

# LIBERTY PLEDGE

## NEWSLETTER

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www.LP.org

November 2009

### Putting Monthly Pledge Payment Option Online at LP.org Starts to Pay Off

*By Wes Benedict  
Executive Director  
Libertarian National Committee*

Our monthly pledge total went down a little in October, but I'm encouraged by preliminary results for November.

Last month, we instituted an option to sign up online for a monthly pledge by credit card. For most of 2009 there was no way to pay online for a monthly pledge. You could request to have information mailed to you or to receive a phone call, but we did not have a method for people to simply submit their credit card information through our website.

Now that option is available. Over 50 people signed up in October, and they were billed on November 1. (Since they were billed in November, they do not count toward our October total in the table below.)

Not too long ago, many people were reluctant to type their credit card information into a website. My, how times have changed! As we have made phone calls asking people to reactivate their monthly pledges, we've realized that many people are now more reluctant to give credit card information over the phone than they are to type it into a website.

In any case, we are working to provide multiple options and strong customer service. For the last couple of months, Mark Meranta, our intern coordinator, has had interns make phone calls to ask people to renew their memberships. He and the interns have now taken on some of the phoning for monthly pledge updates as well.

The table below shows our current results.

	Pledgers	Amount
December 2008	1,045	\$24,468
August 2009	902	\$20,504
September 2009	940	\$24,301
October 2009	933	\$23,353
<b>Goal for December 2009</b>	<b>1,000</b>	<b>\$25,000</b>

A special thanks to our 57 new monthly pledgers in October (listed on page 3).

Last month I wrote about how our number of recent one-time donors had been dropping in 2009. While our pledgers contribute monthly to fund our party and provide a steady stream of support, thousands more people make occasional (often annual) contributions ranging from just a few dollars up to thousands of dollars.

I recently sent an extra renewal letter to thousands of expired members, going all the way back to 2005. I'm hopeful that people will respond to that in large quantities, and we can get our donor counts up. Preliminary results are promising, but it is too soon to report success. I hope to have updated numbers for you next month.

Another thing I'm currently working on is getting out the message to our members about how important it is for the Libertarian Party to field a large number of candidates for office.

As a political party, we have the power to put candidates on the ballot, and we need to take advantage of that. Having candidates on the ballot provides a lot more than just an opportunity to win an election. It also gives us exposure, excitement, and great opportunities for communicating the principles of the Libertarian Party.

I hope you'll think about running for office yourself next year.

Thanks again for your dedication and support.

# Libertarian Party: On the Trail

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## Thanks from Libertarian candidate in Virginia

*From Matt Cholko, candidate for Virginia House of Delegates in the November 3, 2009 election*

Friends,

As you probably know by now, our campaign received 3.14% of the vote yesterday. I tried hard not to set any specific goal for electoral performance, but I can safely say that we did better than I was thinking that we would. Of course, no matter how well we would have done, all of us would have liked to do even better. Fortunately, with the skills and knowledge gained through this campaign, I believe that everyone involved will be in a much better position to succeed in the future.

I am incredibly proud of the work done by everyone involved in the campaign. Special thanks goes to Matt Helm, Kara Tappan, Rodney Severson, Chuck Eby, and Toren Carter for their roles as campaign manager, press secretary/consultant/sister, treasurer, webmaster, and graphic designer respectively. Each of them played an indispensable role in this campaign. Of course, it took a lot more than just these five people to make our campaign work. Our many volunteers who walked door-to-door or stamped postcards or passed out sample ballots all played important roles. I thank each and every one of you for your help.

None of this would have been possible if it weren't for the generosity of all of you who supported our campaign financially. Whether it was \$10 or \$1000, your contribution allowed us to take our message to the people. I am humbled that so many of you saw fit to give your hard earned money to our campaign. For this, I am truly grateful. While I'm talking about fundraising, I want to extend a special thank you to the Tidewater LP. They made a significant contribution to my campaign, from the other end of the state.

This was my first time running for office, and I hope that it will not be my last. I can honestly say that it has been an incredible experience, and

the most rewarding thing that I have ever done. This campaign allowed me to meet many of my neighbors, reconnect with old friends, and to learn much more about my community. Most importantly, it allowed me to expose the people in my community to the principles of liberty and to give the voters a real choice on election day. The message of liberty is a powerful one, and knowing that I helped to spread that message fills me with a great sense of accomplishment.

Now we must look to the future. Government at all levels continues to grow, and all of us who believe in limited government must not only keep up the fight, but we must step up our efforts. I will continue my work in the Libertarian Party, and I hope that you will join me. If you're already an LP member then I hope that you will become more involved. If you're not yet a member, please go to [www.lpnova.org](http://www.lpnova.org), [www.lpva.com](http://www.lpva.com), and [www.lp.org](http://www.lp.org) to join the party and get on every mailing list. Now more than ever, it is imperative that we join together in the Libertarian Party to combat the Democrats and Republicans who seek to grow government and trample on our rights. For those of you in the Northern Virginia area, I invite you to attend the 2009 Annual Convention of the Libertarian Party of Northern Virginia. You can find more details by clicking [here](#). This is a great opportunity for you to meet fellow lovers of liberty and to get more involved in the LP.

Finally, I want to encourage you to run for office. As I said above, it is a truly amazing experience, and I highly recommend it. I know that the idea seems intimidating at first, but I promise you that its really nothing to be afraid of. You don't have to have any significant money or be a smooth politician. You just have to care about making a positive change in your community and/or your country and be passionate about spreading the message of liberty. If you're thinking about running I would love to talk to you about it. If you decide to do it, I would be happy to walk you through the process.

Once again, I want to thank everyone who gave their time or money to our campaign, everyone who voted for me, and to those of you who

# Libertarian Party: On the Trail

supported us in other ways. I hope that our campaign has made you proud.

Sincerely,  
Matt Cholko

## Placer County Outreach Yields Surge In Registered Libertarians

*from California Libertarian Party Chair Kevin Takenaga*

Placer County Chairman Roberto Leibman informs me that the LP picked up 190 new registered Libertarians over the past two months in Placer County.

How did this happen?

The Placer County Registrar of Voters does regular outreach to local high schools and registers students who are close to voting age.

As part of this effort, Robert Page (Placer County Treasurer) and other party members, make a trip out to directly talk with students about libertarianism.

Roberto also suggests that we lobby our local county registrars to start a similar outreach program in each county.

### New Liberty Pledgers

- |                    |                     |
|--------------------|---------------------|
| Alexander Allaire  | Glen Marshall       |
| Jack Atchison      | Steven Mason        |
| Kanjai Aungkhab    | Robert McDonnell    |
| Peter Baker        | Rick McNeely        |
| Justin Barden      | Michael Mitchell    |
| Jon Barnhill       | Julie Nordquist     |
| Nena Bartlett      | Ronnie O'Dell       |
| Jason Beer         | Norman Onstad       |
| Arthur Chaput      | William Overstreet  |
| Joe Cobb           | Charles Palmer      |
| Scott Costa        | Jack Peebly         |
| Thomas Ehlers, Jr. | Kevin Powell        |
| James Eveland      | Randy Rickards      |
| Robyn Fowler       | Bryce Roberts       |
| Bernard Gracy      | Michael Roberts     |
| Erich Hannan       | John Romano         |
| Matthew Hipwell    | Christopher Runberg |
| Susan Hogarth      | Jason Savelsberg    |
| Sam Holloman       | John Schick         |
| Scott Holston      | Gerald Steverson    |
| Ruth Huddle        | Arthur Thomas       |
| Lee Jackson        | Danielle Veggian    |
| Aaron Jeffries     | Mark Wells          |
| Bryce Kayhart      | Eugene Wikle        |
| Larry Kirchmer     | John Williams       |
| Joshua Kubicki     | Daniel Wood         |
| Keith Kuhnsman     | Michael Wright      |
| Jay Lawrence       | Todd Zande          |
| Daniel Lemke       |                     |

I would like to make a one-time donation to the LP:

- \$5,000
- \$1,000
- \$500
- \$250
- \$100
- \$50
- \$25
- \_\_\_\_\_ Other

I would like to increase my monthly pledge to this level:

- \$2,500
- \$1,000
- \$500
- \$250
- \$100
- \$50
- \$30
- \_\_\_\_\_ Other  
(minimum \$10)

(Please make checks payable to **Libertarian Party**.)

Please bill my  Visa  MasterCard  AmEx  Discover

Card number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Occupation\*: \_\_\_\_\_

Employer\*: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Work: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

\*Federal law requires political committees to report the name, address, occupation and the name of the employer for each individual whose contributions aggregate in excess of \$200 in a calendar year. Political contributions are not tax deductible.

## Libertarian Party in the News

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### **An HB school official to decide on book banning**

*Orange County Register*, October 31, 2009

HUNTINGTON BEACH — The superintendent of a Huntington Beach elementary school district said he will decide Tuesday whether to ban an autobiography by Maya Angelou from middle school libraries — a book opponents say has inappropriate material for children....

[Libertarian] School board President Norm Westwell said he was appalled.

"It seems to me that you want to raise the flag, wave the banner, say, 'Hey look at me. I'm Trustee Briscoe and I can make people do what they don't want to do,'" Westwell said. "That is not what this job about. This job is about educating our children and spending taxpayer money wisely... In my opinion, you aren't doing either one."

### **How High-Profile CEOs Could Revitalize the Libertarian Party**

*Fast Company Magazine*, November 2009

...If Libertarians want to have a real impact in 2010 or 2012, they need to recruit from the business world, where their values will resonate most. Places like Silicon Valley, Austin, and Seattle. You don't have to look far to find high-profile CEO types who are likely Libertarians hiding out in the major parties. Starbucks's Howard Schultz has broken with Democratic tradition (and his political donation record) and fought unionization. Former eBay CEO Meg Whitman, a Republican candidate for governor of California, strays from her party on social issues. Same goes for Cisco CEO and Republican fund-raiser John Chambers. These leaders could help build a

financial base for the party, a complement to its significant grassroots online fund-raising operation that Ron Paul created in 2008 (only Obama and Hillary raised more).

### **Libertarian seeking 23rd District U.S. House seat**

*San Antonio Express-News*, November 3, 2009

WASHINGTON — A San Antonio Air Force veteran, Vic Luebker, said Tuesday he is seeking the Libertarian Party nomination for the 23rd congressional district seat currently held by Rep. Ciro Rodriguez, a Democrat.

"It's time for individual citizens to get up there and do our job," Luebker said. "We can't sit on the sideline and complain about how bad it is. We've got to get in the game."

Luebker, who runs a charity for veterans and served 22 years in the Air Force before retiring with the rank of first sergeant, said his campaign would be about issues.

### **Libertarian Bryant joins race to replace Tarver**

*Augusta Chronicle*, November 12, 2009

The number of candidates vying for Ed Tarver's vacant state Senate seat is up to three.

Taylor Bryant, the spokesman for the Libertarian Party of the CSRA, says he'll be running as a Libertarian in the special election. He said he's working with the state party to file paperwork in Atlanta to make his candidacy official.

His platform will include lower taxes, less government and more personal freedom -- the cornerstones of Libertarian ideology....

Mr. Bryant, an auto technician for Gerald Jones Volkswagen Audi in Martinez, has been Augusta's Libertarian spokesman for almost a year.