$0.25	\$4.06	\$14.69
1310 HO	10/30/13	Heros	22,840		\$9,669.00	\$6,724.00	\$2,945.00	168	0.74%	\$57.55	\$0.70	\$1.44	\$40.02
1311 HO	11/15/14	Invest in growth	20,188		\$11,382.00	\$6,357.95	\$5,024.05	178	0.88%	\$63.94	\$0.56	\$1.79	\$35.72
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		\$236,634.20	\$77,992.71	\$158,641.49	2,500.00	0.55%	\$94.65	\$0.33	\$3.03	\$31.20
2013 LP NEWS	VARIES				\$2,935.00			62	#DIV/0!	\$47.34			
Subtotal House Appeals Incl. LP News			457,138		\$239,569.20	\$77,992.71	\$161,576.49	2,562	0.56%	\$93.51	\$0.33	\$3.07	\$30.44
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		\$13,660.00	\$1,538.34	\$12,121.66	249	4.66%	\$54.86	\$0.11	\$8.88	\$6.18
1311 RE	11/15/13	Please Renew Your Mem	5,075		\$9,379.00	\$1,793.20	\$7,585.80	127	2.50%	\$73.85	\$0.19	\$5.23	\$14.12
1312 RE	12/31/13	Please Renew Your Mem	4,453		\$8,685.00	\$1,805.98	\$6,879.02	157	3.53%	\$55.32	\$0.21	\$4.81	\$11.50
Subtotal Renewals			56,561		\$172,851.49	\$21,146.24	\$151,705.25	3297	5.83%	\$52.43	\$0.12	\$8.17	\$6.41
Lapsed													
1308 LA	9/4/13	Please Renew Your Mem	39,057	long term expired	\$17,854.00	\$14,021.00	\$17,309.00	374	0.96%	\$47.74	\$0.79	\$1.27	\$37.49
1312 LA			25,000	long term expired	\$7,645.00		\$1,310.00	181	0.72%	\$42.24	\$0.00	#DIV/0!	\$0.00
Subtotal Lapsed			64,057		\$25,499.00	\$14,021.00	\$11,478.00	555	0.87%	\$45.94	\$0.55	\$1.82	\$25.26
Prospecting													
1311 PR	12/4/13		40,610		\$7,591.00	\$10,492.00	-\$2,901.00	152					
Subtotal Prospecting			40,610		\$7,591.00	\$10,492.00	-\$2,901.00	152	0.37%	\$49.94	\$1.38	\$0.72	\$69.03
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		\$48.22			
2013 GRAND TOTAL					\$785,514.47	\$123,651.95	\$661,862.52	13122		\$59.86			

<b>2012 Appeals (as of 2013-06-30)</b>													
<b>House</b>													
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	\$6,072.00	\$10,523.00	0	0.00%	#DIV/0!	\$0.37	\$2.73	#DIV/0!
<b>Subtotal House</b>			<b>230,509</b>		<b>\$205,353.00</b>	<b>\$73,210.01</b>	<b>\$132,142.99</b>	<b>2,289</b>	<b>0.99%</b>	<b>\$89.71</b>	<b>\$0.36</b>	<b>\$2.80</b>	<b>\$31.98</b>
2012 LP NEWS	VARIABLES				\$625.00			9	#DIV/0!	\$69.44			
<b>Subtotal House Appeals Incl. LP News</b>			<b>230,509</b>		<b>\$205,978.00</b>	<b>\$73,210.01</b>	<b>\$132,767.99</b>	<b>2,298</b>	<b>1.00%</b>	<b>\$89.63</b>	<b>\$0.36</b>	<b>\$2.81</b>	<b>\$31.86</b>
<b>Renewals</b>													
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
<b>Subtotal Renewals</b>			<b>47,635</b>		<b>\$164,374.00</b>	<b>\$12,993.36</b>	<b>\$151,380.64</b>	<b>3324</b>	<b>6.98%</b>	<b>\$49.45</b>	<b>\$0.08</b>	<b>\$12.65</b>	<b>\$3.91</b>
<b>Lapsed</b>													
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!
<b>Subtotal Lapsed</b>			<b>21,693</b>		<b>\$2,330.00</b>	<b>\$5,997.00</b>	<b>-\$3,667.00</b>	<b>51</b>	<b>0.24%</b>	<b>\$45.69</b>	<b>\$2.57</b>	<b>\$0.39</b>	<b>\$117.59</b>
<b>Prospecting</b>													
							\$0.00		#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
<b>Subtotal Prospecting</b>			<b>0</b>		<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>0</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>	<b>#DIV/0!</b>
<b>WEB</b>													
<b>Web Contributions</b>		Donations			\$98,840.00		\$98,840.00	1,134		\$87.16			
<b>Web New Members</b>		New Members			\$138,345.00		\$138,345.00	3,533		\$39.16			
<b>Web Renewals</b>		Renewal Memberships			\$131,507.00		\$131,507.00	2,372		\$55.44			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$46,323.00		\$46,323.00	182		\$254.52			
<b>White Mail for Membership</b>		Membership			\$15,549.00		\$15,549.00	199		\$78.14			
<b>Subtotal for Web and White Mail</b>					<b>\$430,564.00</b>		<b>\$430,564.00</b>	<b>7,420</b>		<b>\$58.03</b>			
<b>SPECIAL PROJECTS</b>													
doorhangers										#DIV/0!			
lapsed member intern calling										#DIV/0!			
<b>2012 GRAND TOTAL</b>					<b>\$803,246.00</b>	<b>\$92,200.37</b>	<b>\$711,045.63</b>	<b>15,382</b>		<b>\$52.22</b>			

Official Mailing Name	Drop Date	Topic and Purpose	# of Pieces	Target Population	Gross Revenue	Total Costs	Net Revenue	No of	Percent	Average Gift	Cost to	ROI	Cost per
<b>2011 Appeals (as of 2012-04-30)</b>													
<b>House</b>													
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
<b>Sub House Appeals</b>			<b>225,988</b>		<b>\$273,136.00</b>	<b>\$78,468.00</b>	<b>\$194,668.00</b>	<b>3,766</b>	<b>1.67%</b>	<b>\$72.53</b>	<b>\$0.29</b>	<b>\$3.48</b>	<b>\$20.84</b>
2011 LP NEWS	VARIES				\$4,325.00			88		\$49.15			
<b>Subtotal House Appeals Incl. LP News</b>			<b>225,988</b>		<b>\$277,461.00</b>	<b>\$78,468.00</b>	<b>\$198,993.00</b>	<b>3,854</b>	<b>1.71%</b>	<b>\$71.99</b>	<b>\$0.28</b>	<b>\$3.54</b>	<b>\$20.36</b>
<b>Renewals</b>													
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
<b>Subtotal Renewals</b>			<b>45,245</b>		<b>\$181,913.00</b>	<b>\$17,859.98</b>	<b>\$164,053.02</b>	<b>3720</b>	<b>8.22%</b>	<b>\$48.90</b>	<b>\$0.10</b>	<b>\$10.19</b>	<b>\$4.80</b>
<b>Lapsed</b>													
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
<b>Subtotal Lapsed</b>			<b>71,916</b>		<b>\$22,858.00</b>	<b>\$19,884.84</b>	<b>\$2,973.16</b>	<b>512</b>	<b>0.71%</b>	<b>\$44.64</b>	<b>\$0.87</b>	<b>\$1.15</b>	<b>\$38.84</b>
<b>Prospecting</b>													
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
<b>Subtotal Prospecting</b>			<b>76,145</b>		<b>\$22,237.00</b>	<b>\$21,723.45</b>	<b>\$513.55</b>	<b>432</b>	<b>0.57%</b>	<b>\$51.47</b>	<b>\$0.98</b>	<b>\$1.02</b>	<b>\$50.29</b>
<b>WEB</b>													
<b>Web Contributions</b>		Donations			\$44,983.74		\$44,983.74	655		\$68.68			
<b>Web New Members</b>		New Members			\$66,843.00		\$66,843.00	1,675		\$39.91			
<b>Web Renewals</b>		Renewal Memberships			\$132,949.10		\$132,949.10	2,823		\$47.09			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$52,080.55		\$52,080.55	216		\$241.11			
<b>White Mail for Membership</b>		Membership			\$16,360.35		\$16,360.35	237		\$69.03			
<b>Subtotal for Web and White Mail</b>					\$313,216.74		\$313,216.74	<b>5,606</b>		<b>\$55.87</b>			
<b>SPECIAL PROJECTS</b>													
<b>Directlinerenewal calling</b>					\$19,816.50	\$15,000.00	\$4,816.50	475		\$41.72			
<b>2011 GRAND TOTAL</b>					<b>\$837,502.24</b>	<b>\$152,936.27</b>	<b>\$684,565.97</b>	<b>18,365</b>		<b>\$45.60</b>			

Official Mailing Name	Drop Date	Topic and Purpose	# of Pieces	Target Population	Gross Revenue	Total Costs	Net Revenue	No of	Percent	Average Gift	Cost to	ROI	Cost per
<b>2010 Appeals (as of</b>													
<b>House</b>													
1001-HO Ballot Access	2/21/10	Ballot Access	28,658	last gift date 2006 - current	\$31,429.00	\$8,657.87	\$22,771.13	463	1.62%	\$67.88	\$0.28	\$3.63	\$18.70
1003 HO Annual Report	4/7/10	Annual Report	21,574	Donors or members during 2009	\$34,763.11	\$6,637.58	\$28,125.53	428	1.98%	\$81.22	\$0.19	\$5.24	\$15.51
1005 HO AR followup	6/5/10	Annual Report followup	16,046	rec'd 1003 HO, no donation in 2010	\$6,728.43	\$4,317.06	\$2,411.37	139	0.87%	\$48.41	\$0.64	\$1.56	\$31.06
1007 HO	7/31/10	742 candidates-Please help	39,980	active donor list with 5 years of lapsed	\$35,204.55	\$13,150.31	\$22,054.24	539	1.35%	\$65.31	\$0.37	\$2.68	\$24.40
1009 HO doorhanger	9/23/10	doorhanger mailing	30,071	active donor list with 3 years of lapsed	\$14,642.00	\$13,663.65	\$978.35	354	1.18%	\$41.36	\$0.93	\$1.07	\$38.60
1010 HO	10/26/10	plain envelope gram	14,880	active donor list	\$15,906.32	\$4,550.31	\$11,356.01	247	1.66%	\$64.40	\$0.29	\$3.50	\$18.42
<b>Subtotal House Appeals</b>			<b>151,209</b>		<b>\$138,673.41</b>	<b>\$50,976.78</b>	<b>\$76,340.62</b>	<b>2,170</b>	<b>1.44%</b>	<b>\$63.90</b>	<b>\$0.37</b>	<b>\$2.72</b>	<b>\$23.49</b>
2010 LP NEWS	VARIES		62,557		\$22,022.21			186	0.30%	\$118.40			
<b>Subtotal House Appeals Incl. LP News</b>			<b>213,766</b>		<b>\$160,695.62</b>	<b>\$50,976.78</b>	<b>\$109,718.84</b>	<b>2,356</b>	<b>1.10%</b>	<b>\$68.21</b>	<b>\$0.32</b>	<b>\$3.15</b>	<b>\$21.64</b>
<b>Renewals</b>													
1001 RE	2/12/10		2,612		\$14,776.00	\$961.61	\$13,814.39	323	12.37%	\$45.75	\$0.07	\$15.37	\$2.98
1002 RE	3/16/10		2,796		\$15,474.99	\$1,199.92	\$14,275.07	322	11.52%	\$48.06	\$0.08	\$12.90	\$3.73
1004 RE	4/9/10		4,181		\$21,074.44	\$1,049.52	\$20,024.92	479	11.46%	\$44.00	\$0.05	\$20.08	\$2.19
1005 RE	6/5/10		4,138		\$17,697.00	\$943.46	\$16,753.54	372	8.99%	\$47.57	\$0.05	\$18.76	\$2.54
1007 RE	7/10/10		6,190		\$31,053.98	\$1,110.67	\$29,943.31	681	11.00%	\$45.60	\$0.04	\$27.96	\$1.63
1008 RE	8/21/10		4,614		\$21,644.00	\$1,110.57	\$20,533.43	460	9.97%	\$47.05	\$0.05	\$19.49	\$2.41
1010 RE	10/7/10		5,594		\$28,735.00	\$1,248.57	\$27,486.43	601	10.74%	\$47.81	\$0.04	\$23.01	\$2.08
1011 RE	12/4/10		5,287		\$15,773.00	\$1,438.98	\$14,334.02	357	6.75%	\$44.18	\$0.09	\$10.96	\$4.03
<b>Subtotal Renewals</b>			<b>35,412</b>		<b>\$166,228.41</b>	<b>\$9,063.30</b>	<b>\$157,165.11</b>	<b>3595</b>	<b>10.15%</b>	<b>\$46.24</b>	<b>\$0.05</b>	<b>\$18.34</b>	<b>\$2.52</b>
<b>Lapsed</b>													
1002 LA	3/20/10	bumpersticker mailing	18,466	expired between 2006-2009	\$21,336.00	\$6,247.61	\$15,088.39	324	1.75%	\$65.85	\$0.29	\$3.42	\$19.28
1005 LA	5/15/10	please renew	78,696	expired 1998-2009	\$24,059.69	\$17,039.51	\$7,020.18	555	0.71%	\$43.35	\$0.71	\$1.41	\$30.70
1007 LA	7/20/10		24,731		\$6,675.00	\$8,647.18	-\$1,972.18	135	0.55%	\$49.44	\$1.30	\$0.77	\$64.05
1011 LA	11/16/10		95,411		\$19,439.00	\$29,564.21	-\$10,125.21	386	0.40%	\$50.36	\$1.52	\$0.66	\$76.59
<b>Subtotal Lapsed</b>			<b>217,304</b>		<b>\$71,509.69</b>	<b>\$61,498.51</b>	<b>\$10,011.18</b>	<b>1,400</b>	<b>0.64%</b>	<b>\$51.08</b>	<b>\$0.86</b>	<b>\$1.16</b>	<b>\$43.93</b>
<b>Prospecting</b>													
1005 PR	6/12/10	D's & R's are the problem, join the LP	58,821	Reason, Independent Inst, 2006-2010 inquiries	\$10,166.00	\$14,860.42	-\$4,694.42	244	0.41%	\$41.66	\$1.46	\$0.68	\$60.90
<b>Subtotal Prospecting</b>			<b>58,821</b>		<b>\$10,166.00</b>	<b>\$14,860.42</b>	<b>-\$4,694.42</b>	<b>244</b>	<b>0.41%</b>	<b>\$41.66</b>	<b>\$1.46</b>	<b>\$0.68</b>	<b>\$60.90</b>
<b>WEB</b>													
<b>Web Contributions</b>		Donations			\$70,636.30		\$70,636.30	1,392		\$50.74			
<b>Web New Members</b>		New Members			\$88,301.00		\$88,301.00	2,175		\$40.60			
<b>Web Renewals</b>		Renewal Memberships			\$131,026.00		\$131,026.00	2,781		\$47.11			
<b>WHITE MAIL</b>													
<b>White Mail Contributions</b>		Donations			\$66,023.81		\$64,932.81	161		\$410.09			
<b>White Mail for Membership</b>		Membership			\$9,316.60		\$8,576.60	168		\$55.46			
<b>Subtotal for Web and White Mail</b>					<b>\$365,303.71</b>		<b>\$365,303.71</b>	<b>6,677</b>		<b>\$54.71</b>			
<b>SPECIAL PROJECTS</b>													
doorhangers					\$11,105.94			311		\$35.71			
lapsed member intern calling					\$1,350.00			28		\$48.21			
<b>2010 GRAND TOTAL</b>					<b>\$786,359.37</b>	<b>\$136,399.01</b>	<b>\$649,960.36</b>	<b>16,781</b>		<b>\$46.86</b>			



# **LNC Political Director & LP Communications Report**

**December 2016**

**Prepared by Carla Howell**

## **Key stats**

- There are 142 elected Libertarians as of the November 8 election
- Around 600 Libertarian candidates were on the November 8, 2016 ballot.
- The following individuals in LP state affiliates are pursuing better ballot access laws:
  - Alabama: Paul Frankel
  - Arkansas: Michael Pakko
  - Illinois: Scott Schluter
  - Kansas: Attorney Mark P. Johnson and Richard Winger likely filing lawsuit to challenge arbitrary decision by SOS to exclude LP from upcoming special election for US House.
  - Massachusetts: Dan Fishman. Minnesota: SL Malleck
  - New Jersey: Patrick McKnight
  - Ohio: Richard Winger suggested that Nick Sarwark speak with Brad Smith, former FEC now professor at Capital U. Law School in Columbus
  - Pennsylvania: pending lawsuit will force legislation
  - Rhode Island: Pat Ford
  - Tennessee: Heather Scott (soon sending letter to SOS) and Daniel Lewis
  - Texas: Lauren Daugherty, Anastacia Wilford
- Note that LPMA may participate with a recently-formed group that is seriously considering a ballot initiative to pass Ranked Choice voting in Massachusetts. Dan Fishman, Political Director, and Chair Cris Crawford attended the first meeting and hope to get a Libertarian on the group's board.

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

- Oversaw ballot drives in PA, DC and MA; assisted with NH.
- Gathered input from candidates and others and formulated 15 pledges for federal candidates; 15 pledges for state, and 7 pledges for local office. Sent several surveys to candidates to choose which, if any, pledges they wished to make. Wrote talking points supporting each pledge Posted a list of candidates who made each pledge along with their respective talking points to LP.org. Issued several press releases announcing them.
- Sought and booked LP media coverage: Got Nicholas Sarwark booked on Stossel show. Convinced Reason to write an article about candidate pledges and to

generally cover LP candidate more. Got antiwar.com agreement to publish a column by Gary Johnson.

- Helped with transition to new website.
- Helped arrange for state affiliates to identify or appoint individuals or committees to lobby for better ballot access laws, especially in states where LP not recognized.
- May-November, fielded over 100 inquiries for Johnson / Weld campaign.

### **Regular activities:**

- Issue *LP News* every two months. Edit and write articles. Elizabeth Brierly does layout and assists with editing.
- Compile and edit monthly issues of *Liberty Pledge*. Elizabeth Brierly does layout and assists with editing.
- With Bob Johnston, support candidates and affiliates. Bob addresses ballot access and reporting requirements for both candidates and affiliates. Carla coaches candidates, does research and helps to develop talking points and to prepare for media interviews and debates.
- Write, format, send emails to General list via iContact, usually compilations of recent blogs and special announcements. Elizabeth Brierly formats and helps edit.
- Write and issue news releases (post to LP.org; send to media and General list)
- Help Bob Johnston, who oversees the effort, to edit and write blogs. With dramatically more media coverage and more to talk about during the election, we were able to post 1-3 blogs/day for much of the year. Have cut back to about five per week post-election as news coverage, as is typical, drops dramatically this time of year.
- Respond to TV, radio and print inquiries – book Nick when available. Take, or arrange for others to take, remaining interviews.
- Support state chairs and key state activists in candidate recruitment; recruit individual candidates when opportunities arise
- With Bob Johnston, correspond with elected Libertarians.
- Respond to incoming emails, phone calls and occasionally meet with walk-in or scheduled visitors at headquarters
- Lead sessions of Who's Driving
- Assist with state ballot access, lawsuits, petitioning issues as needed.
- Attend DC-area events and keep in contact with key libertarian organizations and allies
- Miscellaneous admin: e.g. update/create iContact lists, help maintain candidate contacts spreadsheet and list of candidates to cover; misc. LP.org updates
- Occasionally write or help with fundraising appeals, appeals to major donors

- Maintain relationship with VoiceAmerica to sustain LP's free access to show *Libertarians Working For You*.
- Give speeches to student groups in DC area or at headquarters.
- Oversaw posting of Facebook memes to LP.org until this portion of LP.org home page was supplanted by LPStore (and then new website).

## **Press Releases since last compilation in staff reports**

Includes 17 initiated by Rachel Mills or Lauren Daugherty

- Victory!
- Libertarian candidates pledge to downsize U.S. military
- Libertarian candidates pledge to contain and reduce government authority
- Libertarian candidates pledge to localize education
- Compare and contrast: Gov. Gary Johnson vs. Sec. Hillary Clinton vs. Donald Trump
- Libertarian chair invites outraged Trump loyalists to split their tickets
- Open Letter to Governor Mike Pence
- CPD shuts out millions of voters again
- Libertarian Gary Johnson Garners More Major Newspaper Endorsements
- Libertarians pledge big tax cuts, ending the Fed, and government financial transparency
- Libertarian Party comments on upcoming Presidential Debate
- Libertarian candidates pledge to advance civil liberties
- GSA Denies National Security Briefings to Gary Johnson
- Libertarian Party: CPD decides to make their first debates irrelevant
- Success! Libertarians on ballot in all 50 states, first since 1996
- Libertarian Party Requests National Security Briefings for Johnson/Weld
- Libertarian Party Chair Rebukes Obama Administration, DEA
- Libertarian Party to Democrats: It's cruel to be kind
- No one should be above the law.
- In wake of Orlando shooting, Libertarian Party calls for end to 'gun-free' zones
- Libertarians lose beloved activist Marc Feldman
- Compare and contrast: Gov. Gary Johnson vs. Sec. Hillary Clinton vs. Donald Trump
- Libertarians pledge big tax cuts, ending the Fed, and government financial transparency
- Libertarian Party comments on upcoming Presidential Debate
- Libertarian candidates pledge to advance civil liberties
- GSA Denies National Security Briefings to Gary Johnson
- Libertarian Party: CPD decides to make their first debates irrelevant
- Libertarian Party Requests National Security Briefings for Johnson/Weld
- Success! Libertarians on ballot in all 50 states, first since 1996

- Libertarian federal candidates pledge to end crony capitalism
- LNC Chair's comments on DEA scheduling of kratom like heroin
- Number of Debate Podiums Not Known
- Tim Kaine's hometown paper endorses Gary Johnson
- Open Letter to IAVA from LNC Chair
- Libertarian Party clears hurdles for ballot access in Ohio, New York
- Libertarian Party Chair Rebukes Obama Administration, DEA
- Libertarian Party to Democrats: It's cruel to be kind
- Did Ted Cruz just endorse Gary Johnson?
- Jeb and Mitt, we welcome your vote and admire your courage!
- Libertarian Party Calls for an End to All Violence
- No one should be above the law.
- Libertarian Party: The Draft is Slavery. End it.
- The Libertarian Party opposes the No Fly No Buy bill and other restrictions without due process
- In wake of Orlando shooting, Libertarian Party calls for end to 'gun-free' zones
- Libertarian presidential candidate named; VP balloting underway
- Bernie Sanders supporters have a choice: Libertarian Johnson advocates civil liberties, peace, ending cronyism
- Libertarian presidential candidates' debate
- Libertarian Party kicks off presidential nominating convention
- Gov. William Weld wins Libertarian VP nomination
- Another state legislator quits GOP, joins Libertarian Party
- Libertarian Party holds VP debate; votes overwhelmingly to oppose death penalty
- Libertarian National Convention to be held May 27–30 in Orlando
- Libertarian presidential candidate polls at 10% in three-way race
- How the Libertarian Party selects its presidential, VP nominees
- Bad news, good news for Cruz, Kasich supporters
- Libertarian presidential debate to air on Stossel Show Tonight
- Libertarian Party will be on November ballot in Oklahoma
- Libertarian presidential debate to air on Stossel Show in April
- Libertarian Party Welcomes Refugees from the Republican and Democratic Parties

## **LP National Media coverage**

2016 smashed records for LP media coverage nationwide. There were periods when volume overwhelmed staff and individual hits were not logged. Here's a partial list since February 17:

12/7 Sarwark - Ernie Hancock

12/6 Vohra - Freelance reporter Samantha Lee: Will Trump deregulate

11/29 Sarwark - "The American Immigrant." podcast

11/22 Benedict - Wash Times LP - very positive by J Harper



11/22 Vohra - IPR - Post election survey of third party leaders part 1  
11/18 Sarwark - The Libertarian Republic  
11/16 Sarwark - National Interest  
11/15 Sarwark - CLE - Prison Law webcast  
11/14 Sarwark - Out Front magazine  
11/14 Howell - Bulldog Tribune  
11/13 Vohra - RT TV  
11/11 Howell - WSJ Bryan Tau  
11/11 Sarwark - with Jeremy Duda  
11/10 Sarwark - Moldow – Backwordz  
11/9 Sarwark - nmpoliticalreport.com  
11/8 Sarwark - David Webb Show  
11/8 Howell - Zach - Capital News Service  
11/7 Howell - RT TV election

**(several not logged in this period)**

11/3 Sarwark - RT TV  
10/30 Larry Sharpe on WFSB CBS Hartford  
10/29 Sarwark - Stossel  
10/26 Sarwark - Joey Svendsen podcast  
10/24 Howell - NJ Advance Media/The Star-Ledger  
10/24 Sarwark - Bryant University's newspaper  
10/24 Sarwark - National Journal  
10/19 Howell - G Holmes Braddock HS paper  
10/19 Sarwark - Joe Salzone radio  
10/19 Sarwark - UNLV Lee Gilford interview  
10/19 Vohra - RT TV on Julian Assange losing internet  
10/18 Sarwark - Reason interview podcast w/ Nick Gillespie  
10/18 Sarwark - National Journal  
10/18 Howell - 2 outlets in Richmond plus RT TV for OAI rally  
10/10 Sarwark - Archway Paper  
10/13 Sarwark - WNTK radio  
10/11 Sarwark - Reason  
10/11 Howell - Liberty Talk radio  
10/11 Sarwark - Scott Sands show  
10/9 Vohra - RT TV  
10/7 Sarwark - Cronkite News / PBS AZ  
10/5 Howell - Hot Air  
10/5 Sarwark - Eyeopener  
10/6 staff Scandinavian press LPHQ  
10/3 Sarwark - Youtoo America  
9/29 Howell - The New Tropic (FL)  
9/29 Howell - Press TV  
9/28 Sarwark - Freedom Works- Paul Molloy  
9/28 Sarwark - Being Libertarian podcast  
9/27 James Lark on RT TV  
9/26 Sarwark - Al Jazeera English

9/26 Sarwark - The Blaze  
9/26 Sarwark - Fox 17 W Michigan  
9/26 Sarwark - Scott Sands show  
9/26 Sarwark - Steele & Unger  
9/26 Sarwark - Doc Thompson post-debate show  
9/25 Howell - RT TV  
9/22 Howell - NBC MT  
9/21 Sarwark - LA Times - AZ polls  
9/21 Sarwark - KGVO News - Fellows  
9/21 Sarwark - ABC/Fox MT - Mike Fellows passing  
9/20 Howell - AU student  
9/19 Sarwark - French Nouvel Obseserve.  
9/19 Sarwark, Howell - Food Processing mag.  
9/15 Sarwark - RT TV  
9/14 Sarwark - Wash Times  
9/14 Howell - Lifezette  
9/13 Howell - MSNBC Rachel Maddow background info on RI  
9/12 Howell - RT TV  
9/12 Vohra - RT TV  
9/9 Benedict - Newsmax  
9/7 and 9/9 Sarwark - Reason - IAVA forum  
9/8 Sarwark - Tribune Eagle, Cheyenne, WY  
9/7 Sarwark - Cloakroom Q&A  
9/7 Howell - Newsmax  
9/2 Howell - Our Weekly on ballot access  
9/1 Sarwark - mic.com  
8/31 Vohra - New Food Economy mag  
8/31 Sarwark - Reddit AMA  
8/27 Howell - RT TV on effect of Johnson in debates  
8/25 Howell - WMFE Orlando NPR  
8/23 Howell - Detroit News  
8/15 Vohra - Rio outlet  
8/9 Howell - The Villager  
8.9 Howell - AP Ohio on ballot access  
8/9 Sarwark - MPR  
8.9 Sarwark - Michael Smerconish Program on Bipartisan Policy Center in DC  
8/5 Sarwark - Michael Steele  
8/5 Howell - WVON radio Chicago  
8/9 Sarwark - MN Public Radio mpr.org  
8/4 Lorenzo Gaztanaga CNN - Spanish speaking  
**(several Sarwark interviews not logged)**  
8/3 Howell - Press TV  
8/3 Ruben Corvalan CNN - Spanish speaking  
8/3 Howell - NY Times - questions on Ls and liberals joining to fight NIMBY  
8/3 James Lark, Howell - Pittsburgh Post Gazette on PA stand-ins  
8/3 Howell - Hot Air

8/3 Vohra - Doha.Lt Lithuania  
8/2 Howell - AP PA on LPPA candidates, stand-in status  
8/1 Sarwark - Climate Home – UK news service  
8/1 Sarwark - Fox News  
7/29 Vohra - Exame Magazine, located in Brazil  
7/29 Sarwark - Gotham Gazette  
7/27 Benedict - Fusion on LP membership  
7/27 Howell - Independent Journal Review  
7/27 Sarwark - on Brian Thomas' show  
7/27 Sarwark - America's off the Rails (fmrlly K98Talk)  
7/26 Howell - Lifezette on polls  
7/25 Sarwark - Daily Caller  
7/24 Vohra - RT TV on DNC/Wikileaks emails  
7/23 Sarwark - BRM TV, France  
7/23 Howell - interview with freelance reporter Keith Komar  
7/22 Howell - NY Daily News for future publication  
7/22 Vohra - The ChatterBox FishBowl Radio Network  
7/21 Sarwark, Howell - CTV Canada  
7/21 Sarwark - The Y Factor radio  
7/20 Sarwark - Freedom Watch Malloy  
7/19 Howell - KIMT CBS Iowa on ballot access  
7/16 Howell - The Blaze  
7/11 Howell - Brazilian paper  
7/7 Sarwark - Col Springs Gazette  
7/7 Howell - RT TV  
7/8 Sarwark - KDPI, 88.5 Ketchum, Idaho  
7/8 Sarwark - Case in Point  
7/6 Sarwark - SiriusXM Patriot  
7/6 Sarwark, Benedict, Howell - Boston Mag for future publication  
6/30 Sarwark - interview with BF McLaughlin  
6/27 CNN – background info  
6/27 Howell - Tokyo Broadcasting onsite at LPHQ  
6/29 Howell - Cleveland Jewish News  
6/29 Howell - Cleveland.com  
6/22 Sarwark, Howell - Cleveland.com; picked up by MSNBC, The Hill, JTA  
6/22 Tokyo Broadcasting covering LP Nova Libertarians at Viewing Party  
6/23 Sarwark - Dimitri Vassilaros show  
6/24 Vohra - WHDT TV in Florida  
6/22 Howell - RT TV  
6/22 Benedict - CS Monitor  
6/20 Howell - Boston Globe  
6/20 Howell - PJ Media  
6/20 Sarwark - K98Talk  
6/20 Sarwark - San Diego Jewish World  
6/18 Howell - PJ Media  
6/17 Howell - Brian Thomas show

6/16 Howell - Weekly Standard  
6/16 Howell - CNHI Newspaper chain on Oklahoma ballot access  
6/15 Sarwark - Paul Molloy Show  
6/15 Tokyo Broadcast Systems - Japan TV  
6/14 – many outlets picked up press release, including Breitbart, Orlando, others  
5/27 Sarwark - WABE's Closer Look

**(dozens not logged in this period)**

5/25 LPPA Chair Shawn House on Paul Molloy  
5/24 Dow, CNN, Orlando Sentinel, Weekly Std, The Village Daily Sun, - and many more...  
5/23 CNN, ABC, NBC, PBS, NPR (2), Fox freelancer, Weekly Std, Slate, Boston Mag, WGBH, WSJ, Al Jazeera digital, and more

**5/20 (many not logged this day)**

5/20 Benedict - CNBC  
5/21 Benedict - Daily Caller  
5/19 Vohra - RT TV US probe of Russian athletes  
5/19 Sarwark - NM Political Report, others  
5/19 Sarwark, Howell - CNN, Politico, VICE, Orlando Sentinel, referrals for Weld: MSNBC, many for background info on convention  
5/19 Benedict - CNBC on Koch rumor of \$ for Johnson  
5/18 Howell - Deserette News, SLC, Utah  
5/18 Dan F Wash Times on matching funds  
5/18 Howell - FloridaPolitics.com  
5/18 Sarwark, Howell - NYT  
5/18 Sarwark - Florida public radio  
5/16 Howell - Voice of America  
5/16 Howell - The Telegram - Detroit  
5/15 Sarwark - Truthout  
5/13 Sarwark - Atlantic

**(many not logged in this period)**

5/20 TheBlaze TV LP candidates debate  
5/12 Sarwark - Slate  
5/11 Sarwark - Univision Miami  
5/11 Howell - Hearst  
5/12 Howell - Barry Armstrong WRKO  
5/12 LP candidate debate RT TV  
5/10 Howell - The Blaze published 5/16  
Early May Sarwark - KMID ABC Odessa, TX  
5/9 Benedict - Atlantic  
5/9 Howell - ASP  
5/9 Howell - Wash Post – background info  
5/9 Howell - Al Jazeera  
5/9 Sarwark - Truthout.org  
5/6 Howell - MSNBC  
5/5 Howell - Washington Times  
5/5 Howell - KTRH Houston



5/4 Benedict, Howell - Washington Times on LP membership increase  
 5/4 Howell - RT TV Flint water  
 5/4 Howell - ABC - LP convention  
 5/2 Howell - Liberty Talk Radio  
 5/3 Vohra - Rocking Politics  
 4/29 Howell - RT TV  
 4/22 Benedict - Wash Times  
 4/20 Howell - Adam Thompson  
 4/15 Sarwark - Wake Up 'Merica podcast  
 4/14 Howell - Dimitri Vassilaros show  
 4/7 Sarwark - Atlantic  
 4/8 Sarwark - WABE 90.1 Closer Look  
 4/5 Sarwark - Dartmouth newspaper  
 4/1 Sarwark, Benedict, Howell - Reason  
 4/1 and 4/17 LP candidate debates Stossel  
 3/31 Howell - CBS Toronto  
 3/28 Sarwark - Washington Times  
 3/28 Howell - IVN interview  
 4/3 Sarwark - USA Today  
 3/23 Sarwark - NBC News  
 3/22 Sarwark - Adam Thompson panel with Fred Barnes  
 3/21 Sarwark - WSJ  
 3/21 Sarwark - NYT  
 3/20 Sarwark - MSNBC  
 3/15 Martin Moulton - RT TV  
 3/21 Howell - Paul Molloy The Freedom Works re:Stossel debate  
 4/8 Sarwark - WABE 90.1 Atlanta's NPR Station  
 3/7 Vohra - Dimitri Vassilaros show  
 3/8 Howell - Dimitri Vassilaros show  
 3/3 Sarwark - MSNBC.com Anti-Trump forces' third party alternative  
 3/2 Sarwark - WXOT  
 3/10 Sarwark - Seldom Said, WCWP 88.1 FM Long Island  
 2/26 Howell - Press TV on GOP debate  
 2/25 Sarwark - Oklahoma print interview  
 2/24 Sarwark - FranceTV

## Blogs

- Kankakee County Board's Byrne Joins Libertarian Party of Illinois
- Libertarians File to Reclaim Party Status in Ohio
- Sitting Delaware councilman switches to Libertarian Party
- 15 Libertarian candidates won election on November 8
- St. Fleur using ballot measure to force city bankruptcy
- Indiana Libertarian op-ed: Approach to drug addiction isn't working
- Post Election Survey of Third Party Movement Leaders: Part One

- Washington Secretary of State Won't Recognize Libertarian Party
- Washington Times: Libertarian renaissance now underway
- Arizona Capitol Times interviews LNC chair Nicholas Sarwark
- Smart Politics: Joe Miller Shatters Libertarian US Senate Record While 8 Others Set New State Party Marks
- Seeking volunteers for Convention Oversight Committee – apply by December 7, 2016
- Seeking State Executive Directors – Apply Here
- Our next step
- Election update, party at headquarters, I.T. volunteers
- Daily Beast: Libertarians to America – Don't Blame Us for Trump
- Libertarian voter registrations hit 500,000
- Seeking volunteers for IT Committee – apply by November 23, 2016
- Ballot initiative revolutionizes voting in Maine
- Libertarian Johnson gets highest third party presidential vote total since billionaire Ross Perot in 1996
- Big ballot access wins for LP!
- New Jersey Libertarian interviewed by Huffington Post
- Seah Johnson: Vote For My Father
- Reason: Libertarian Party Races to Watch (Besides the Presidential Ticket)
- Richmond Times-Dispatch: Gary Johnson remains the best choice for president
- Two more newspapers endorse Gov. Gary Johnson for President
- Reason article on LP candidate pledges to shrink government
- Washington state newspaper endorses Gary Johnson for President
- Pause to thank Johnson & Weld
- Update: LNC chair to appear on Stossel Show Friday, November 4 at 10:00pm
- The Tennessean: Libertarian Johnson offers best hope for America's future
- Compare and contrast: Gov. Gary Johnson vs. Sec. Hillary Clinton vs. Donald Trump
- Libertarian for state house Tom Howell drives a Libertarian agenda in NC Channel interview
- ND Libertarian US Senate candidate advocates for individual over government in televised debate
- Arkansas Libertarian gives strong performance in debate
- Unopposed candidate Ben Backus elected to city council seat
- Undecided voters are ready for YOU
- Minnesota's Libertarian Party strives for victory: 5% of the state's votes
- Strong presence for Indiana LP US Senate candidate Brenton in 3-way debate
- Column points to vote for Libertarian calling for release of victimless drug offender
- Johnson run could push NM Libertarian Party into major party status
- New film 'Rigged 2016' featuring Gary Johnson available to view online
- Jon Bombach for comptroller aims to fix Baltimore's financial mess
- Dick Heller endorses DC Libertarian candidate

- Georgia Libertarian US Senate candidate polling at 11% in 3-way race; debate airs Oct. 23
- Texas LP candidate endorsed by the Star-Telegram and in debate on October 22
- Charleston Gazette-Mail endorses WV Libertarian for statewide office
- John Stossel: A Better Choice
- Johnson-Weld live-tweeting during debate, and on Jimmy Kimmel live Wednesday evening
- Reason interviews LP Chair on Gary Johnson LP future
- Libertarian Anderson for U.S. Senate to debate the debate tonight, Tuesday Oct 18
- The Daily Progress: Libertarian Party sees surge of new voters in Nebraska
- Libertarian for Judge running radio ads in Baltimore
- California Libertarian Honor Robson challenges state senator in two-way race
- LP News October 2016 issue is now online
- Libertarian for WA state rep Michelle Darnell dominates opponent in two candidate forums
- West Virginia Libertarian quoted in article on Secretary of State race
- The 10 most important ballot initiatives for Libertarians this November
- Jeffrey Tucker on why voting for Gary Johnson matters
- UNM College Republicans back Gary Johnson for President
- Cato: If Democrats Really Want to Poach Gary Johnson Voters
- Governor Gary Johnson's address to the University of Chicago
- Should Clinton withdraw, so she doesn't spoil the race for Libertarian Gary Johnson?
- Drew Carey joins Johnson Weld 2016 as honorary California chair
- Former LNC chair interviewed on RT television
- Lauren Daugherty of Texas LP interviewed on KCEN-TV
- Libertarian Kim Tavendale for Colorado state rep fighting to end crony capitalism
- Well-known political statistician: It's 'plausible' the election could end in a tie
- Washington Post article shows Gov. Gary Johnson a guardian of taxpayer money
- San Francisco Chronicle: Pelosi sees threat to Clinton from Libertarian candidate
- CNN: The media's hypocrisy on Gary Johnson
- LP Indiana won't back down after rigged presidential polling
- ABC Denver: Libertarians a 'huge problem' for Clinton, Trump in Colorado
- Libertarian Simmons takes on Democratic stronghold
- An Open Letter to President Barack Obama from the LNC vice chair
- Detroit News endorses Gary Johnson for President
- LNC chair interviewed on exclusion of Libertarian Johnson from debate
- Gary Johnson op-ed NY Times: Take a Deep Breath, Voters. There Is a Third Way.
- LNC vice chair: A minor league debate, focusing on minor league issues
- SALE! 1 week only - \$3 Yard Signs!
- McClatchy DC: Presidential debate may have helped Gary Johnson
- Sampling of Gary Johnson's Live Tweets During the Presidential Debate
- Indiana statewide Libertarians invited to debates

- LA Times: The presidential race in Arizona was already tight. Then voters started noticing Gary Johnson
- AOL News: Gary Johnson wants to get rid of the Department of Homeland Security
- Poll of U.S. military personnel: Gary Johnson and Donald Trump in 'dead heat'
- Weirton Daily Times interviews WV Libertarian John Buckley
- Gary Johnson Balanced Rebellion ad viewed over 23 million times online
- NBC polls puts Johnson ahead of Clinton and Trump among true independents
- Montana LP state chair and US House candidate dies in car accident
- Richmond Times-Dispatch: Let Gary Johnson debate
- Texas Libertarian receives third major newspaper endorsement
- Washington Libertarian Darnell receives major Republican endorsements
- Iowa Libertarians rallying for Gary Johnson
- Gary Johnson and Bill Weld on 60 Minutes on CBS Sunday 7:30p ET, 7:00p PT
- LNC Chair articulates Libertarian Party's standing in American politics on RT TV
- Libertarian Mark Miller endorsed by Dallas Morning News
- In first, New Hampshire Union-Leader endorses Libertarian for president
- Quinnipiac Poll: Johnson at 13%
- RT: Clinton's health not biggest problem of her campaign
- Columbus Dispatch: Open up the presidential debate
- Johnson/Weld full page ad to run in the New York Times on Wednesday
- Winston-Salem Journal endorses Gary Johnson
- PJ Media: Libertarian Party Candidates Pledge to End Crony Capitalism
- Libertarian Mark Miller endorsed by Houston Chronicle
- Former Indiana Governor Mitch Daniels to host talk with Libertarian candidate Gary Johnson at Purdue
- Spiked: Gary Johnson - a pro-freedom president?
- CNN to millennials: We're excluding you from the presidential poll
- Washington Times: Gary Johnson plans TV ads, looks to bolster debate hopes
- Washington Post: Gary Johnson - Our two-party system has failed, just like our founders said it would
- Denver Post: In a first, Libertarian candidate in Colorado's U.S. Senate race qualifies for major debate
- Upcoming Johnson-Weld Campaign Events
- Reason: Growing Media Chorus Says Presidential Debates Are 'Rigged'
- New York Times: Libertarian Gary Johnson Polls at 10 Percent. Who Are His Supporters?
- Politico: Libertarian VP nominee - Debate commission could lose tax exempt status by excluding us
- Johnson/Weld announces New York City rally on September 10
- Arizona Republic: The smart money's on Gary Johnson
- LP on the ballot in New Hampshire
- Arizona Capital Times: State Supreme Court upholds law aimed at Libertarian candidates

- Gregory Bresiger: A Vote for Freedom and Sanity: A very different choice from Clinton and Trump
- Politico: Libertarian candidate Johnson focuses on battleground states in ad blitz
- Dallas Voice: Libertarian challenging Sessions for Congress
- Johnson and Weld on the ballot in Virginia
- LP on the ballot in Iowa
- Gary Johnson and Bill Weld on the ballot in Alabama
- LP on the ballot in Minnesota
- Libertarians on the ballot in D.C. and Pennsylvania
- Gary Johnson and Bill Weld on the ballot in Ohio
- U.S. News: Libertarian Johnson says he appeals to rank-and-file Republicans
- Stossel hosting Libertarian town hall on Friday, August 26
- LNC chair interviewed on Michael Smerconish show
- U.S. News: Libertarian Gary Johnson Bags Money Haul
- Fusion forum with Johnson and Weld on Wednesday, August 17
- Washington LP has statewide candidate and 10 legislative candidates advance to the general election
- Minnesota Public Radio: Libertarians in the limelight
- Johnson and Weld to appear in Florida on August 17
- Nevada Assistant State Controller switches to LP
- San Antonio Libertarians interviewed on CBS-TV affiliate
- Dick Morris: Gary Johnson Could Make Debates, Be Major Factor in Race
- Former NJ state treasurer supporting Gary Johnson and Bill Weld
- Politico: Clinton-Trump debate sites plan for a third podium
- Hiring Libertarian packaging interns
- Huffington Post: American Military Personnel Looking In Libertarian Direction For The Election
- LP on the ballot in Massachusetts
- LP on the ballot in New Jersey and Washington
- Libertarians Rubén Corvalán and Lorenzo Gaztañaga interviewed on CNN en Español
- NYT: Congressman backs Libertarian presidential candidate in campaign first
- CNN: What to watch at the Libertarian town hall
- CNN breaks from left-right paradigm in explaining Libertarianism
- Libertarian presidential candidate Gary Johnson to speak at University of Utah rally Saturday
- NY Times: Can Gary Johnson, the Libertarian nominee, swing the election?
- LP News July 2016 issue is now online
- OC Register: Let Gary Johnson debate
- Another Johnson and Weld town hall on CNN, Wednesday Aug. 3 with Anderson Cooper
- LNC vice chair: Message to all Bernie Sanders supporters
- Another sitting senator switches parties, endorses Johnson
- Pittsburgh Post-Gazette: Libertarians say party discord opens door for them

- Daily Beast: Vice Chair of D.C. GOP to resign over Trump nomination
- Outreach to Democratic friends
- LifeZette: Hillary's libertarian problem
- Reason: Gary Johnson Endorsed by Two Montana GOP State Reps
- Jesse Ventura: Why I'm voting for Libertarian candidate Gary Johnson for president
- Reason: Gary Johnson Reaches All-Time Polling High of 13% on Eve of GOP Convention
- How to talk with your Republican friend
- LNC chair interviewed on Paul Molloy Show
- LP News February 2016 issue is now online
- Gary Johnson: The GOP Is a Dying Party. That's Why I'm Running Against Trump
- Syracuse.com: Libertarian Party candidate Gary Johnson may get to debate Trump, Clinton
- Libertarian Party mourns slain officers in Baton Rouge
- U.S. District Court Strikes Down Arkansas Law Requiring New Parties to Nominate Candidates a Year Before the General Election
- LNC Meeting July 17 in Las Vegas, NV
- LP on the ballot in Tennessee
- Libertarian Party at FreedomFest
- Gary Johnson at 12 percent in new national poll
- LP now recognized party in Maine
- Johnson and Weld on the ballot in Illinois
- Politico: Gary Johnson compares Libertarian ticket to 'comet' hitting 'two-party dinosaur'
- Reason: Washington Post, in dishonest editorial, calls Gary Johnson 'honest but defective'
- Live feed for Johnson and Weld appearance at National Press Club
- Former Utah GOP county executive committee member switches to Libertarian Party
- AOL News: How Gary Johnson could shake up the presidential race
- Dallas Morning News: Libertarians are right, taxation is theft
- Judge lowers Pennsylvania statewide candidate signature requirement to 5,000
- Libertarians lose beloved activist Marc Feldman
- Throwing Off the Shackles
- We need YOU to help collect signatures in Pennsylvania to get our ticket on the ballot. Earn \$\$\$!
- Oklahoma libertarians celebrate voting in primary for the first time in 16 years
- Take the survey: How many non-Libertarians do you know who are voting Gary Johnson for President?
- PA Libertarian convinces business owners to boycott local tax
- U.S. News: Libertarian Party Starting to Get Traction
- Illinois LP submits 53,000 signatures

- LP VP candidate Bill Weld interviewed on MSNBC
- WHDT-TV: LP Vice Chair Arvin Vohra explains why Johnson is far superior alternative to Trump, Clinton
- Orlando News 13: Libertarian Party growing in tumultuous election year
- USA Today: Libertarian nominee Gary Johnson on guns, debates, and pot
- Nation's largest pro-marijuana group endorses Gary Johnson
- CBS News: 2016 by the numbers: Will Gary Johnson disrupt Clinton vs. Trump race?
- LP on the ballot in South Dakota
- Openly gay libertarian candidate issues statement on Orlando shooting
- CNN to host town hall with Libertarian presidential & VP candidates
- Member of Del Mar, California school board changes parties from Republican to Libertarian
- Cato: Don't not vote
- U.S. News: The year of the Libertarian
- Washington Times: Gary Johnson sets sights on 15 percent in polls, crucial spot on debate stage
- Indiana GOP county chair steps down to join Libertarians
- Gary Johnson and Bill Weld to appear on CBS Late Show Thursday
- Stossel: No, not Trump or Clinton. Voters really do have another choice
- West Virginia Libertarian city council member elected Mayor
- Fox News: Gary Johnson on immigration, domestic and foreign policy
- Newsweek: There is a third way and it's called Libertarianism
- Reason TV: Libertarian Party Chair Sarwark on the LP's plan for 2016
- Washington Post: The Libertarian Party: So hot right now
- CNN: Don't fall for 'lesser of two evils' argument
- USA Today: #NeverTrump Republicans have a new choice
- Forbes: Do Not Dismiss Gary Johnson and the Libertarians
- LP presidential debate moderated by Penn Jillette to air on The Blaze
- Reason: A New Libertarian Moment?
- Washington Post: Gary Johnson takes on Trump's anti-immigration lies
- Wall Street Journal: LP picks Johnson, Weld; holds truly contested presidential convention
- Million-dollar super-PAC donation coming for Libertarian ticket
- Rachel Maddow Show on MSNBC discusses Johnson–Weld ticket
- Gazette.com: Put third party candidates in debates
- Boston Herald: Johnson-Weld not your typical third-party ticket
- LNC Meeting May 26, 2016 in Orlando, FL
- Potential LP vice-presidential nominee interviewed on MSNBC
- L.A. Times: Meet the libertarians — the #NeverTrump movement's last hope
- NBC News: Libertarian Party Candidate Gary Johnson Chooses Former Mass. Gov. Bill Weld as His VP
- LNC chair quoted in Atlantic article
- Another Republican media pundit defects to the Libertarian Party

- Libertarians rising: Third party in Arkansas is trying to be more than a third wheel
- Slate: The Libertarian Chairman Explains Why the Romney Third Party Talk Is Nuts
- Austin Petersen interviewed by Breitbart, Kennedy, and Dana Loesch
- Penn Jillette hosting the LPNV presidential debate Monday
- Washington Post: Libertarian Party faces a nomination fight in a #NeverTrump world
- CNBC: Ten third-party candidate names at top of Never Trump's list
- Truthout: Third Parties Eager to Disrupt the Presidential Race and the Two-Party System
- Hiring 20 paid petitioners urgently - interested?
- NJ chair appears in Philadelphia NBC TV news spot about LP
- Live presidential candidate TV debate on RT America Thursday, May 12 4-6 pm ET
- LPNY presidential candidate debate
- 2016 State Conventions
- Daily Caller: LP membership has skyrocketed in the last year
- George Stephanopoulos interviews Gary Johnson on ABC's 'This Week'
- The Atlantic: Is This the Libertarian Party's Moment?
- Oklahoma Governor signs ballot access bill
- Washington Examiner: Libertarian Party membership applications double after Trump becomes GOP nominee
- Libertarians Rob Hodgkinson and Mike Shannon on Kansas Fox Radio Affiliate
- Reason: Google searches for "Libertarian Party" surge after Ted Cruz drops out
- LNC chair debate Wednesday evening
- El Paso County GOP group endorses a Libertarian for U.S. Senate
- Austin Petersen interviewed by CBS radio affiliate in Philadelphia
- Salina, Kansas news site covers state LP convention
- Newsday: This year could be different for Libertarian Gary Johnson
- Dr. James Lark to deliver keynote address at Norwegian Libertarian Party congress
- Democracy Now: Why Did the Former Republican Gov. of New Mexico Join the Libertarian Party to Run for President?
- Alive Free Happy attracts new, young Libertarians
- Judge rejects Libertarians' appeal to become Maine political party
- 'Majority of Americans are libertarians' – Gary Johnson to RT
- Washington Times: Third party fever - 'Not too late to run as a Libertarian'
- New Orleans Libertarians cheer progress on bills allowing raw milk, expanding medical marijuana
- Libertarian Party Solution: End police militarization
- Hypocrite Kasich
- Gary Johnson interviewed by the New York Times, MTV
- 2nd Libertarian presidential debate to air on Stossel Friday, April 8 on FBN at 9 PM ET
- LPND gubernatorial candidate interviewed by Bismarck Tribune



- LA Daily News: It's high time to let the Libertarian presidential candidate debate
- USA Today: Libertarian leader says time is now for third-party run
- LNC chair speaks at free-market panel in Atlanta, GA
- South Dakota Libertarian elected to city council
- Oklahoma LP runs 17 candidates for office, breaking 70-year record
- MinnPost: The appeal of not being Trump or Clinton: a Q&A with Libertarian presidential candidate Gary Johnson
- Washington Times: Libertarians poised to 'seize this opportunity'
- LNC chair keynoting panel on the free market economy this Friday
- USA Today: A 3-way presidential race?
- Weathers running for city council in South Dakota April 12
- Call for Nominations: Libertarian Party Awards for the 2016 National LP Convention
- Reason: How Donald Trump & Hillary Clinton Have Made the Libertarian Party Relevant
- Poll: Who won the Libertarian Presidential debate on Stossel?
- Reason: A better choice for 2016
- Washington Times: LNC chair says former candidates have approached us about running
- Libertarians can reach minority voters with the right message
- LPMN Executive Director Kevin Bradley on Minnesota Public Radio
- NBC News: Will Republicans Find Solace in The Libertarian Party?
- Gov. Gary Johnson in double digits in Monmouth University poll
- California city sues Aaron Starr, the man who wants to repeal sewer rate hikes at the ballot box
- Gary Johnson interviewed by the New York Times
- Gary Johnson interviewed by CNBC
- New poll: Who do you want to be the Libertarian presidential nominee?
- Washington Times: Libertarians welcome refugees from GOP and Democratic parties
- The case for electoral politics
- Huffington Post on Gov. Gary Johnson presidential campaign
- Reason and Richmond Times: The GOP's Libertarian Party Option
- Libertarian Presidential Candidates Debate Tonight 9pm ET, Monday March 7
- Virginia LP convention covered on CBS 6 TV
- Ohio judge dismisses LP case, favoring camp of presidential hopeful Kasich
- Good News! Libertarian debate on TV, moderated by Stossel
- LNC chair interviewed on ABC TV affiliate in Mississippi
- Watch the Libertarian Party debate tonight. Saturday Feb. 27 at 7pm CT
- LP at Students For Liberty conference this weekend
- Donate for student outreach
- LP submits 42,000 signatures to get back on the ballot in Oklahoma
- Extensive media coverage of Libertarian John McAfee's solution to Apple controversy

- LNC Meeting February 20-21, 2016 in Phoenix, AZ
- Poll: Which Libertarian for President?
- Convention speakers: Adam Kokesh and more!

# Director of Operation's Report – Dec 2016

by Robert Kraus

## **Blackbaud – Data Dumps – Internal Customer Service**

The current budget proposal includes an upgrade to the next generation cloud based database by Blackbaud called RE NXT. This may allow us to provide some access to our database by the affiliates and also incorporates Online Express by Blackbaud which will tie our fundraising via the web site directly into the database. This will create a more efficient operating environment as well as improved online experience / customer service for our donors.

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.

We also plan on running a US Postal Service National Change of Address update on our records by end of year. These will cover the 100k of the most recent inquires, active and lapsed members.

## **Building Fund**

There is \$2,201 in the restricted building fund account as of 11/30/16. For fiscal 2016 we had made a total of \$22,000 in additional payments towards principle on the mortgage.

In terms of maintenance, we had a capital improvement of \$6,754 to restore the front (Duke) facing brick steps & landing in August.

## **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**

Our current monthly reserve as of 11/30/16 is at \$346,983. We continue to allocate staff compensation on a monthly basis to functional programs / projects & fundraising as noted in the Monthly P&L Detail report.

## **Thank you!**

Robert



**Affiliate Development Specialist Report**  
**Submitted by Andy Burns for 2016 Q2/Q3 combined**  
**April-September**

The Q2 report was delayed to petitioning emergencies in Illinois, New Hampshire, Iowa and Minnesota. This combines Q2 and Q3.

## **Affiliate Fundraising**

### **Increasing affiliate revenue via training role**

In some states I have moved it up, like Washington State and Minnesota. But the root issue is volunteers do not want to fund raise or if they do it is not on a consistent basis. I haven't seen many cases of an all-volunteer state raising that much as volunteers do not have to be as accountable as a state staff member. If I had an ED on the other end I'm highly confident I could train and work with them to ensure they have every opportunity of growing and being successful.

### **Solution**

An adjustment is needed. Launch initiative to recruit and train state staff after the November election. I've solicited the interest from state chairs and there is 12 states who want to proceed.

Why: To increase the fundraising ability and properly oversee day to day operations

Who: Led by Andy Burns (recruiting, training, contract agreement)

Where: Posted on lp.org/careers and other outlets

When: Following Nov 8 election

How: Prospect Gary Johnson staff and state directors, targeted phone calls, email and posting on lp.org/careers.

### Support from National

1. Recruitment and training
2. Marketing materials
3. Possible financial incentive

### **Other Info**

- Helped Indiana with their Gary Johnson Indiana Support Fund (<https://db.lpin.org/gary-johnson-support-fund/>)

- Assisted Minnesota in 2 fundraising letters and changes to their website contribution pages.

## State revenue figures

**Washington State** - 9,950.00 from April 1 - October 1. Monthly average: \$1,658.

Baseline metric - 2014 funds raised \$ 15,073. Average monthly revenue: \$1,256.

**Minnesota** - \$37,883 from April 1 - October 1. Monthly average \$6,313.

Baseline metric- 2015 funds raised \$49,483. Average monthly revenue: 4,123.

## Marketing Materials

**Created Wordpress multi-site states can opt-in to. This is located at [www.lpnational.wpengine.com](http://www.lpnational.wpengine.com).**

This helps states in these ways:

- Dramatically improved site speed
- Increased security, backup plan and up-to date components
- Access to theme/support and paid plugins
- Take advantage of national's free web hosting service
- Get a modern, responsive website built

North Dakota is online with Idaho shortly. Nebraska is developing the site and will be on the platform before the end of the year.

## Rebuilt [www.lpstore.org](http://www.lpstore.org) for a better user experience

Volunteers can easily purchase marketing materials (many items are priced at cost).

## Created [www.lpaction.org](http://www.lpaction.org)

A resource for training and marketing material center for affiliates and candidates.

## Helped organize and staff LPMN State Fair booth

We created the Johnson/Weld marketing materials (bumper sticker, shirts, signs, banners, Gary's head on a stick). Raised over 13K and collected 300 contacts.



- Created Gary Johnson/Common Sense On Issues – Rack Card  
<https://lpstore.org/product/common-sense-issues-gary-johnson/>

## **Others**

- Worked with Rhode Island on CiviCRM setup
- Worked with Arkansas on CiviCRM setup and Wordpress site modifications
- Answered questions from IT director for new Montana site.
- Working with Michigan on CiviCRM setup
- Built NationBuilder site for Colorado

## **Miscellaneous**

- Attended LPMN convention. Helped run registration booth and solicit new and renewing memberships. (4/16)
- Attended 2016 LNC convention. Ran LP Store booth and raised over 8k for that. Made as much contact with affiliate leaders to train and assist. Did seminar on outreach booths (5/27-5/29).
- Organized the California Party State Fair effort (7/7-7/13).
- Training LPMN Executive Director, Valerie Lockhart, on a weekly basis.

## **Petitioning for Presidential Ballot Access**

- Traveled to Illinois to ensure ballot access (6/15-6/23). Recruited and managed 1 paid petitioner. Personally collected over 800 signatures.
- Traveled to New Hampshire to ensure ballot access (7/19-7/26). Recruited and managed 3 paid petitioners. Personally collected about 400 signatures. Team total of 1500-2000.
- Traveled to Iowa to ensure ballot access (8/17-8/19). Personally collected about 207 signatures in 2 days.
- Added a safe margin of signatures in Minnesota for ballot access. 4 days of collection effort.

## **Annual Affiliate Reporting**

For states where I recruit an ED, I will deliver metrics each quarter for that state.

In addition, I plan to track on an annual basis (year end totals) key metric of all state affiliates to promote competition amongst affiliates and to help me target affiliates and their needs.

Criteria fields: state members, national members, registrations (yet not all states allow), fundraising, number of candidates, number of winning candidates, number of elected officials, Facebook followers, twitter followers.

## **Affiliate Support**

Most of my work is assisting states on a discrete project but not on a weekly basis. I anticipate working intensively with states with paid staff.

## **Challenges**

**Affiliate Fundraising** - See solution in section above

### **Integrated data for states**

The solution is for 1 system at the national level states can work within that is cloud-based. The current situation of states working individually is not sustainable or efficient. States need to have a database admin, however, states have frequent volunteer turnover which makes this proposition difficult. On my end, I can't expect to manage these either.

I have halted deploying any further CRM systems to states. The IT Committee has formed and I've insisted the urgency for states to have this national system in place. As the committee is not in my control, I am counting on them to work and deliver a proposed solution that can be acted on implementing in 2017.