

## Affiliate Support Committee Report Summer 2017

*The Affiliate Support Committee (ASC) shall identify the needs and interests of the various affiliates. In addition, the ASC shall identify those affiliates that are in particular need of assistance that the LNC can provide. The ASC shall deliver a report to the LNC for the last LNC meeting of each calendar year, identifying and prioritizing those needs and interests of the various affiliates. This ranked list shall be taken into consideration when drawing up the following year's budget, and throughout the year as needed. This list will also assist the Executive Director in deciding how to assign tasks to staff, by identifying those services that staff provides to the affiliates that are the most desired. The ASC shall also, as and when needed, recommend to the LNC measures that will address the particular affiliates that need assistance from the LNC. The ASC will also establish a process for tracking the progress in meeting those needs.*

### Members and attendance:

Meeting date	5/4	6/1	6/29	7/13	7/27	8/10
David Demarest	Y	Y	Y	Y	Y	Y
Daniel Hayes	Y	Y	Y	Y	Y	Y
Leigh Lachine	N	N	Y	N	Y	Y
Patrick McKnight	N	N	Y	N	Y	Y
Steven Nekailia	Y	Y	N	Y	N	N
George Phillies	Y	N	Y	Y	Y	Y
Michael Pickens	N	Y	N	N	N	Y

The ASC conducts regular phone conference meetings open to state chairs, officers and other party members. The calls are currently scheduled every 2 weeks. The next ASC meeting is scheduled for Thursday August 24<sup>th</sup>, 2017. Affiliate Support Specialist Andy Burns frequently attends the ASC meetings. Additionally state chairs and state excom members often attend.

#### #ReRegister 2017



The ASC believes the #ReRegister 2016 project was successful. The ASC will be implementing the program again in September 2017. Though it will not have the attention created by a Presidential election to help drive it, the ASC believes that implementing an annual #ReRegister month around the same time each year will lead to greater participation by affiliates going forward, especially during Presidential cycles.

The benefits of increasing the number of registered Libertarians in a state are numerous. It can be done to meet a minimum requirement for ballot access and keep it in the case of increased standards. It helps meet thresholds for inclusion in debates. Also, it can simply help to quantify that the Party is growing and that more and more people identify with libertarian principles and values. This can help to encourage more candidate to run as Libertarians, more people to vote for those candidates when they do run and more people to re-register as Libertarian.

According to Ballot Access News, The Libertarian Party has become only the third Party in history to surpass 500,000 registrants. The number of registered Libertarian Voters in July was reported at 511,277 (.46%). This was up +13,742 (+2.76%) from 497,535 in October 2016. Libertarian partisan registration was 399,302 (.38%) in 2014, 330,811 (.32%) in 2012, 240,328 (.24%) in 2008. Libertarian partisan voter registration has nearly doubled on a percentage basis of the total voting population in partisan states in just under 9 years. It is important that every effort to meet and increase this growing trend be made. The #ReRegister project is an important step in helping to realize achieve this. The ASC recommends setting a stretch goal of doubling its number of registered Libertarians by the next Presidential Convention, and surpassing one million registered Libertarians.

<http://ballot-access.org/2017/07/27/new-registration-data-for-the-united-states/>

There are 32 states that have partisan voter registration in some fashion according to ballot access

news. Those state are: Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Idaho, Iowa, Kentucky, Kansas, Louisiana, Maine, Maryland, Massachusetts, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Dakota, Utah, West Virginia, and Wyoming.

To help promote #ReRegister month, the ASC is providing #ReRegister packages to 20 Affiliates at no cost to them on a first come, first serve basis. Each package contains 100 rack cards, 100 bumper stickers, 10 Spanish Tri-folds, and 1 #ReRegister banner.

States to receive #ReRegister packages: Alaska, Arizona, California/Orange County, Colorado, Connecticut, Delaware, Florida, Iowa, Louisiana, Maine, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, Oklahoma, and Utah.

A member made a donation and request for 4 #ReRegister packages for Alabama despite their lack of partisan voter registration. The purpose there is they have many voters with registrations that are not current and cause problems with ballot access petitioning. By encouraging people to #ReRegister to their current address, etc. it will help petitioning efforts on at least a small level.

The ASC will once again promote the #ReRegister month on social media through use of Memes and "Celebrity" Libertarian videos from people like Larry Sharpe and many of the newly ReRegistered Elected officials. This campaign should include Facebook, Twitter, Instagram, and Snapchat.

In the case of elected officials, depending on the office, they can ReRegister their partisan affiliation in every state. Increased effort should be made to encourage other elected officials to ReRegister as well..

#### Affiliate Support Committee Fund

On February 15<sup>th</sup>, 2017, the Affiliate Support Committee fund officially launched. To date it has raised over \$1410 to go towards the Affiliate Support line item. It is from this portion of the LNC budget that, Affiliate Development Director Andy Burn's contract and our activities are funded. The ASC STRONGLY encourages anyone who supports the continued assistance of Mr. Burns to donate to the fund. To donate please go to :

<https://secure.pirya.com/donate/u02ehmy0/libertarian/affiliate>

#### New Affiliate Development

*Bylaws Article 5.2. The National Committee shall charter state-level affiliate parties from any qualifying organization requesting such status in each state, territory and the District of Columbia (hereinafter, state). Organizations which wish to become state-level affiliate parties shall apply for such status on a standard petition form as adopted by the National Committee, which petition shall be signed by no fewer than ten members of the Party residing in the appropriate state. Affiliate party status shall be granted only to those organizations which adopt the Statement of Principles and file a copy of their Constitution*

*and/or Bylaws with the Party Secretary.*

There are currently 5 populated territories controlled by the United States which do not have affiliates representing them within the LP. The largest territory is Puerto Rico with about 3.4 million residents. Also, there is Guam with about 163,000, The US Virgin Islands with 104,000, Northern Mariana Islands with 77,000, and American Samoa with 54,000.

Only Puerto Rico seems to have an active Libertarian group though they seem to be difficult to reach. Spanish is used as the primary language by over 90% of the population with only around 20% of the population being proficient in English. Translation and posting of the Party's Statement of Principles and Platform in Spanish may help to encourage residents in Puerto Rico to take the steps necessary to become a formally recognized affiliate.

### Membership

Membership is the core of any organization. Membership in the National LP equates to more members for its affiliates as the data is shared and affiliates reach out to them to become donors and volunteers at the state level. In 2016 the National LP had a massive surge in membership. There was an expected drop off because many of those new members were likely just riding the wave of the 2016 interest and excitement and angst that came with the Presidential race. That said, the Party lost substantial opportunity to retain many of them and recruit even more. Much of this resulted from a lack of staff to handle all of the work required to make the most out of the opportunity. The Johnson donor list with 300,000 people on it still represents a largely unrealized resource not only for the National LP but its state affiliates. Managing such a huge amount of data and the necessary human interaction takes a wealth of resources and is more than a full time job for any one person.

In order to better realize opportunities for growth like the LP had in 2016 going forward, the ASC recommends the creation of full time Membership Coordinator position within the Development Department currently headed by Lauren Daugherty. As a very rough estimate, this shift in position from the part time renewals staffer to a Membership coordinator would cost about \$4000 for the remainder of the year and an additional \$20,000 to the 2018 budget. This additional cost should cover itself with a moderate boost of an additional 5 renewals a day at the minimum donation, assuming \$12.50 in materials cost for each new/renewed member. Larger renewal donation amounts can cut this down considerably.

Additionally, the ASC recommends increasing the Affiliate Support budget line by \$5000 in 2017 and \$10,000 in 2018 to allow the Affiliate Support Specialist Andy Burns the necessary funds to complete a comprehensive data solution for the National Party and its affiliates that would include any and all data in one place, including all 500,000 registered Libertarians in the country.

### Recommendations:

1. Continue supporting contractor(s) or staff member(s) who focus on Affiliate Support.

2. Increase the Affiliate Support budget expense line for 2017 by \$5000 and \$10,000 in 2018 to fund development and maintenance of a general database that could be shared with affiliates. (See details in the PowerPoint presentation by Andy Burns during the IT committee report.)
3. Continue empowerment of the Affiliate Support Committee to assist affiliates.
4. Promote the #ReRegister project with September 2017 being designated #ReRegister Month.
5. Set a stretch goal of 1 million registered Libertarians by Memorial Day, May 25th, 2020.
6. Reach out and encourage more elected officials to ReRegister.
7. Translate and post the Statement of Principles and platform in Spanish.
8. Enhance membership retention and recruitment by creating a Membership Coordinator position in the Development Department.