

**PROJECT CICERO  
(The Revitalization of Project Archimedes)**

“One day when I was looking all over the land, because there are a great number of tombs next to the door of Agrigento, I noticed a small column that did not protrude much from the undergrowth, on which there were represented the figure of a sphere and a cylinder. And I immediately told the Siracusians, some of whose elders went with me, that in my opinion that was what I was looking for. Many men were sent with sickles that cleaned and made the place accessible. When they opened an entrance, we approached the front face of the base. There was an epigram with the verses erased at the end, almost halved. Thus the noblest city of Greece, once even the most learned, would have ignored the tomb of its most brilliant citizen, if it had not been shown to them by a man from Arpino.”

- *Cicero, Tusculanae Disputationes V, XXIII–64-66*

In the late 90's and early 2000's, Project Archimedes grew the party's membership substantially. During that same period, the party made tremendous headway in media appearances and ran many candidates. I believe we should pursue those same goals, while modernizing the process.

**GOALS FOR 2022 - 2024**

- Regain the Project Archimedes membership levels
- Expand our donorbase
- Expand our affiliate support
- Expand our candidate support
- Perform market research so that we can do targeted outreach and better understand our target demographic.
- Further develop our “voice” so that formal communications, development and social media can be more in alignment with each other.

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**THESE ACTION ITEMS SHOWED UP IN RESPONSE TO MULTIPLE SWOT ITEMS**

Strategic Partnerships with people who have their own name brand recognition. (For ex., Swan Bitcoin, Stephan Livera, Maj Toure, Tom Woods)

Create clearer job descriptions, update org chart and work flow processes. Do this with new hires and volunteer teams.

Implement team building exercises and board room training.

Put together risk mitigation plan

## ACTION ITEMS ORGANIZED INTO THE COVEY QUADRANT

IMPORTANT URGENT	IMPORTANT NOT URGENT
Put together risk mitigation plan Urgency level: high Timeline goal: within 3 months	Implement team building exercises and board room training. Timeline goal: within 6 months
Create clearer job descriptions, update org chart and work flow processes. Do this with new hires and volunteer teams. Urgency level: high Timeline goal: within 2 months	Strategic Partnerships with people who have their own name brand recognition Timeline goal: within 3 - 6 months
Grow the party in new demographics that have started to embrace liberty. Urgency level: high Timeline goal: already begun	Run issue campaigns to expand our influence and build political capital Timeline goal: within 1 year
Utilize our volunteers better Urgency level: medium Timeline goal: within 3 months	Encourage members to run for local office. Timeline goal: within 1 year
Get our message out Urgency level: high Timeline goal: already begun	
Emphasize new leadership and new direction Urgency level: medium Timeline goal: already begun	
Build out resources for candidates. Urgency level: medium Timeline goal: within 3 months	
Adopt strategy Urgency level: high Timeline goal: within 1 month	
Put together a skilled PR team Urgency level: medium Timeline goal: within 3 months	
URGENT NOT IMPORTANT	NOT IMPORTANT NOT URGENT

### HISTORICAL FINANCIAL AND ELECTORAL MARKERS

2012 FINANCES	2012 ELECTIONS
Total Annual Budget: \$1,625,900 Membership: \$458,287 Amount raised at convention:\$185,226 Total support & revenue: \$1,484,850	30 elected libertarians (ballotpedia)
2014 FINANCES	2014 ELECTIONS
Total annual budget: \$1,417,800 Membership \$492,323 Amount raised at convention \$114,820 Total support & revenue \$1,590,711	17 elected libertarians (lp news, staff report)
2016 FINANCES	2016 ELECTIONS
Total annual budget: \$1,907,869 Amount raised from membership: \$805,821 Amount raised at convention 218,607 Total support & revenue in 2016: \$2,626,277	32 elected libertarians (ballotpedia)
2018 FINANCES	2018 ELECTIONS
Total annual budget: \$1,900,200 Amount raised from membership: \$583,082 Amount raised at convention: \$280,892 Total support & revenue: \$1,773,437	34 elected libertarians (lp.org)
2020 FINANCES	2020 ELECTIONS
Total annual budget: \$2,385,400 Amount raised from membership: \$879,035 Amount raised at convention , Total support & revenue: \$2,329,148	32 libertarians elected (lp.org)

Given the previous years' trends, how much can we allocate towards candidate support between now and Nov 8, 2022?

## FINANCIAL GOALS TIED TO ACTION ITEMS

FINANCIAL GOAL	ACTION ITEM
<p>6/30/2022: 16,818 BSM            12/31/2022 Goal: 17,323            12/31/2023 Goal: 20,000            12/31/2024 Proposed Goal: 28,000            Previous Record (January 2021): 20,718            11,050 new memberships at the basic \$25 level will bring in an additional \$276,250</p>	<p>Increase membership .</p> <p>2 goals:            Ambitious goal: Aim for a 65% increase by end of 2024.            Minimum goal: Aim for a 15% increase by end of 2024.</p>
<p>Recapture our 2001 donor numbers.</p>	<p>Expand donor base by end of 2022. Aim for an additional increase by 2023. Aim for 5,000 additional donors by the end of 2024.</p>
<p>Raise \$30K for candidate support.</p>	<p>Increase candidate support programs - est. cost \$30K and increase affiliate support programs - est cost: \$30K</p>
<p>Raise money to cover 1 part time worker in operations, and 1 full time person for dev OR a contractor for dev and someone to help dev with writing. Expand comms budget according to annual budget proposals.</p>	<p>Hire additional operations and development personnel. Expand comms budget.</p>

## SUMMARY OF ACTIONS TO TAKE WITHIN THE NEXT 2 YEARS

Put together risk mitigation plan (ExD, Treasurer, EPCC, Ballot Access, Ad Hoc)
Strategic Partnerships with people who have their own name brand recognition (Chair, ExD, Comms Dir., Social Media Committee, volunteers)
Expand donor base. (LNC, ExD, Comms Dir., Development Dir.)
Grow the party in new demographic directions (ExD, Comms Dir., Development Dir., volunteers)
Perform market research to identify our target voter base. (ExD, Comms Dir.)
Create clearer job descriptions, update org chart and work flow processes (EPCC and staff)
Implement team building exercises and board room training (Chair, ExD, LNC)
Build better affiliate support tools (Affiliate Support Committee)
Expand candidate support (Candidate Support Committee)
Have the comms & development dept collaborate with social media team on ways they can do outreach while supporting the party's larger strategy and vision (Comms Dir. ExD, Development Dir.)
Develop a vision statement for 2022 - 20224 (LNC)

What should our operational focus be in a midterm year?

- Membership recapture and retention
- Candidate and affiliate support for the 2024 election year
- Expanding our donor base
- Market research to identify our target market

**Midterm election goal:** At least 27 candidates elected in Nov of 2022. We should not dip in midterm numbers. Let's shoot for 30.

LNC actions relevant to this goal:

- Promote candidate support:
  - door knocking
  - phone/text banking (Can we negotiate a volume discount for candidates within the confines of FEC regulation?)
  - data cleanup (Buy & Share data - LNC gets huge volume discounts on this)

- website assistance (Can we negotiate a volume discount for candidates within the confines of FEC regulation?)
- campaign donations (Publish online donor newsletter highlighting top campaigns for top donors)
- LNC members can:
  - make calls on behalf of candidates,
  - Make fundraising calls
  - promote campaign volunteerism on social media,
  - and push for campaign volunteers through official LP comms

What should our outward facing goals be in a midterm year?

- Expand into more demographic segments
- Re-establish our brand
- Making it easier to be a successful candidate, which will aide in recruiting new ones

Are these goals in alignment with our purpose?

- Do they support:
  - Growing our membership
  - Expanding our donor base
  - Supporting our candidates
  - Supporting our affiliates

Yes.

### **POTENTIAL CHALLENGES AND CONCERNS**

Maintain healthy boundaries between LNC and staff while allowing LNC to provide additional support to understaffed departments.
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Do outreach to new demographics without compromising principle or pandering. (Stay on target)
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Avoid the ire of the state and our enemies.
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Develop better relationships with state affiliates and members that feel alienated
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### **RISK MANAGEMENT CONSIDERATIONS**

Are we doing anything illegal?
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How are our accounting practices?
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How is FEC compliance?
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How is our reserve fund?

Are we prepared to enter a recession?

How is EPCC/HR?

Is staff working to help accomplish the vision of the LNC?

### **CANDIDATE SUPPORT COMMITTEE GOALS FOR 22 - 24**

#1 Goal - Develop online course content

Create simple template websites for candidates

Create simple graphic design templates for candidates

Create instructions on how to create a walk list, geo coding, door knocking

Create guidelines on phone banking, call banking and CRM software

Create guidelines on how to clean up and utilize voter registration data

Help to foster an internal party culture that values and promotes campaign volunteers. Observe YAL and similar orgs to see how they inspire their members to take part in the political process

Implement a metric to quantify how elected libertarians have made a difference for their constituents: For ex., how many tax dollars did we save?