

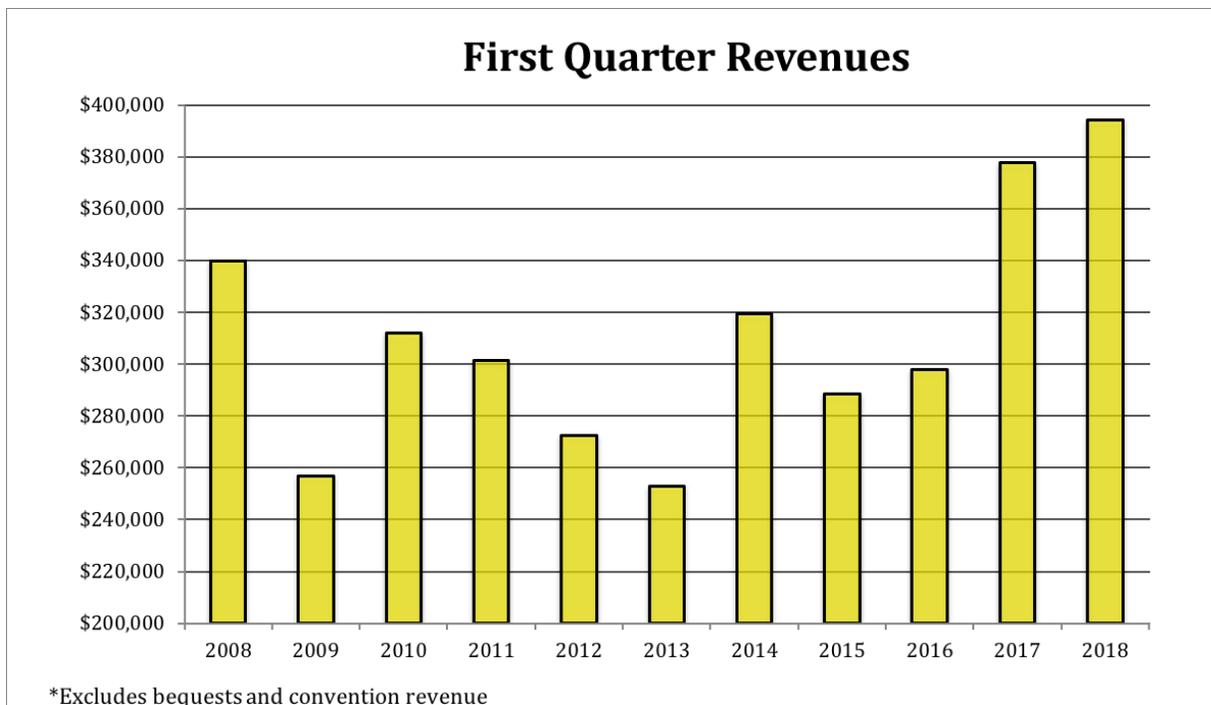
Lauren Daugherty, Head of Development

April 2018

At the beginning of this year, I set a goal that we'd have the best first quarter revenues in 10 years. I knew this was ambitious because the first quarter of 2017 was so solid and this year we'd be fundraising for the national convention simultaneously. (Note: I don't include convention revenues or bequest payments in these quarterly comparisons.)

Thanks to the hard work of our team and the generous support of so many members and donors, we achieved that goal and also my next one of beating the 2005 first quarter revenues.

So, this year, we had the best first quarter going back to 2004.



We surpassed the 10-year-average by 31% and the average of the last 5 even-numbered years by 28%.

I have been told that the Unified Membership Program phased out around 2004-2005 and that if we could compare our current membership program more equally to that one, our current numbers would probably exceed those going even further back. (Under the Unified Membership Program state parties received half of the membership dues given to the national party. Thus, the larger revenue numbers from that time-period are not on equal terms with recent years.)

We continue to work with the Convention Oversight Committee on fundraising for the convention. This is going very well.

This year, 10 weeks out we have sold 482 packages. For perspective, in 2014, 10 weeks out we had sold 59 and total we sold 434. In 2016, 10 weeks out we had sold 431 and total we sold 997.

This year, our convention revenue 10 weeks out is \$187k. In 2014, our total convention revenue excluding the banquet was \$114k. (Including the banquet it was \$137k.) In 2016, our total convention revenue excluding the banquet was \$290k. (Including the banquet it was \$396k.)

In this second quarter I expect our fundraising team will work even more closely with the Convention Oversight Committee as we finalize details on critical elements of the convention that relate to fundraising, such as the gala.

We continue slowly rolling out select, new items in LP Store. The LNC expanded LP Store's budget for this year and that helps facilitate this.

Our newest item is a black shirt that features a stylized snake and the famous "Don't tread on me" statement. Within a few days of launch, this shirt was mentioned in *The Washington Times*...a rare occurrence for any shirt.

Libertarians have also gone into feisty campaign mode, borrowing the "Don't Tread On Me" motto from the tea party and splashing it across classy T-shirts, complete with signature snake graphic and "1776" front and center.

We are promoting this shirt as one of our monthly membership promotions. Here is an example of a post on the national party's Instagram account:



libertarianpartyofficial • Follow

libertarianpartyofficial When you support the Libertarian Party as a dues paying member, we want you to know we appreciate your support. You can click the #linkinbio to join. Membership dues are \$25 annually for our Foundation Membership.

not.another.narcissist Finally some well designed shirts! 🙄

helio_flanagan_veiga Proudly joined the Libertarian Party! All of my support always!

ian.cosgrove Fuck trump

libertarianpartyofficial @helio_flanagan_veiga thank you!

libertarianpartyofficial @not.another.narci ssist we think they are prettv sweet!

229 likes

1 DAY AGO

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Over the last few months, Jess has attended several state conventions on behalf of the national party. At these, she signs up members and builds relationships with members and donors. She's been very well received at these conventions and members and donors have commented about how happy they are to have a representative from the national party in attendance. Caryn Ann has also been attending state conventions and signing up members. Her expenses for one convention were reimbursed by the national party but she has funded the rest of her travel herself. We have coordinated booking so that Jess and Caryn Ann are not overlapping and attending the same conventions. I think this has been productive for short-term membership growth and also for longer-term relationship building that retains members and encourages them to upgrade their giving.

Much of our fundraising success in 2017 and now in 2018 has been because of upgraded giving. Our members and donors have appreciated the increased attention and communication we have been giving them and they respond favorably and generously.

This goes beyond attending events, updating donors, and so on. We have upgraded multiple systems and forms of outreach.

One example is the processing of our in-coming and out-going mail. Mat Thexton processes the mail that comes in at LPHQ and sends out the appropriate membership cards, LP Store items, thank you notes, and more. He has an eye for detail and does an excellent job at making sure what we are sending to our members and donors looks polished and is accurate. His quality work plays a very important role in keeping our members and donors happy.

Another example is prompt replies to inquiries, complaints, or comments from members and donors. Jess monitors the info@lp.org email address and gives a prompt, polite, and productive response to people who contact us. Some weeks this takes up a great deal of her time but it is important. Often addressing people's concerns this way helps them to be more likely to renew or increase their giving later.

This responsiveness and attention to detail really affects how people view our organization and thus their willingness to be a part of it as a member/donor, or otherwise. We continuously upgrade and finesse as time allows.

In this next quarter, we'll focus a lot of our time on preparing for the national convention. We want it to be a major success for fundraising both in the short term and long term. It is an unparalleled opportunity to connect with our donors and members and encourage them to increase their commitment to the party through many different avenues including monthly pledging, planned giving, and more. The seeds we plant at the convention can have a significant influence on our fundraising for months and even years afterwards.