LIBERTY PLEDGE NEWSLETTER

September
1986

Dear Supporters of Liberty:

Many subjects of interest this month. There were lots of clippings but I've been too busy to read them, so, this issue I thought you might be interested in what we're doing at the National Office and our perspective on the computer you've heard so much about.

MUCH ADO ABOUT (?)

The most recent issue of LP News devoted a page to discussion of problems the National Committee has had with its computer.

Many reasons were given as to why there has been such problems, and two sides figured predominantly: Hardware and users.

It is my firsthand observation (daily use of the equipment and lengthy discussions with persons whose acquaintance with headquarters operations extends over periods of years) that the human element has been **a** primary cause of the LP's most recent computer problems.

This breaks down into: A. the programs
                        B. the operators

I won't go into the "computerese" required to tell you about difficulties we have had with some of the programs, but now that we have had an outside consulting firm work on our major programming problems and have replaced our computer man, we **do not** have any programming or user problems.

The hardware of the computer will break down again; it is a machine and machines malfunction. They also get fixed.

We presently have difficulty firing up our third disc drive unit, but that is believed to be a bad connection or a burnt fuse.

WHAT'S RIGHT ABOUT THE COMPUTER?

Glad you asked. Since August 15th our newly promoted computer man, Ken Kirchheiner (under my direction), has brought the following items onto the computers "menu" to reduce the dependency of the LP on the talent (or lack of same) of computer operators of the future:

1. Printing of labels for LP News
2. Printing Liberty Pledge Statements
3. Deleting pledges (this used to be lots of trouble)
4. Assigning transactions to pledges (double pmts.)
5. Label printing program (misc. labels)
6. "Key" and Data File construction
7. A special-use program assigning an extra issue or issues of LP

News to specific persons (Outreach issues, etc.)
8. Printing lists on simple command
9. Telephone fundraising report (figures % commission and amounts due) **This was a recent breakthrough will save hundreds of man-hours per year. This report used to be done <u>daily</u> by hand and was sometimes several pages long!**

Items that will be on the "menu" soon:

1. Generating the Federal Election Commission Report (Which has been made to run properly for the first time since June of last year)
2. Selecting Members via various criteria
3. Selecting names via contribution history
4. Selecting Prospective Members via various criteria
5. Generating "Flash Reports" covering specific dates and financial criteria

WHAT ARE WE DOING TO PROTECT OURSELVES FROM BEING IMMOBILIZED IN CASE OF SOME FUTURE COMPUTER FAILURE OR EMPLOYEE TURNOVER?

Several things:

A. Printouts of all the most important records have been generated since the last issue of Liberty Pledge News, some of which are kept off-site.
B. Magnetic tapes copies of our membership and other lists have been made and are kept off-site (halfway across the country). They can be "chucked-up" in a similar computer and away we go!
C. Magnetic tape back-ups are continuing to be done every day and removed from the building. There are more than one set and they are rotated to protect from the possibility of losing data to a faulty tape.
D. New "operators guides" are being written, to incorporate the menuizing of the programs and will be distributed to key people outside the National Office.

We are rapidly approaching the point where the LP could quickly recover its computer operations in ONE DAY even in the face of a worse-case scenario. Crazed gunmen **do** exist and catastrophic fires **do** happen; I'm not taking any chances with the Party's valuable resources.

NOTE:

The LP's computer is not a "desk top" computer. It is as large as two refrigerators pushed together. It has three disk drives with fourth removable disk-pack (a handy item). This machine can drive all three of our industrial quality printers at once (it takes two men to lift one of these printers). A recent back-up hard-copy printout of our contributor list took two days to print and these printers are not slow.

In addition, we presently have five terminals hooked up to the machine and there are "ports" for seven more. Each terminal can work on a separate list or other job independent of the others, running automatically. When I say

lists, I mean LONG lists, and broken down by different criteria: Expired Memberships, lists of VIP's, LP News recipients, contributors from months X to Y who've given XX amounts, Prospective members... by Zip Code, or state or membership number... and remember, we can (and do) do them five at a time!

When you get your LP News, remember, that label was generated here too.

SO WHAT ELSE IS GOING ON AT HQ?

This last month has been labor intensive, and I don't expect this one to be any different. In an effort to save money, we produced last month's and this month's issues of the Liberty Pledge Newsletter in-house. We'll probably keep it that way. We're using a Toshiba BD 8412 copier on pre-purchase examination to print this issue.

Being that we are still in a cash-flow crisis, we've been sending out appeals for funding as fast as we have been able. We "name" our fundraising letters (to keep our records straight) and August was the month we sent out Perry Willis' last letter as Director: The Emergency Mailing. An SOS to the top 2500 contributors this year. The returns have certainly helped.

We're also huffing and puffing doing computer entries in preparation for the printing of LP News Outreach Issue labels. The month of August provided us over 500 changes of address... Libertarians moved around a lot in August. In addition our telephone solicitation company sent us over 500 corrections of their own. The "Enlighten Others" and "Convert the Republicrats" coupons were very successful, providing... you guessed it, over 500 names of their own! We're **BUSY!!!**

The next labor intensive project (and this one is going to take the whole month to do correctly) is the Clark/Hess membership mailing, beginning in two days (9/22). It's an 8,000 pc. mailing to persons who used to be members of the LP but have dropped their memberships. The potential is there to actually **double** the National LP's membership!! We're coordinating the mailings from HQ to run just ahead of TWO telephone solicitation companies. If the letter(s) don't get 'em the phonecall may. Wish us luck!

I did an in-house layout (over Labor Day weekend) for a flyer to sell our retail items (included with this months issue) for a total production cost of $2.00; our printer figures I saved the LP about $180. I sent about 1500 to our telephone fundraising consultant to include with her mailings, I expect sales to pick up.

HOW'S THE FINANCIAL SITUATION?

We're still in a financial rut that I do not expect to see improve for the next six to eight weeks, as the respective mailings and phone solicitations begin to generate income. It's still tight. We're behind on payroll, and this is particularly embarrassing as the staff is really giving us their best these days, working late nights and weekends, even to the point of **turning down** partial payment so as to keep the fire insurance paid on the LP's property!

DID WE RAISE ANY MONEY FOR ANDRE MARROU?

You bet! The Liberty Pledgers contributed over $1000 to Andre's campaign, and he is so delighted that he's inserted the message below:

Andre Marrou
Alaska House of Representatives

   I wish to thank all of the members of the Liberty Pledge program for their financial assistance in my re-election campaign. I know times are tough for all, but they're going to get worse if we Libertarians don't stand and fight. I'm proud to be on the side of Liberty and it's obvious you are too.

                              For Liberty,

                              Andre Marrou

See you next month!

Terry Mitchell
Acting National Director

P.S. Thanks for sending your pledge contributions so fast last month, it really helped; please send it in quickly this month too. Also, I am going to ask you to dig "ever deeper" this time, we need as much funding as we can get. It is appreciated. Please use the coupon below.

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GOOD THINGS ARE HAPPENING AND I DON'T WANT THEM TO STOP!!

Here's my additional contribution of _____

to carry us through this temporary crisis!

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An In-House Production