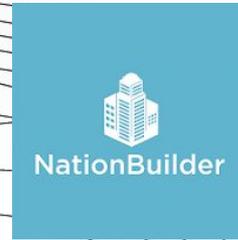




ivcmedia

V1.1 - April 12th, 2017



Digital Development, Creative Consulting, and Public Affairs Proposal

Prepared for The Libertarian National Committee

Project Overview



IVC Media, NationBuilder, and Renegade Public Affairs have partnered on this project to provide the tools, expertise, and creative direction to:

1. Build a scalable and manageable online infrastructure,
2. Develop a cost-effective online outreach strategy,
3. Create and execute digital fundraising and membership acquisition strategies, and
4. Manage field operations, candidate training, ballot access advising, event planning, and traditional public relations.

Project Managers

Carlos Sierra
Renegade Public Affairs

Anthony Astolfi
IVC Media LLC

Chris Ritkin
NationBuilder



Gold Pollie Award
Best Use of Facebook
Advertising



Reed Award
Website Excellence: Public
Affairs Statewide



Gold Pollie Award
Best Microsite



Reed Award
Best Fundraising Email for
Presidential Campaign

Our Approach



Together, our team will work closely with your decision makers to design, develop, and build the tools that streamline databases and online management systems, simplify administrative control, and maximize revenue generation.

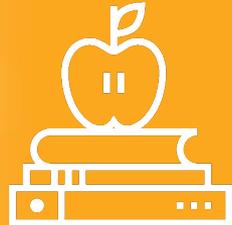
Infrastructure

We will develop a platform that helps you manage your website(s), data, store, and email communications for all 50 states.



Outreach

We will identify target audiences and execute creative campaigns to bring more voters into the Libertarian Party.



Fundraising

We will manage ongoing membership and fundraising campaigns to provide the party with consistent income streams.



Public Relations

We will identify, connect, and set up the tools necessary to recruit and train candidates, run successful events, and earn media.



Building the Infrastructure: An Overview



Design and develop a core website, email system, and permission sets on the NationBuilder platform.

National

State
Template

Candidate
Template

Organize data and establish administrative permissions.

Donors

Email Lists

Members

Voter Lists

Develop online store with seamless management in place.

Website

Production

Distribution

Customer
Service

Building the Infrastructure: Website



NationBuilder and IVC will provide you with the:

1. Technology to organize your website infrastructure and database management system,
2. Technical expertise to migrate your existing data platforms onto a scalable network; and,
3. Design, development, and team to maximize your lead generation and fundraising efforts.

IVC Media and NationBuilder partnered to design, build and manage Gary Johnson's 2016 presidential campaign website, which generated and managed over 2 million opt-in supporters, 50,000 volunteers, and over 200,000 individual donations.

The screenshot shows the top portion of the campaign website. At the top left is the logo 'JOHNSON WELD 2016' with navigation links: 'About', 'Issues', 'Volunteer', 'News', 'Store', and 'More'. On the top right are buttons for '#letgarydebate', 'Español', and 'Contribute'. The main content area features a large image of Gary Johnson on the right. On the left, there is a call to action: 'Join us in demanding more choice for America in this historic election' and 'Help us 1,000,000 signatures!'. Below this is a yellow button showing '1,237,864' signatures. A sign-up form includes fields for 'First Name', 'Last Name', and 'Email', followed by a yellow button that says 'I Agree, let Gary debate!'. Below the form is a quote from Gov. Gary Johnson: 'I hope that people will see that we don't have to sit by the sidelines and watch as the two major parties limit their choices to slightly different flavors of the status quo. It is, in fact, possible to join the fray, stand up for principles and offer a real alternative.' The footer contains the campaign logo, the 'LIBERTARIAN' party logo, social media icons for Facebook, YouTube, Instagram, Google+, LinkedIn, and Pinterest, and contact information for Gary Johnson and Bill Weld, including a 'Privacy Policy & Terms of Use (Updated 8/16)' link. A small text at the bottom right reads 'Paid for by Gary Johnson 2016'.

Building the Infrastructure: Data Management



Development

IVC Media and NationBuilder will work together to merge, clean, and segment your national, state, and local databases so that they are accessible to the right people, secure, and updated with every action taken throughout the network.

Management

IVC will provide ongoing data management services to help you:

1. Reduce redundancy and data conflicts,
2. Sync data across national, state, and candidate websites,
3. Provide data insights that inform outreach and fundraising strategies; and,
4. Continuously update your warehouse of data with new information.

Building the Infrastructure: Online Store



IVC Media will build and manage the full operation of your online store so that any Libertarian Party team member, whether national or local, can sell your products without the added headache.

All store activity will be synced with your database and will compliment marketing and fundraising efforts.



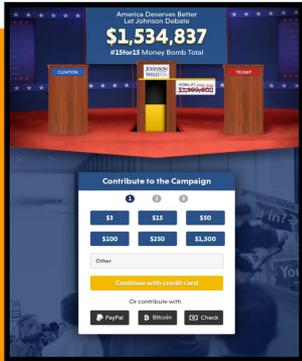
IVC took over Gary Johnson's 2016 presidential campaign store in August, including the website, production, distribution, and even customer service.

In less than 3 months, we sold and delivered over \$1.5 million in products.

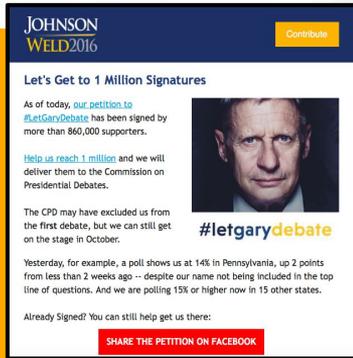
Developing an Outreach Strategy: Overview



We will put together comprehensive strategies that help the Libertarian Party reach more voters, raise funds from new and existing donors, and host large events that help grow excitement for the Party.



IVC Media designed Gary Johnson's #15for15 fundraising strategy that led to the most successful third-party online fundraising effort in history.



IVC created the #LetGaryDebate petition drive and viral outreach strategy that generated over 1.5 million opt-in supporter leads.



Renegade Public Affairs managed the volunteer and event planning effort that kept the Johnson campaign energetic until the very last day of the campaign.

Developing an Outreach Strategy: Voter Outreach



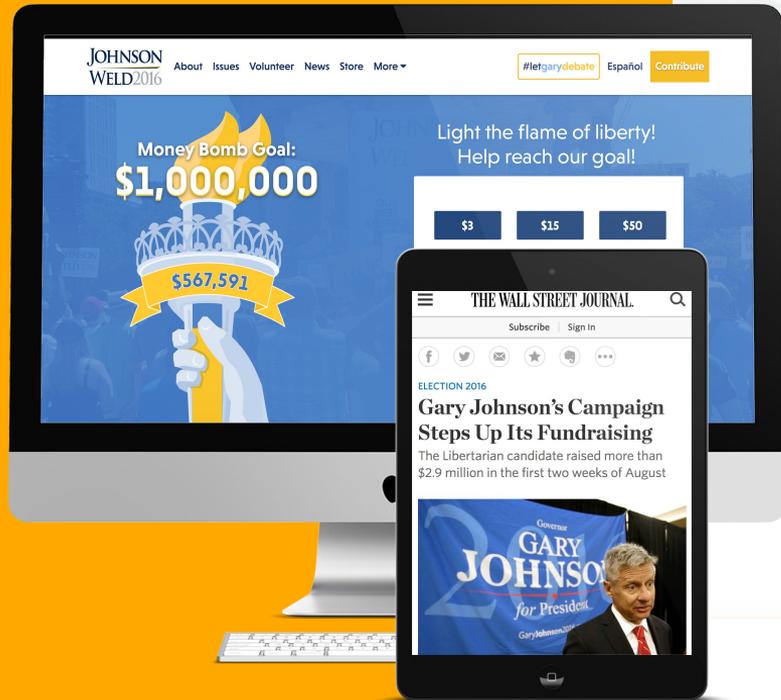
We strategize, create, and manage campaigns by:

1. Identifying potential new audiences and those likely to engage with a particular message,
2. Creating a strategy to maximize the viral effect of each outreach campaign,
3. Coordinating the actions of your team members so that all efforts are measurable and compounding on one another.

We will expand your reach and increase cost effectiveness by:

1. Creating lookalike audiences from targeted lead-gen campaigns,
2. A/B testing your messaging, and
3. Applying ROI analysis to every outreach campaign.

Developing an Outreach Strategy: Lead Generation



IVC Media will design, develop, and launch a “mobile-first” issue-based microsite(s) optimized for maximum lead generation and synced with your NationBuilder website and database(s).

We will leverage A/B testing to optimize conversions and drive down costs per lead.

The website will be synced with your social media channels and configured to maximize search engine optimization.

Developing an Outreach Strategy: Events



Whether it was an intimate coffee meet-and-greet with the candidate, or a 5,000 person rally with Nirvana, Drew Carey, Governor Johnson and Governor Weld, we managed the logistics of every Johnson/Weld campaign event, successfully.

We can help you run professional and effective events that will translate into enthusiasm, support, and a new base of organized campaign volunteers.



Fundraising Strategy: Overview



The team at IVC Media helped galvanize support for Ron Paul's 2008 presidential campaign money bombs.

We led the successful effort to Draft Rand Paul in 2010. We also raised \$2 million for Libertarian Republicans John Dennis and Art Robinson. In 2016, we developed the strategy, created the content, and drove the marketing efforts that helped Gary Johnson shatter online fundraising records for a third party candidate.

We've done Libertarian fundraising before. We can do it for you in a big way.



IDENTIFY

We understand the current and potential LNC audiences.

STRATEGIZE

We put together strategies that have the greatest potential to go viral.

EXECUTE

We manage the inherent challenges of large-scale impact campaigns.

Fundraising Strategy: Memberships



JOHNSON WELD 2016 [Pledge Now](#)

A HUGE Week, and One Big Day Ahead

Last week, we proved to the political world that America is ready for a positive, productive, and independent alternative to the Hillary v. Trump shouting match.

And because of you, the politicos are taking notice.

In just one week, here are some of the things we've accomplished.

40,000 Pledged to Donate at Least \$15

We're almost halfway to our #15for15 Money Bomb goal with a full week to go. Incredible. [Have you pledged?](#)

AUGUST 15TH CHIP IN 15 \$ REACH 15 % [Pledge](#)

30K DONORS IN 1 WEEK

\$1 Million+ Raised Online

30,000 supporters donated more than \$1 million online last week.

IVC Media and Renegade Public Affairs will work with the NationBuilder team to build an online membership program that will bring in tens of thousands of dues paying members by:

1. **Making sure that all existing donation revenues sources are maintained and/or merged along with the new infrastructure**
2. Building and selling member-only features and store items,
3. Implementing a membership recruitment campaign that incentivizes active leaders, and
4. Informs donors of the need for increased funding and connects their donation with the real-world successes achieved by the LNC.

For the Gary Johnson campaign, we didn't just collect emails address and send out campaign content. We strategized, wrote, and designed almost every single campaign email.

Managing Public Affairs: Overview



Our team has the experience, connections, and passion to help the LNC with field operations, candidate training and consulting, ballot access, event management, coalitions, and earned media.

We planned all political rallies and events for Governor Johnson and Governor Weld, oversaw all advocacy groups, coalitions, field staff, and the grassroots operation of over 75,000 volunteers. We even managed the distribution of more than \$1.5 million in campaign merchandise to supporters and volunteers in all 50 states.



IDENTIFY

Issues where the Libertarian Party can inject itself into the two-party narrative.

STRATEGIZE

Press releases and earned media around voter outreach and fundraising efforts.

EXECUTE

Collect data and run campaigns to turn leads into supporters and donors.

Managing Public Affairs: Candidates



We will make sure materials are easily accessible and the logistics are in place to conduct professional trainings in-person and online.

We will work with your team to provide a training program that helps candidates and campaign operatives with every aspect of a political campaign.

From the filing of candidate paperwork to high-level strategy to Get-Out-The-Vote efforts, we will help LP candidates run, and win.

Managing Public Affairs: Field



Our team oversaw the entire field operation in all 50 states for the Johnson-Weld Campaign.

We developed the infrastructure from scratch, including: NationBuilder (website and voter database), Polis (canvassing software), NorthStar (phones for phone banking and software), and Hustle (texting software).

Through our efforts, we recruited and trained more than 75,000 volunteers, state directors, coalitions directors, data directors, volunteer directors, and field organizers in their respective states.



Managing Public Relations: Coalitions



We build coalitions. From Hispanic outreach to veterans, women, and youth, we have organized coalitions for national, state, and local candidates and initiatives.

During the Johnson-Weld Campaign, for example, we recruited surrogates to reach out to youth and women voters, including actors Brando Eaton and Melissa Joan-Hart.

The youth coalition was powerful because they were armed with the tools to get involved. And with campus chairs at almost every college in America, at one point Johnson was polling higher than Clinton and Trump with youth.

The image shows a digital registration form for a campaign. At the top, there is a photograph of two men in suits. Below the photo is the title 'Súmate al Cambio'. The form contains several input fields: 'Correo electrónico', 'Código Postal', and a yellow button labeled 'Únete'. Below these are social media options: a blue button with a Facebook icon and the text 'Únete con Facebook', and a blue button with a Twitter icon and the text 'Únete con Twitter'.

Managing Public Relations: Ballot Access

A screenshot of a news article from The Wall Street Journal. The article title is "Libertarian Party's Gary Johnson to Appear on Election Ballots in All 50 States". The sub-headline reads "No third-party presidential ticket has qualified for all 50 state ballots since 1996". The page includes a search bar, a "Subscribe" button, a "Sign In" button, and social media sharing icons for Facebook, Twitter, Email, Star, Comment, and More.

THE WALL STREET JOURNAL. Q

Subscribe | Sign In

f t e s c

ELECTION 2016

Libertarian Party's Gary Johnson to Appear on Election Ballots in All 50 States

No third-party presidential ticket has qualified for all 50 state ballots since 1996

In partnership with the LNC, we were able to obtain ballot access in all 50 states and Washington, D.C. at an affordable cost to the LNC and the Johnson-Weld Campaign.

Our team oversaw ballot access for the Johnson-Weld ticket. We understand the complexities of dealing with 50 different sets of ballot access laws.

We can make sure the Libertarian Party and its candidates are on the ballot and competitive in more places than ever.

In addition, IVC Media's President, Chad Peace, is a nationally recognized ballot access attorney.

Managing Press Relations: Earned Media



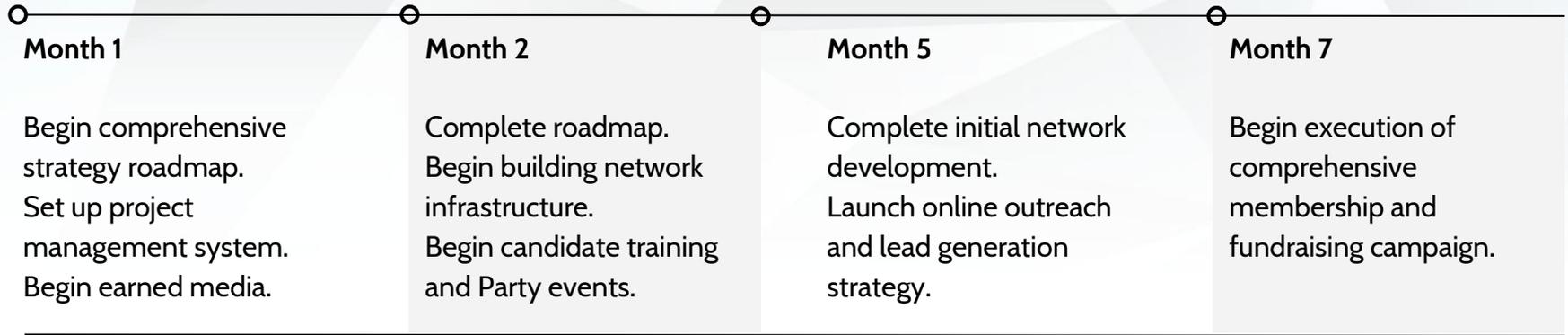
We will work with your team to put together a national strategy for earned media for Chairman Sarwark and his designated surrogates.

Our team has run PR campaigns for numerous candidates, initiatives, nonprofits, and elected officials. We have an extensive list of contacts at all the major traditional media outlets, along with non-traditional outlets such as online media.

Chairman Sarwark and his surrogates should be on media outlets everyday pushing the Libertarian message.

We can help tell your story to more people.

Timeline



This project contemplates a 1-year agreement. Each of the four (4) major components of the effort will overlap with each other and will at all times be executed in coordination with Libertarian Party decision-makers.