* Affiliate Support
  + Objective 1: Functioning CRM used by affiliates
  + Objective 2: CRM can be accessed by campaigns
  + Objective 3: CRM system has the staff and resources needed to be updated and operating
  + Question: Is the CRM currently useable by affiliates and campaigns? If not, what are next steps that are necessary to get to that point?
  + Question: Why is the proposed budget increase from $72,000 to $90,000 necessary?
  + Question: What steps must be done on an annual basis to keep the project functioning, after it is at launch stage?
* Ballot Access
  + Objective 1: 50+DC
  + Objective 2: LNC and staff prioritizes targeted interventions to achieve ballot access
  + Objective 3: Litigation resources provided in targeted situations
  + Question: What actions ($$$) do we anticipate needing to take in 2019 and 2020 to secure our ballot access goals?
  + Question: What states do we anticipate will require litigation to achieve our ballot access goals?
  + Question: For our strategic purposes, in which states would a legislative change to ballot access laws be most impactful?
* Branding/Political Materials
  + Objective 1: Promote a coherent, positive brand of the Libertarian Party
  + Objective 2: Provide materials to affiliates and members at minimal cost
  + Objective 3: Differentiate the Libertarian Party from competitors
  + Objective 4: Refute false impressions of the Libertarian Party
  + Question: We anticipate $46,100 in revenue and $57,300 in expenses on branded materials. Should we try to break even? If so, what steps would need to be taken and what negative effects might occur?
  + Question: How is our branding strategy decided?
* Campus Support
  + Question: You’re a new budget line item ($15,000 in revenue and $15,000 in expenses). What are your goals? Do we need to expend the money to launch or are we securing project support before proceeding? Are we experimenting or scaling up an already successful experiment? Who owns you?
  + Question: How will our campus groups differentiate from/collaborate with Students For Liberty, Young Americans for Liberty, FIRE, SSDP, etc.
  + Question: How will this integrate with our Youth Engagement Committee?
* Candidate Support
  + Objective 1: Identify and cultivate candidates in winnable races
  + Objective 2: Identify and cultivate candidates for ballot-access-important races
  + Objective 3: Identify and cultivate candidates for geographic breadth or numeric totals
  + Objective 4: Prioritize targeted resources for strategic races
  + Objective 5: Provide general resources to all LP candidates
  + Objective 6: Staff capable of identifying, cultivating, and targeting campaigns
  + Question: How were our targeted races in 2018 selected and how did those races do?
  + Question: What support do we provide generally to LP candidates?
* Convention Support
  + Objective 1: Throw a well-attended, profitable, brand-positive, error-free convention.
  + Questions: None! 2018 was great.
* Fundraising
  + Objective 1: Secure major gifts from identified targeted donors
  + Objective 2: Secure renewed and upgraded support from house donors
  + Objective 3: Acquire new donors
  + Objective 4: Staff good at managing direct mail schedule that gets responses
  + Objective 5: Staff good at making major asks and/or supports LNC making asks
  + Question: We only recently began having dedicated fundraising staff. Have we seen any results from this?
  + Question: Do each of our major supporters have a designated staffer or LNC member responsible for their cultivation?
  + Question: What is our process for preparing direct mail copy?
  + Question: Did we meet our direct mail schedule in 2018? What is our schedule for 2019 and is it coordinated with other mailings (email, LPNews, etc.)
* Historical Preservation
  + Objective 1: Maintain LPedia
  + Objective 2: Secure historical records and documents from the LP’s history for posterity
  + Question: What staff support/activities/attention/time were needed to meet our historical preservation goals for 2018?
  + Question: This project receives dedicated support for its activities. Is this support likely to renew without cannibalizing other LP projects?
* Media Relations
  + Objective 1: Mainstream positive coverage of the LP and its candidates
  + Objective 2: Geographically or interest targeted coverage of the LP and its candidates
  + Objective 3: Proactive media engagement through reporter interactions
  + Objective 4: Staff able to use news hooks and contacts to secure coverage
  + Question: What were our goals for 2018 and how did we do?
  + Question: We’ve significantly increased our media relations resources, from nil in 2015 to $21,000 this year, to the proposed $42,000 next year. What media achievements has that spend enabled so far, and what will doubling achieve?
* Membership
  + Objective 1: Grow it
  + Objective 2: Communicate to members
  + Objective 3: Staff good at securing renewals and new members
  + Question: What is our sequential strategy for securing renewals?
  + Question: How do we engage proactively with audiences of potential new members?
  + Question: Are member communications and media relations coordinated?
  + Question: Should digital communications be its own separate priority? Who is its audience?
  + Question: Is the APRC process working?
* Office Operations
  + Objective 1: Provide a location for staff and volunteers to work on national business
  + Objective 2: A location to store materials or equipment needed periodically
  + Objective 3: Cache/branding from having a national headquarters address
  + Question: What further principal payments are needed to avoid the June 2024 mortgage balloon payment?
  + Question: Are we likely to see dedicated contributions for a supplemental mortgage payment in 2019, as we did in 2017?
  + Question: Is office space usage fairly constant or does it peak/trough with elections or other cycles? Percentage-wise, how utilized is the office space on a routine basis, and on a crush (peak of activity) basis?
  + Question: When were performance reviews and employee goal-setting last done?
  + Question: What are the benefits currently provided to employees and to contractors?
  + Question: Is our timesheet reporting fully compliant with FASB?
  + Question: How do we manage our IT infrastructure?
  + Question: Are there are any policies that staff would like the LNC to consider revising, adding, or deleting?
  + Question: Are there outstanding operational issues the LNC should be aware of?