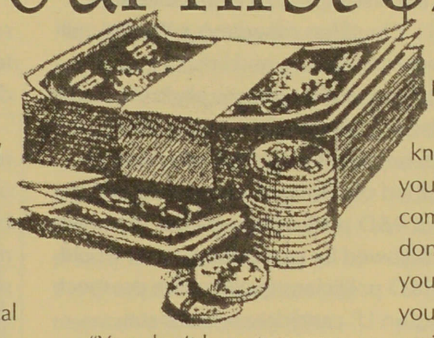
The Libertarian
Volunteer
A newsletter for LP volunteers, activists, officers, and candidates

How to raise your first $2,500

■ How to raise the first $2,500 for your 1996 campaign in less than 7 days — without any help from the Libertarian Party



BY MICHAEL CLOUD

"In politics, it's no go without dough." —Evry's Law

Some Libertarians succeed by re-inventing the wheel. But most Libertarians fail by re-inventing the flat tire.

Here's the simplest, easiest, fastest way to raise the first $2,500 for your 1996 campaign in only seven days.

Why is the first $2,500 so important?

The first $2,500 is your campaign's seed corn. Political start-up capital. Yeast to make the bread rise.

The first 7 days of a fitness program, the first 7 days of a diet, the first 7 days of developing a new skill set the pace for all that follows.

A strong beginning fans the flames of faith. A weak start breathes life into self-doubt.

"You don't have to recover from a good start," said John Wareham.

Can it really be done in only 7 days?

Some candidates have raised the first $2,500 in 7 hours. Others in a day. Many in 3 days. A few take the whole week. Nobody needed more than 7 days.

STEPS TO SUCCESS

You'll be doing one-on-one personal fund-raising for your campaign. The steps are elegant and simple and easy. **1.** Who do you ask for money? **2.** How much do you ask for? **3.** Where do you ask for the money? **4.** When do you ask for the money? **5.** How do you ask for it? Exactly what do you say?

Who Do You Ask For Money?

Before you read this section, get some blank sheets of paper and a pen.

First, we'll make a preliminary list of the people you know who know you. If you're well-known in your community, many people you don't know may recognize you. Leave them off your list. If you stay up on what's going on in your community, you will recognize many people who don't know you. Leave them off your list. To qualify for your preliminary list, the person must know you and you must know the person.

Don't consider whether they can or can't afford to give,

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1996 LP Convention deadlines are looming

The countdown has begun to the 1996 National Libertarian Party Convention!

Just five months remain until LP delegates from across the country gather in Washington, DC over the week of the Fourth of July holiday to select the party's next presidential candidate.

Of course, every convention means convention *deadlines,* which impact on state parties, state convention planning, and individual Libertarians. Here are four important deadlines, starting with the soonest:

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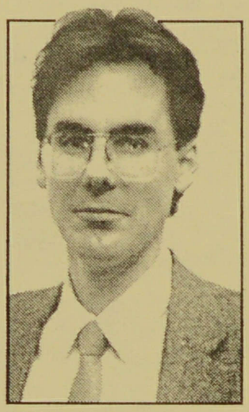
■ PAGE 7
How to get your LP spokespeople on TV talk shows

■ PAGE 8
Be smarter than the R's & D's

From the Editor

The virtue of giving (and taking) advice

There is an old Chinese saying: "It's better to receive advice than to give it." Well . . . maybe. Most Libertarian activists still have a lot to learn about the nuts and bolts of politics, so it is worthwhile for us (including me!) to take any good advice when it's offered.



Bill Winter, Editor

But, it's *equally* salutary that we have Libertarians who are willing to share their expertise with us in the *Libertarian Volunteer.*

For example, Michael Cloud writes about raising the first $2,500 for your campaign (page 1). Cloud has raised more than $1 million for LP candidates, and knows more about this topic than anyone alive. (And what candidate couldn't use an extra $2,500?)

And, on page 8, Jo Jorgensen discusses her method of "arming" herself factually to confront R&D political opponents. It's advice that, if followed by *more* Libertarians, would make R&D politicians quake at the prospect of facing an LP candidate in a debate.

One final comment: Because of a mountain of other projects, I was able to publish only four issues of the *Volunteer* this year (which is why this wrap-up issue is the Fall/Winter issue). To fix this problem, I'm going to shoot for six bi-monthly issues in 1996 – but only eight pages each. This will allow me to deliver more timely news from the National HQ, as well as the usual party-building tips, political and campaign advice, and so on.

1996 will be exciting! I look forward giving – and taking – lots of advice as the LP continues to advance politically in the new year. ■

The Libertarian Volunteer

A newsletter for LP volunteers, activists, officers, and candidates

Volume 6 ◆ Issue 4 ◆ Fall/Winter 1995

The Libertarian Volunteer is a publication of the Libertarian Party, and provides news, political resources, and strategic suggestions for Libertarian volunteers. Permission is granted to reprint articles if credit is given to the author, *The Libertarian Volunteer,* and the Libertarian Party. Letters, comments, articles, and suggestions are welcome! ***Editor:*** Bill Winter

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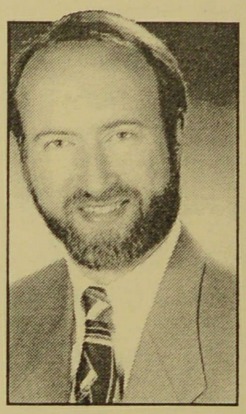
From the National Director

Before asking for cash, ask the vital question

In his front-page article, Michael Cloud does an excellent job of explaining how an individual LP candidate can raise his or her first $2,500. But what about state or local Libertarian groups? What's the "secret" to successful fundraising?

To answer that, we have to start with some basics. The first question any organization must answer before it can succeed is "what is my business?" That is, what am I (are we) uniquely qualified to do?



Perry Willis, National Director

To answer this question, and raise money successfully, your state or local party must determine its best role – the things that it can do *better* than anyone else.

For example, the National LP has several roles which it can usually fill better than any other part of our organization: National membership recruitment, ballot access drives, materials production, research, and national media relations. Because we are able to concentrate more resources and talent, there are things that we can do that no state or local party can hope to match.

But what can your state or local party do uniquely well? And – equally important – what projects will your membership be interested in supporting?

There are a few projects which fit the bill, and have traditionally proven to be winners when it comes to fundraising:

- Membership growth and outreach projects at the local/state level.
- Building new local affiliates.
- Attracting more local/state media attention.
- Candidate recruitment and training.

Do you see the common themes? First, these are all projects that your individual state (or local party) can do best. For example, the national party can't build a new *local* affiliate in your state, or establish a relationship with your local weekly newspaper. *Only you can.* Second, all the projects will build the size and influence of your party. People joined the LP because they want us to succeed – so you must promote (and implement) projects that will accomplish exactly that.

Of course, there's a lot more to fundraising than just the right project. But all successful fundraising projects start with a good idea. That's why it's so important to remember – before you ask for money, ask yourself a question: "What is my business?"

Answer that question *correctly,* and you're on the way to raising the first $2,500 for your state or local party . . . and then the second $2,500 . . . and then . . . ■

Convention '96 deadlines are getting closer

➢ CONTINUED FROM PAGE 1

Deadline for Delegate Allocation: December 31, 1995

✖ **What:** This is the cut-off date for determining how many delegates each state gets to send to the Convention. According to National LP Bylaws, states are allotted one delegate for every 20 National LP members (or fraction thereof) in their state.

✖ **Who It Applies To:** Every state *and individual* Libertarian.

✖ **Action To Be Taken:** Every state party should recruit as many National LP members as they can by that date. The more National LP members a state party has, the more delegates they'll get to send to the convention — and the more influence that state will have. For individual Libertarians, make sure your National LP membership (or renewal) is sent to the National office ASAP.

✖ **Details:** In order to be counted for delegate allocation, memberships must be sent to the National HQ (either by the individual or the affiliate party) and received *or postmarked* no later than December 31, 1995.

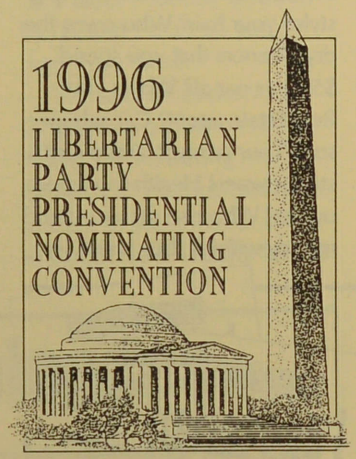
✖ **What Happens Next:** National LP Secretary John Famularo will make an "official" count, and compute the delegate allocations for each affiliate party. Notification of the membership totals and allocation totals will be sent by Famularo to each state party Chair by January 31, 1996.

Deadline for Platform Committee: February 29, 1996

✖ **What:** The top 10 states (the states with the most National LP members) are each allowed to select one member of the Convention Platform Committee.

✖ **Who It Applies To:** As of November 30, the top 10 states are: California, Pennsylvania, Texas, Michigan, Florida, New Jersey, New York, Illinois, Washington state, Ohio, and Colorado. (Of course, this may change by the official December 31 cut-off date.)

✖ **Action To Be Taken:** Each qualifying state party must send the name, address, phone #, and e-mail address of their Platform Committee representative to Secretary John Famularo *and* the National office no later than



February 29, 1996.

✖ **Details:** The Platform Committee has 20 members. Ten are selected by the states; 10 are appointed by the National Committee.

Question: *How must state parties select their Platform Committee member?* By any method the state party chooses. Either according to state Bylaws, or by appointment of the Executive Committee or State Chair.

✖ **What Happens Next:** The Platform Committee confers by phone, mail, or e-mail to discuss proposed changes to the party platform. The Committee then meets in person in Washington, DC on Wednesday, July 3, 1996 to finalize their proposals. According to our Bylaws: "At the convention, the Platform Committee's recommendations shall be reported to the floor and debated and voted upon."

Deadline for Credentials Committee: June 4, 1996

✖ **What:** The top five states are each allowed to select one member of the Convention Credentials Committee.

✖ **Who It Applies To:** As of November 30, the top five states are: California, Pennsylvania, Texas, Michigan, and New York. (Of course, this may change.)

✖ **Action To Be Taken:** Each qualifying state party must send the name, mailing address, phone, and e-mail address of the Credentials Committee representative to Secretary John Famularo and the National office no later than June 4, 1996.

✖ **Details:** The Credentials Committee has 10 members. Five members are chosen by the National Committee; five are chosen by the states.

Question: *How must state parties select their Platform Committee member?* By any method the state party chooses.

✖ **What Happens Next:** The Credentials Committee will meet in Washington, DC on Wednesday, July 3, 1996. The Committee will certify the official delegates to the convention, and resolve any controversies over disputed delegations or individual delegates.

Deadline for Submitting List of Delegates: June 4, 1996

✖ **What:** *Important!* This is the deadline for submitting each state's official list of convention delegates (and alternates).

✖ **Who It Applies To:** *Every* state party.

✖ **Action To Be Taken:** The list of delegates *must* be in the hands of National LP Secretary John Famularo by June 4, 1996!

✖ **Details:** *Warning!* According to our Bylaws: "Failure to submit a listing of delegate/alternate names and addresses, as prescribed within these Bylaws, shall cause *no delegation to be registered from that affiliate party."*

Note: This delegate list does not need to be final. According to our Bylaws: "Amendments to such lists may be made by the affiliate parties until the close of the Credentials Committee meeting preceding the Convention."

Also, each state party can send the names of alternates — as long as this list does "not exceed the greater of 50 or the number of delegates allocated."

✖ **What Happens Next:** Convention delegates will receive a mailing from the Convention organizers, with details about the Convention (and the meal/speaker/event packages that are available).

✖ **Details:** *Who can be a delegate from each state?* Our Bylaws say: "Delegates shall be required to be members of *either* the [National] Party or an affiliate party."

Question: *How does each state party select delegates?* Basically, however each state's Constitution or Bylaws require them to. Our Bylaws state: "Any federal or state law to the contrary notwithstanding, delegates to a Regular Convention shall be selected by a method adopted by each affiliate party." ■

Your first $2,500

➢ CONTINUED FROM PAGE 1

whether they will or won't give, whether they should or shouldn't give. This is just a preliminary list.

a. Write down the names of your immediate blood relatives. One name per line, list your father and mother, your brothers and sisters. What about grandmothers and grandfathers? Aunts and uncles you stay in touch with?

b. If you're married, write the names of your spouse, mother in-law, father in-law . . . and any of your spouse's immediate blood relatives.

c. Write down the names of your personal friends.

d. List the people you socialize with. Who do you go to dinner with? Have over for parties? Go camping with? Play bridge with? What other social activities do you engage in? Who with?

e. What organizations (other than the LP) are you involved in? Rotary Club? Lions? Chamber of Commerce? Church? Charity? A support group? Mensa? Society for Creative Anachronism? Square Dancing? Ballroom Dancing? University boosters? Health Club? What else? Who do you usually sit next to, talk with and spend time with at the gatherings or meetings? Write their names down.

f. Write the names of the co-workers that you spend time at work with. (Don't list or ask people who report to you at work. It borders on harassment.)

g. If you're a member of one of the professions, own a business, are self-employed or in sales, who are your regular, repeat, favorite clients? They could be doing business with someone else in your field, but they are loyal to you. They know you, trust you, like you and believe you. List their names.

h. Who do you spend money with? Who do you do business with? Who is your doctor? Your dentist? Chiropractor? Car mechanic?

Who owns the used book store you frequent? Who owns the small boutique or men's store you patronize? Who is your insurance agent? Do you have a dog or cat? Who's your veterinarian? Who styles your hair? Who owns the dry cleaners that you spend $500 a year at? Who's your Real Estate agent? Car salesperson? Your printer? Video rental store owner? Health food store owner? Who else do you spend money with? If they know you and you know them, if you've done repeat business with them, especially if you've sent them business . . . list their names. (Your checkbook, credit card billing, Rolodex, appointment calendar, holiday card list and receipts are gold mines for this chunk.)

"List the people you socialize with. Who do you go to dinner with? Have over for parties? Go camping with?"

i. Who else do you *personally* know who personally knows you? List their names.

Congratulations! You've put together your basic preliminary list. Other names may occur later. Write them down as they occur. As the Arabs say, "The palest ink is more reliable than the strongest memory."

Second, list the phone numbers and addresses next to the names on your list.

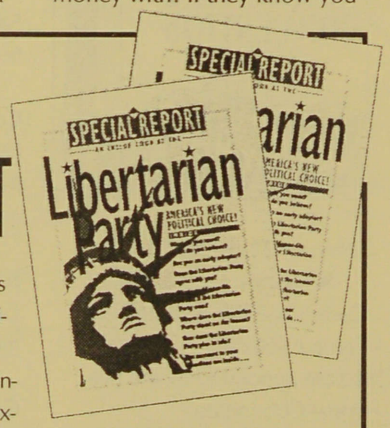
Third, put a check mark next to the name of everyone on your list that you've personally talked with at least 30 minutes during the last 12 months. This is your list of prospective donors.

How Much Money Do You Ask For?

These people are not motivated to give because of the Libertarian Party, the Libertarian philosophy, your unanswerable arguments for your positions, the benefits of living in a better society or even because they despise the incumbent.

They are giving to you be-

PUT THE 'SPECIAL' INTO SPECIAL REPORT



Praise is pouring in for the LP's new outreach "secret weapon:" A 20-page, magazine-style booklet entitled, **"Special Report: An Inside Look at the Libertarian Party."**

■ "Bravo for your Special Report," — Nathaniel Branden, California.

■ "Until I received your mailer, I was disinterested in having anything to do with the LP. As a result of the clarity offered in your [Special Report], I am in full and passionate support of your endeavors." —J.O., Texas

The Special Report is an introduction to the LP, but with a twist. Instead of merely outlining our positions, it explains how a Libertarian society would *benefit the reader* — through a 50% increase in take-home pay, a drastic reduction in violent crime, and more.

This upbeat, easy-to-read booklet also:

■ Stakes out our position as the "Party of Principle" and explains the philosophical basis of Libertarianism.

■ Discusses our positions on everything from foreign aid, to farm subsidies, to welfare, to the FDA, to the "War on Drugs."

■ Explains how the LP is *already* succeeding politically.

Each booklet also comes with an attached response form/envelope — making it the ideal one-piece introduction to the LP for prospects, friends, and outreach mailings! Order a supply today by calling (202) 333-0008.

Cost: 75¢ each (up to 99 quantity) or $50 per 100 (in batches of 100)

cause of you and your personal relationship with them. Your family from love, duty and family ties. Your friends and co-workers out of friendship, obligation and personal ties. So, too, with the people you socialize with. Your clients and customers out of goodwill and loyalty. And the people you spend money with and do business with will do it from goodwill and out of a sense of reciprocation. You scratched my back, now I'll scratch yours. They want to return the favor.

The only reason these people are motivated to give is because of you and their relationship with you. They know you and like you and trust you and believe you.

The strength of your relationship and their income determines how much you can ask for.

■ **Family and Friends:** Ask each one to give 1% of your best estimate of the person's annual income.

■ **People you socialize with, co-workers and clients:** If they make under $25,000 a year, ask for $50. Over $25,000, ask for $100.

■ **People you spend money with or do business with:** If they provide a service, 10% of what you spent with them; if they sell goods, 10% of their estimated gross profit.

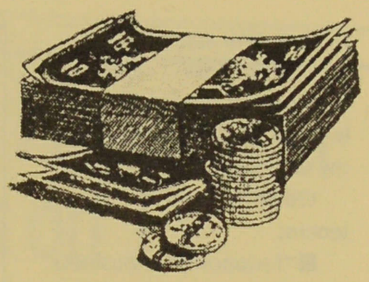
List the appropriate amount next to each name on your list.

You can always accept less than you ask for, but you'll rarely be offered more.

Where Do You Ask For the Contribution?

The easiest thing to ignore is a letter — closely followed by fax and e-mail. So you won't use these.

The second easiest thing to ignore is a phone call. There are answering machines, call interrupt services, people in the home or office interrupting or waiting for the person you're trying to talk with. Contacting anyone on your list by phone will be a last resort.



"After you ask for the money, shut up."

The hardest thing to lie to, ignore, put off, let down, refuse or get rid of is a living, breathing person looking you in the eyes. One-on-one, in person, is how you'll be asking for almost all of your contributions.

Also remember that you can't immediately collect a check through the mail or over the phone. You can in person.

If you live within 60 miles of the person on your list, go to his office or home. (Telephone the others.)

When Do You Ask For the Money?

Pick a time when you can spend an uninterrupted seven minutes with the person. Don't make a formal appointment. Don't make a big deal about it. If you're around other people, take the person aside with, "C'mere, I have some good news. You're one of the first people I've told."

How Do You Ask For the Money?

With family, friends, co-workers and people you socialize with, here's the basic format:

1. For family: "Mom, I've got great news. I'm running for City Council. Imagine . . . your son, the boy you raised . . . running for public office. Isn't that terrific? I wanted you to be the first to know.

"Mom, will you put $500 into your son's campaign? . . . "

For friends: "Jerry, I've got great news. I'm running for state legislature. Imagine . . . your golfing buddy, your regular golfing partner for 3 years . . . running for public office. Isn't that terrific? I wanted you to be among the first to know.

"Jerry, will you put $100 into your golfing sidekick's campaign? . . . "

2. *Always* end by asking: "(Person's name), will you put (X dollars) into your (relationship to person)'s campaign?"

3. After you ask for the money, *shut up.* Even if the other person says nothing for a seeming eternity, let the silence hang heavy until the other person fills it with words. Rule of thumb: whoever talks next will be leaving money with the other person.

4. If the person says "Yes," ask him to get the checkbook so that the check "can be filled out as the law requires." Tell him, "Please make the check payable to (appropriate campaign committee name)." Get the check, thank the person and leave.

5. Usually the person will be concerned about the amount you asked for, the campaign or why you're running for office. Get him talking.

6. If they have objections to helping or helping now, say, "Oh? Tell me about it." Keeping them talking with a non-critical "Oh?" Or "Uh-huh . . . " And "Really? . . . " And "Tell me more." Let them talk. Let them express their feelings and thoughts.

7. Then say, "I see ... but I am your (relationship) and I'd really like your help. If $500 is too

Press Releases

Need help getting your press releases noticed? Here's the advice the "Campaign Doctor" gave in the July 1995 issue of *Campaigns & Elections:*

Keep news releases short — one or two pages. Write them like a news story. Include real news. Avoid jargon, mumbo jumbo and fluff. Know reporters' deadlines.

Use the correct format. Include headline, contact person and phone number. Be aggressive. Don't just fax and wait for a miracle. Call and confirm it got there.

Remain focused. Be prepared to discuss the news release in detail, on the record. Quickly explain your point. Don't waste reporters' time. Stay consistent. Never lie. Once you lose credibility, you're dead as a dinosaur. Target your releases. A small town weekly doesn't care about urban enterprise zones. A big city daily won't stop the press to cover rural air service.

Keep plugging. Even when you do everything right, you'll have bad days. Consider this: When George Washington was elected president, the *Pennsylvania Packet* buried the story on page two — devoting the front page to more important news, including advertisements for books, wine, a local auction and "fresh lemons" from Cadiz.

much, how much would you be willing to put into the (your name) for (office) campaign?"

8. If they name a reasonable amount – 50% or more of what you asked for – get the check filled out, get the check, thank them and leave.

9. If they still have objections, repeat steps 6, 7 and 8.

10. In many cases, you will need to ask for the money three times.

11. If they do not give or claim they cannot give, thank them for being your (relationship), thank them for letting you share your great news and say goodbye.

12. That evening, send them a thank-you card, letting them know you appreciate them being your (relationship), thank them for considering donating, and ask them if they wouldn't *reconsider* donating. Ask them to mail you a donation, and be sure to enclose a stamped reply envelope and a donation card.

Before you approach people you spend money with or do business with, go through the last 12 months of credit card receipts, paid bills and check stubs, then add up and write down exactly how much you spent with each person. Don't round it off. Write the exact dollar figure.

In addition to your relationship with each of these people, you will be employing the principle of reciprocity. Tit for tat. "I support you, now you support me."

Use the same format as above through step 6. Then change step 7 to incorporate reciprocation:

"I see . . . But John, in the last 12 months I spent $1,247 with you, and in the next 12 months I'll probably spend another $1,247 with you. I'd like to know you appreciate me and my business . . . and the best way for me to know that is with your $125 donation to my campaign. Will you do it?"

Other reciprocation sentences:

- "I support your business . . . I'd like you to support my run for office."
- "I put money into your business . . . I'd like you to put money into my effort here."
- "I help your business . . ."
- "I spend money in your business . . ."

Out of all the people you could do business with, you've remained loyal to this businessperson. How many thousands of dollars is your repeat business, customer loyalty and ongoing support bringing his business over the lifetime of your patronage? Isn't that worth something?

How Do you Schedule It?

You know your hours and commitments better than I do. Set aside 2 hours each week day and 4 hours each weekend day for 7 days. Work it around your schedule.

What If You Run Into Problems?

Call me: Michael Cloud at 702-873-3107. If you'll work around my speech writing schedule, I will coach and assist you for free.

Money is the fuel that runs your Libertarian campaign. It won't make you a good driver or guarantee that you reach your destination. But without it, you're stalled and stuck. ■

This article © 1995

About the author: *Michael Emerling Cloud, a professional speech-writer and fundraiser, is a 20-year veteran of the Libertarian movement. He has personally raised more than $1,000,000 for LP campaigns.*

Political FYI

Are you ever asked by a prospective member: "Why do I have to pay money to join the Libertarian Party? It doesn't cost anything to join the Republicans or Democrats!"

Yes, it does. We recently came across **membership forms** for both the Democrats and Republicans. The Democrats invite people to become an "official member of the Democratic Party," and the GOP offers a "membership in the Republican National Committee." The Democrats charge a minimum membership fee of $19.96; the Republicans charge $25.

Popular no more? **The Populist Party** has voted to suspend its activity, due to a financial crisis, according to the November issue of *Ballot Access News.*

The **U.S. Taxpayers Party** is in favor of . . . *higher* taxes? The Hamilton County (Washington) branch of that party is, anyway. In a statement reacting to a proposed 1-cent sales tax to pay for a new football stadium, a U.S. Taxpayer's Party spokesperson said they "have no strong objection to the proposed" tax. (Reported in the *Northwest Press,* Washington)

Want your **government downsizing rhetoric** to "resonate" better with a tough audience?

Take advantage of some work the GOP did with focus groups, as outlined in an 11-page memo to House Republicans from Frank Luntz. The GOP suggestions:

- Say you want to cut "bureaucrats," not programs. Bureaucrats don't have supporters; programs do.
- Play up the theme that private charities can care better for the needy than government programs.
- When talking about cutting government, use the phrase "putting the government on a diet." It tends to "resonate extremely well" with voters, says Luntz.

Ross Perot announced on November 6th that his new political party will be called the **Reform Party**, not the Independence Party, as previously announced. The indecisive billionaire said he made the switch since many state bar the use of the word "Independence" for political parties.

And we thought we were having problems getting Americans to understand what the Libertarian Party was all about! According to political scientist Stephen Bennet, studies in 1984, 1988, and 1992 showed that:

- Half the voters interviewed believed Democrats were *more* conservative than Republicans, or they didn't know.
- Less than a third of Americans have more than a "rudimentary understanding" of what **conservative or liberal** means.

"I was shocked," said Bennet. "I now know that it is difficult to underestimate the political knowledge of the American public." (Reported in the *Washington Post)*

Expertise and angles: How to get your LP spokesperson on TV

Want to place more Libertarian Party spokespersons on TV talk shows? Here's how the experts recommend you achieve that goal.

These "Tips on Placing Your Organization's Spokesperson on TV Talk Shows" are furnished by the Electronic Press Release Service, a fax distribution company which "maintains the industry's most comprehensive database of media contacts." These suggestions will help your organization "generate more media coverage," EPRS promises.

With competition from hundreds of competing organizations, it can be a daunting task to get your spokesperson placed on television talk shows. What do producers look for? There are three crucial elements in attracting the attention of producers of shows. We call these the ABCs of earned media: (a) Presenting your spokesperson as a credible expert (b) Tying your spokesperson to a current news story and (c) Presenting a unique, compelling angle that will be of interest to the viewer.

1 Your Speaker Must Be An Expert

Television producers agree that the most important characteristic a potential guest must have is credibility.

What are the keys to convincing producers that your spokesperson is credible — whether they are CEO, author, or professor? Send a brief bio of your spokesperson, magazine and newspaper clippings, background on your organization, and a listing of radio and television interviews your spokesperson has conducted. You should offer anything that makes the producer feel comfortable that your spokesperson can speak in front of the camera, which may include videotape of your spokesperson's appearance on other talk shows.

Don't get too carried away, as time is a precious commodity for producers.

2 The Current News Angle

Producers like guests who are able to speak about current, hot news. Ask yourself the following questions: What are the big stories driving the news? What makes your spokesperson qualified to discuss these stories? Don't make the mistake of trying to sell a producer an angle that is really nothing more than an advertisement for your organization!

3 The Compelling Reason

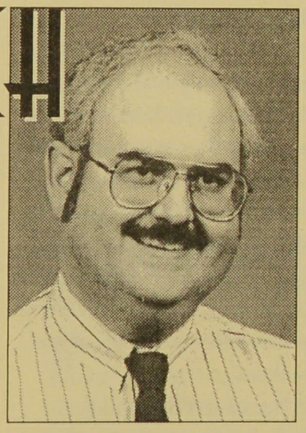
A producer's main focus is to attract and sustain their audience. Your goal is to promote your spokesperson as an expert with a unique angle. You need to know the show's format. And then present the producer

➢ CONTINUED ON PAGE 11

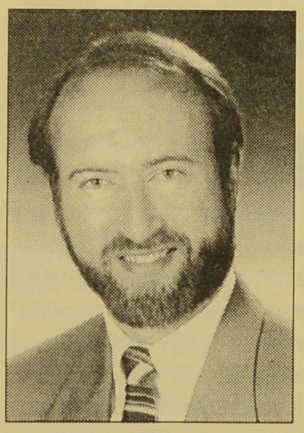
GO "NATIONAL" AT YOUR NEXT STATE CONVENTION!

DASBACH WILLIS WINTER

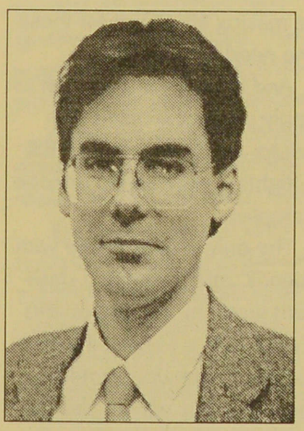
Want to add a "national" dimension to your next state convention? Want a progress report on the success of the National LP, or party-building advice? It's easy to book three of the most influential names in the Libertarian Party: Just call (202) 333-0008 for scheduling information.



■ **STEVE DASBACH**
Title: Chairman, National LP
Speech: "The State of the Libertarian Party: Now and For the Future"
Will do Q&A: Yes
Will do local media: Yes
Fee: Just travel expenses



■ **PERRY WILLIS**
Title: National Director, National LP
Speeches: 1) "Achieving Victory for the LP." 2) "Why You Should Become a Libertarian" (Introductory speech)
Q&A/Local media: Yes
Fee: Just travel expenses



■ **BILL WINTER**
Title: Communications Director, National LP
Speeches: 1) "How to Build a More Successful LP" 2) "Ten Signposts to Our Libertarian Future"
Q&A/Local media: Yes
Fee: Just travel expenses

The Jo Jorgensen "Index Card" method: How to factually zap your R&D opposition

■ The well-prepared Libertarian Party candidate must *convince* voters — not just answer questions. Here's how.

BY JO JORGENSEN

"It's not good enough to be an eraser; we also have to be the pencil that writes in the correct information." — Michael Cloud.

I agree. It's not good enough to simply say that Republican politicians are promising us smaller government while delivering bigger government — we have to provide numbers to back up the fact that they are spending our grandchildren's futures.

It's not good enough to simply say that government welfare programs aren't helping the poor—we have to demonstrate that Washington bureaucrats are making life *worse* for those who need help the most.

And it's not good enough to simply say that faceless lawmakers are destroying our Bill of Rights — we have to provide examples.

The only way to "write with a pencil" after refuting a statement made by our opponents or the media is to have the information to back up our refutations. The only way to get that information is to READ!

But reading something once is not good enough — you must have that information at your fingertips when you need it.

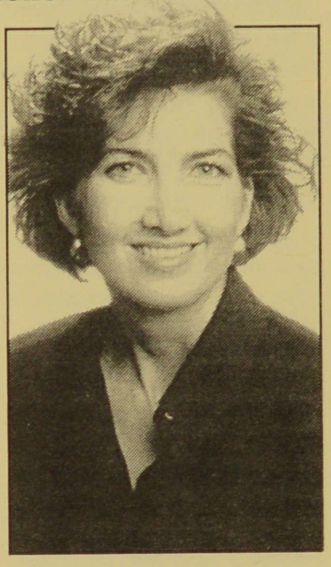
Early on in my Vice-Presidential campaign I made the decision to be the best-informed, most convincing candidate that the LP has ever had. Although I worked hard during my 1992 U.S. Congressional campaign to be well read and able to answer whatever the media threw at me, I found myself doing what a lot of LP candidates do: I *answered* the questions, rather than *handled* them.

Simply answering a question is usually not good enough. We have to CONVINCE the audience that our way is the best way. We have to *sell* our ideas.

When someone asks us a question or puts forth an objection, we must use that as an opportunity to demonstrate that the free market, rather than government coercion, is the best alternative. Even if that means not directly giving the answer they wanted, but rather the answer that best demonstrates our opponents' failures.

Being the third party means not only do we have to hold our own with the big boys, but we have to beat them soundly by being more prepared with answers that not only respond, but attack. Rather than answering the questions they throw at us, we need to tell them the questions they *should* be asking.

When they ask us, "But we can't let a 16 year-old and her newborn baby starve — how are you going to help them?," rather than answering with the usual line of how private charity works better than government handouts, we need to show them that *their* system has created the problem of teenage pregnancy in the first place. We have to tell them that they are asking the wrong questions — that rather than asking how to subsidize children having children, we must instead get rid of the government programs that are creating these problems.



■ Jo Jorgensen: "Reading something once is not good enough — you must have that information at your fingertips when you need it."

This takes preparation and practice.

The system I found that works best is to put questions and answers onto index cards in flash-card style. This system has several advantages:

1) You make sure that you are answering the question that YOU want to answer, not necessarily the one that was given.

2) It forces you to put your answers into sound-bite responses. I thought William Tucker's book *The Excluded Americans* gave an excellent analysis on how government meddling creates homelessness. He brilliantly explains in 389 pages that half of all homelessness is caused by zoning and rent control. The problem I had when I first tried to explain his theory to a friend was condensing 389 pages into a sound-bite, without rambling. Summarizing thoughts onto an index card ahead of time helps to assure that you are ready for the media.

3) It's an easy and efficient way to collect information on topics from many different sources. The pieces really began to fall into place when I compiled statistics from different sources on the same subject all in one stack of cards.

4) Putting facts on cards, out of context from a book, isolates the facts and opens up other possibilities about how to use these ideas.

For example, James Bovard, in *Lost Rights,* states that " . . . the California Dental Association vigorously opposed a program to allow dental hygienists to provide tooth and gum care without being employed and directly supervised by dentists. The FTC concluded that restrictive state laws . . . were a major reason why 20 million Americans have never visited a dentist."

Reading this statement in a book would be obvious ammunition for any debate about health care. But isolated on a card, it becomes obvious as a great response to "How would

your libertarian society help the poor?" ("A free market would provide better dental care to the poor by lowering the cost of an office visit to a professional.") It could also be used in discussions about monopolies, licensing and minorities. I will many times put one fact under several different headings.

The only way to collect an arsenal of information is to do enough reading to be lethal to the opposition. My goal at the beginning of my campaign last year was to read one hour every day, outside of newspapers. I quickly fell into the trap of telling myself, "Well, I didn't have time for my one hour of reading today, so I'll make up for it tomorrow with two hours." In no time at all, most of my Saturdays had five hours of reading catch-up time allocated to them. The only problem with that was that my Saturdays were already full with campaigning at state conventions.

The way I stayed on a strict reading schedule was to make sure that I read every day, no matter what, and that I kept track of my daily reading. I religiously wrote down, daily, how long I read that day, how many pages I read, and the title of the book or article I read.

I rarely read a book without a highlighter in my hand, and I highlighted everything that I thought could be useful in my campaign. I then went back later and put useful bits of information onto index cards.

Some tips on information for cards:

1) Do not write out the index cards as you are reading the book: go back after you've finished the book and then do your cards.

I made the mistake when I first started of trying to do the cards as I read. I encountered two problems with this method: (1) It made reading tedious because I had to continually stop and write, and, (2) Information that sounds great in the context of the book may sound weak by itself. By going back and reading an isolated fact, you can see if it stands on its own.

2) Think of how you are going to use the data. During my reading, I read that there are over 12,000 pages of income tax codes on the books. I eagerly highlighted that figure, thinking I could use it in any debate over how cumbersome the government is. But then I thought about it: Would I be happy if there were only, say, 5,000 pages of tax code? 500 pages? 12 pages? Since I really don't want ANY pages of income tax codes, I decided to not put this statistic on a card or I might be tempted to get into an irrelevant debate. Rather than making government efficient, I want to question the basic premise of the function of government.

3) Keep it believable. Although I found it fascinating that "Malibu, CA, enacted a new zoning code in 1993 that made up to 80% of the homes in the city nonconforming — and required that nonconforming homes be torn down after 20 years," I decided upon reading it that no one would believe me if I tossed that figure out to a crowd. I don't want the discussion to get into the realm of "did this really happen?" I want it to remain in the realm of "we need to drastically cut government," and I can do that with incredible, but believable, facts.

4) Give facts that help our case and our case alone, not the rhetoric of the Republicans and the Democrats.

A friend suggested I use the following "factoid" that I had passed over from *The Cato Handbook For Congress:* "Thanks to an NEA grantee, the American taxpayers once paid $1,500 for a poem, 'lighght.' That wasn't the title or a typo. That was the entire poem."

This is a good example of why we shouldn't have government spending our arts dollars for us, but the problem with using this factoid is that every Democratic and Republican politician would agree that we shouldn't spend $1,500 on *that* poem and they would go on to say that we should just elect government officials that make *good* decisions instead of stupid decisions such as that one.

Again, we need to keep the debate on what government should and should not be doing.

5) I have a general statement for each subject that, no matter what comes up in discussion, I can fall back on.

For example, my general statement in education is that "Parents, not the government, should raise their children." Variations of this can be repeated throughout the discussion, for instance, "Parents, and not the political bureaucrats in Washington, should make decisions on how to bring up their children."

I use these general state-

DON'T FORGET: KNOW THY ENEMY

One more tip: Don't limit your reading to just libertarian oriented books. Find out what the enemy is thinking. If you want to be able to handle any question thrown at you, you have to know what they're thinking and anticipate their arguments. Learn their side of the story.

As tedious as it was, I read Al Gore's book *Earth in the Balance* from cover to cover. If I get the chance to debate him I want to know as much as possible about the way he thinks (or doesn't think!). And I want to be able to refute his statements, and the way to do that is to look up his answers ahead of time.

(*Earth in the Balance* is one of those books that I did not, however, highlight, since I borrowed the book from the library rather than spend my money on a copy. I'm suggesting we learn about these guys — not support them.)

Convention '96

Here is some early pricing information for the 1996 Presidential Nominating Convention (July 3-7, 1996) from Don Ernsberger, one of the convention organizers. The following prices are valid if you register before January 1, 1996:

◆ **Gold Package:** Includes three breakfasts, Presidential banquet, Program booklet, all speakers, convention souvenir, floor pass, and Jefferson Memorial event. $260

◆ **Silver package:** Everything except three breakfasts. $200

◆ **Bronze Package:** Everything except meals and Jefferson Memorial. $110

For more information or to register, contact: FEE Enterprises, Ltd., 1420 Locust Street, 36-D, Philadelphia, PA 19102-4223.

ments when either the discussion is getting off the basic premise of limited government or if there is a specific question I don't know the answer to or don't care to respond to. (Remember, we must *handle*, not just answer, questions.)

In my education example, I use that general statement when I can't or choose to not answer a specific Goals 2000 question.

Sometimes an answer to an obscure question is irrelevant. Our goal is to spread our ideas of liberty, not to get a 100% on a pop quiz.

Another general education statement I like is "Just as we have separation of church and state, we need separation of school and state."

6) Write down a statistic even if you don't know how you would use it to answer a specific question or objection at the time, because you might find it useful later on.

It's easier to look up a statistic you need if it's on a card under a grouped heading than to later skim through several books trying to find it because you know "it's in here somewhere."

Moving from third to first will not only depend on the strength of our ideas — but the strength of our presentation. ■

About the author: *Jo Jorgensen is the only announced candidate for the LP's 1996 Vice Presidential nomination. Jorgensen is also a former candidate for U.S. Congress, and has served as the Marketing Director for the National LP and as Vice Chair of the South Carolina LP.*

The LaRouche Myth

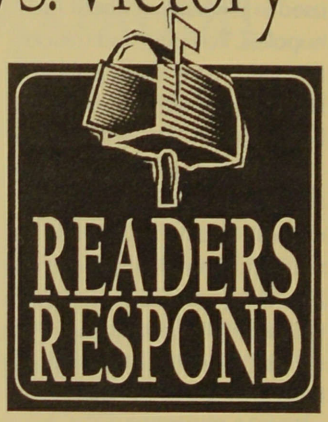
A well-meaning LP member wrote a letter to the editor of the *Washington Post* in early December, refuting a columnist's claim that the word "libertarian" had "crankish" connotations. Unfortunately, his letter contained the paragraph: "The Libertarian Party bears a scar because Lyndon LaRouche, a tax-resister and crank, was a Libertarian. However, it suffices to note that Lyndon LaRouche is now a Democrat and David Duke is a Republican."

The National office dashed off a letter in response, noting: "Mr. LaRouche is not a Libertarian Party member, *and has never been one.* He has never run for president, or any other public office, as a Libertarian. (In fact, he and his followers run for office as Democrats.) He has never held any leadership position in the party. His organization has no affiliation whatsoever with the Libertarian Party.

"Nor is Mr. LaRouche in any sense a philosophical libertarian. His platform of massive governmental control is diametrically opposed to ours, and to all of the ideas that political thinkers traditionally associate with the word 'libertarian.' "

How do we end the constant litany of "LaRouche is a Libertarian" errors? Suggests LP Director of Communications Bill Winter: "First, if a journalist makes that mistake, notify them immediately, and politely demand a retraction. Second, make sure your fellow Libertarians know that LaRouche has *never* been associated with the LP in any way."

Suits vs. tee-shirts; principles vs. victory



I have been reading the *Libertarian Volunteer,* "Communist Lessons" article [May/June 1995] and I must register a complaint at the issue of an image problem. I am a motorcyclist, a gun owner and a Libertarian. The number one comment I hear at gun shows, and ABATE (motorcycle rights organization) meetings is, "We like what you say, but you all look like a bunch of nerds in your suits. Loosen up, you'll get your message across better."

I think your dress should reflect your surroundings, when at an helmet law protest, jeans and a t-shirt ARE appropriate. Same with a gun show. At a candidate forum, you should wear a suit. The point is we want to fit in with the individuals we want to recruit.

—K.M., California

I wanted to write to congratulate you on what a GREAT job you're doing with the *Libertarian Volunteer.* The content is intelligent, pertinent, savvy, and well-written. I hope that the logic of the advice you give in the *Volunteer* sinks in with party activists. After all, over the years, as you well know, there have been a lot of maverick/loner/anti-everything attitudes within party ranks. Given that genesis, the challenge is to ask the tiger to change its stripes — no small endeavor. I wish you continued success.

—R.P., Minnesota

In a recent Libertarian publication from the National Committee, there was an article about why the Socialist Party failed and how the Libertarian Party can and should avoid the same fate. The article is a perfect example of what is wrong at the national level, and why there is dissension in the party.

The article goes on to show that the Socialists failed because they demanded party "purity" and "principles" be upheld. Apparently those are dirty words in D.C. The Socialist Party failed to communicate in the language of the peasants and workers of Brooklyn. The bottom line is, the Socialists failed to win the presidential election, so, in the minds of the writer, they lost.

The fact that every plank of the Socialist Party platform was U.S. law by 1980 seems to have been overlooked by the writers. They define victory as seizing power from the Republicrats. I, and most every Libertarian I know, define victory as being FREE. I joined the Libertarian Party because it was the "Party of Principle," not because I wanted my guy in power. If winning an election was my goal, I would be a Republican. Joining the Libertarian Party because you want

to win electoral office seems rather unrealistic to me.

—G.T., Arizona

[Reprinted from the *Arizona Libertarian* newsletter]

I have predicted, for the past 24 years, that the Libertarian Party would come to power in the United States, someday, "if only . . ." (ah, those awful, lonely, desolate words).

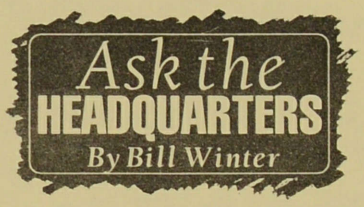
What I have read in the [May/June] issue of the *Volunteer* is astounding, in that if any military generals ever had to create a complete and comprehensive winning battle plan, where the stakes were so incredibly high, where the very future of a great nation is at stake, by incorporating and integrating the structural ideas and foundational tactics, they would have written essentially what you have successfully written in your lead article, "Workers and Peasants of Brooklyn."

If ever there was a moment, I truly believe it is beginning to shape itself out of the obscure, pre-dawn darkness that has been the honor-filled but tremulous history of the Libertarian Party.

You have inspired me, by your vision and words. It is my fondest hope that you continue to be passionately inspired to continue this breathtaking task you have started, to inspire millions of reasoning Americans, men and women of good will, who have an unquenchable thirst for real and lasting freedom.

—R.V.O., Pennsylvania ■

Sovereign Citizens?



Does the National LP have an opinion or policy towards Karl Granse and his group Citizens for a Constitutional Republic and what they promote? — C.T., Minnesota

The National LP has never issued a policy statement on Mr. Granse and his theories about so-called "Sovereign Citizens." (Mr. Granse argues that individuals can file some paperwork, become a "sovereign citizen," and legally opt out of taxes, zip codes, drivers licenses, and so on.) However, my personal opinion is that the Libertarian Party should not become linked with these kinds of efforts.

Why? Because, although they have *some* relation to libertarianism, they are a digression from our principal mission.

1) The Libertarian Party is a *partisan political party*, dedicated to working through the political process to roll back the size, cost, and intrusiveness of government. We do this by building our membership, educating the public, and getting Libertarians elected to office. Getting involved in questionable legal theories, fringe legal battles, and anti-government "lifestyle" movements are not why we exist as a party.

2) Frankly, this kind of stuff makes us look weird. Remember that *Wall Street Journal* article that complained about our "oddball" image? Well, *this* is why we have that image — because some Libertarians take up eccentric causes and claim that it's what the party is all about. It isn't.

3) It's illegal. I'm not suggesting that we must obey every unfair law, but there is no point in a bunch of our members being arrested and sent to jail. What kind of political party can we build from prison? We defend the right of individuals to engage in civil disobedience against unfair laws — but we are not, principally, a civil disobedience organization. Remember, we are a political party. We exist to *do politics*. ■

Advice from Cal Warburton

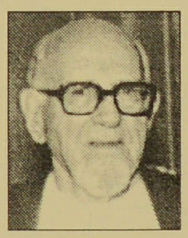
Former Libertarian State Representative Calvin Warburton died on October 18th. Warburton had made headlines when he defected from the GOP and joined the LP in 1991. He was re-elected to the N.H. House as part of the four-man Libertarian delegation in 1992.

Shortly before he died, he sent a letter to LP Director of Communications Bill Winter, outlining his political advice to the party for 1996, based on his 20-plus years of political experience. Warburton wrote:

I have no plans to run for any office in 1996. So I feel free to make the following comments.

■ First, I think every office should be contested on the National scene, especially the Congressional seats.

■ Second, those running should be people who want to win, and will operate a campaign in that matter. The business of running for a specific number [of votes] or percentage is a losing proposition.



■ Third, those running for higher office — President, Governor, U.S. Senator — should support the candidates for lower office. In other words, the Presidential candidate when he goes to a state should appear with the nominees for other offices, especially Congressional candidates.

■ Fourth, campaigns should stress three or four positions, not the entire package.

■ Candidates should choose issues which impact both Republican and Democrat positions. To emphasize one side only gets votes for the other party. ■

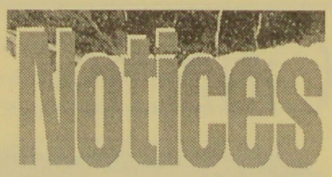
Getting on TV

➢ CONTINUED FROM PAGE 7

with an angle that is unique from the rest of the field. Make your spokesperson stand out as different but interesting.

Offer spokespersons with opposing viewpoints, unpopular stances and unusual perspectives. Include suggested questions for your spokesperson. Offer real life examples that mesh with your subject. Read several different newspapers each day in search of news stories to hitch your subject to. Timely topics are likely to succeed.

If your spokesperson does a good job on the interview, you may very well discover that he will be invited back again for future programs. ■



■ **Postage:** Want to save money on your next mailing? Direct Marketing Resources, Inc. is offering a free 19-page booklet entitled, "Postal Cost-Cutter Fact Finder." The booklet includes more than 100 suggestions, ranging from using barcodes whenever possible to using color coded reply envelopes for faster sorting. Write: DMR, 15481 West 110th Street, Lenexa KS 66219-1373.

■ **Calling all art critics:** California LP activist Bob Bickford is planning a "Liberty Library" on the World Wide Web, which will include "a collection of book, movie, and stage reviews written from a more-or-less Libertarian perspective." Send your plain text reviews to: Internet:rab@well.com

■ **Enough is Enough:** Nathan & Associates is offering for sale "complete professional campaign packages" for LP candidates. Using the theme "Enough is Enough, Vote Libertarian," the package includes red, white, & blue lawn signs, matching bumper stickers, and a demo video for raising funds for radio and TV ads. "Inexpensive custom packages" are also available. For pricing and information, call 1-800-555-4602. Or write: N&A, 3065 Delta Pines Drive, Eugene OR 97408.

■ **Presidential Video:** A videotape entitled "The Evening With the Presidents" is still available for sale, with the proceeds going to Project Flex, a libertarian PAC "dedicated to promoting the growth of the LP." The one hour video features five of the six past LP presidential candidates – John Hospers ('72), Ed Clark ('80), David Bergland ('84), Ron Paul ('88), and Andre Marrou ('92). Richard Boddie serves as moderator. **Cost:** $24.95 for the regular VHS format; $39.95 for larger broadcast format. Add $3.00 for shipping and handling. Send your order to (and make checks payable to): Project Flex, 18627 Brookhurst Street, #114, Fountain Valley, CA 92708. Or call: (714) 454-9098.

■ **E-Newsletters:** Jim Merritt, moderator of the Libertarian forum on America Online, has extended an invitation "to local and state parties, to repost all or part of their newsletters in the AOL Libertarian Forum." Merritt notes that the "AOL Libertarian Forum now enjoys the additional dimension of color graphics," so he can accept pictures, charts, and logos as GIF files. Contact Merritt at: Internet:presbyte@aol.com

■ **Software:** Whelan Associates is offering a political party membership/prospect database package "developed with the LP in mind." The package has a "supporting structure for past, present, and future contributions of money or skills," and will allow "semi-skilled users" to "produce on demand reports as needed." Minimum requirements: A 286 PC-compatible computer, 640 KB of RAM, and 5MB of disk storage. For more information, call (203) 235-9432. Or write: WA, P.O. Box 188, Middleford CT 9432. ■

The Libertarian Volunteer

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