



LIBERTARIAN VOLUNTEER

March/April 2000

A newsletter for LP volunteers, officers, and candidates



GET ONLINE NOW!

Want to win your next election? "Get online immediately," says Digital Government News Network. In a 1998 survey, DGNN found that online Americans are "up for grabs" politically and "not necessarily aligned with any political party." One in every 11 citizens who voted in 1996 got information about the election online, and 26% of those who voted are regular Internet users.

Inside

- 3** How to get more media for only \$315
- 4** Banish the boring meeting "blues"
- 8** Building a more effective website
- 11** Seven tips to boost your petitioning

■ LOCAL ORGANIZING / By George Schwappach

Getting a new county LP off to a fast start

The events of the past three months have convinced me that "these are *our* times."

Having called myself a Libertarian since 1978, I've received a lot of personal rejection for my ideas and philosophies. In 1984, when I served as a County Chair and Executive Committee member in California, I was full of hopes and dreams for a libertarian society that I was sure to find "just around the corner."

But these last 20 years of Reagan, Bush, and Clinton have been like a cold shower to my fantasies. The power of government has grown, we're fighting little wars all over the globe, and Congress, now in the hands of the Republicans, has proven that anyone with a trillion dollars of your money can be Santa Claus.

So, why do I have more hope today than I did 20 years ago? Maybe my retelling of the last three months can explain it.

MY PARTNER AND I HAD MADE UP our minds to start a Libertarian Party in the Texas town where we call home here in Taylor County. Abilene, our metropolis, has a population of 104,000 in a county of about 115,000. The district (the 17th) is made up of 30 like-size counties with a combined population of 700,000 people spread over 28,000 square miles (about the size of Massachusetts and Rhode Island combined).

The state Libertarian Party gave us a mailing list of about 70 inquiries and contacts. Of those, 12 were, or had been, party members (some now deceased). We mailed to those 70 names, plus a few people who we culled from letters to the editor.

The invitation to join us in organizing a local party came from Dr. Debra Monde, who had already established name recognition in the community. We set off with a current issue that our local paper had been pushing: Fluoridating the city water.

The combination of this issue, plus our



■ **GEORGE SCHWAPPACH, TAYLOR CO. LP**

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FROM THE
Editor

Environmentalists like to talk about the “ecosystem” – the interconnection of plants and animals in an area. Disrupt one part of the ecosystem and you disrupt it all.

Libertarians sometimes forget that *politics* has its own ecosystem. Everything we do is *interconnected*. This is important to remember as we prepare for the 2000 elections,



BILL WINTER,
EDITOR

and start thinking about how to help our candidates. Because candidates don't stand alone; they are just *one* part of our “poli-system.” Strong candidates spring from strong local groups, and strong campaigns can spawn strong local LPs. And many of the skills required for a campaign – fundraising, good leadership, websites, etc. – are also required to build a local LP.

Think about that as you read this *Libertarian Volunteer*. And remember: Help *another* Libertarian succeed, and you help *yourself*, too.



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Building a successful ‘start-up’ county party

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known personality, brought 14 people to our initial meeting.

Our first effort was to get recognition on the fluoridation issue from a Libertarian position opposed to the “therapeutic state.” We began by setting up a fundraising campaign to provide fluoride toothpaste to the local medical care mission.

Dr. Monde was invited to write a guest editorial, and followed this with an appeal to the medical community, and the result was a donation of 6,000 tubes of toothpaste plus \$2,000 for educational materials.

In December, our paid party members climbed to 21, including a fluoride participant who didn't think much of libertarianism, being a Democrat, but who “just wanted to help.” We started the month with a supper club meeting that had 18 participants, and ended with five candidates for public office, including Dr. Monde for U.S. Representative. This was just the beginning of the real fun.

After January 3, when our candidates were announced, the local newspaper gave very good coverage in two stories on the same day. Nothing quite compares to seeing the word “Libertarian” in one-inch letters on page one!

The paper followed this up with an article in the Sunday supplement about the prospects for the political future in Taylor County, including an interview with me, the County Chairman.

Later in January, I was invited to join the Democrats and Republicans in critiquing President Clinton's State of the Union Address. That story appeared on the front page as well, with a picture and a nice quote.

SINCE THESE EVENTS HAPPENED, many people have been congratulating us for “taking a stand.” I've been invited to speak at a local university, and strangers have come by Dr. Monde's office to make contributions to her campaign and sign up as volunteers. All of our local candidates are excited about the attention they are getting, and the press enjoys a race that offers more than the same old stories.

Even the newspaper's push on the fluoride issue has been reframed. Whereas, six months ago, the paper contended that those folks who were opposed to fluoride were still fearful that it was some “commie” plot, now reported in its editorial that “Libertarians argue that government has no business forcing us to do something even if it's good for us. They and others say parents can teach their children good dental hygiene . . .”

We've come a long way, baby.

And we owe it all to a handful of activists, a local personality, and a list of 70 names that originated with the National LP.

All this is happening in one town. Shouldn't it be happening in yours? It could; these really are our times!

■ **About the author:** George Schwappach is the Chairman of the Taylor County (Texas) Libertarian Party. Contact him by phone at: (915) 691-1776. E-mail: georges@swconnect.net.

■ GETTING MEDIA COVERAGE

Getting media: As easy as giving away money!

Want to get more publicity for your campaign? Here's a textbook example of how one incumbent Republican member of the State Assembly in California (who is also running for re-election) earned extensive media coverage of his effort to abolish a 15¢ state tax on gasoline.

As San Diego LP activist Richard Rider noted: "The following gimmick worked quite well for a Republican Assemblyman. The cost was quite reasonable (\$315) relative to the terrific publicity. Properly done, this should net TV and radio coverage in addition to newspaper articles. It can be done by a candidate, a group of candidates, or the LP itself."

Headline: "Strickland Attacks Tax by Giving Away Dollars at Gas Station."

The story that appeared in the *Los Angeles Times* (March 18, 2000):

"THOUSAND OAKS--Tapping into motorists' outrage at soaring gas prices, Assemblyman Tony Strickland handed 315 dollar bills to drivers filling their tanks to show how much of their fuel tab goes to Sacramento.

"The Moorpark Republican, author of a bill to kill a 15-cent-per-gallon state sales tax on gasoline, strolled from car to car, peeling rebates from a fat wad of bills and stuffing them into the hands of surprised customers during rush hour at Johnson's Chevron station.

"In most cases, the drivers got \$2, sometimes more.

"That's what you could save every time you fill up,' said Strickland, standing in a business suit at pumps where premium gas costs \$1.84 a gallon.

"His aides bustled about, handing fliers to drivers and urging them to call the governor and demand that the gas tax be repealed.

"I think it's important that people see what they can save,' said the 30-year-old freshman lawmaker, who drew the \$315 from his own bank account.

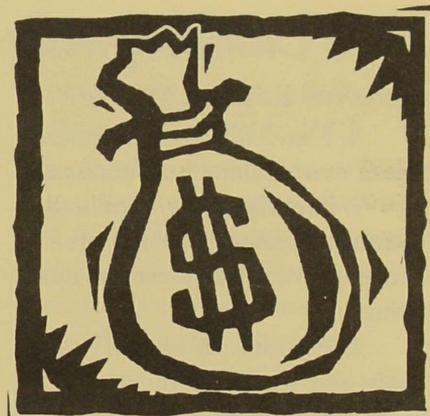
"The Strickland rebates, covered by Los Angeles TV stations, came a day after Assembly Democrats torpedoed a Republican effort to repeal the 15-cent state gas tax . . .

"Bemused motorists were glad to pocket the cash, and were angry about gas prices that now average \$1.74 statewide for a gallon of regular, up from \$1.60 a week ago and \$1.19 last March.

"I'm pleasantly surprised,' said Brian Wilson, 44, of Thousand Oaks, who got \$2.50 from Strickland after filling his Mercedes' tank. 'It's not often you have somebody giving money back.' "

■ **Editor's note:** Why did this gimmick work so well? Three reasons: It capitalized on an issue that was already in the news (high gas prices). It was unusual (giving away money). And it was easy to explain. It was also a great gimmick from the *candidate's* perspective: It was easy to arrange, easy to publicize, didn't take much time, and was inexpensive.

Libertarian candidates: What tax or fee in your area – that you would abolish if elected – could you publicize with a similar effort?



POLITICS 101

How to Campaign (With No Money)

If you want to run an active campaign, but don't have a lot of money, relax: There's plenty to do that's absolutely free, according to David DeLamar, Lubbock County (Texas) LP Chair.

Here is his list of 10 campaign activities "that don't take much time, reach thousands of potential supporters, and don't cost a dime."

1. Call local talk shows (make sure you identify yourself as a Libertarian nominee and the race) and address an issue specific to your race. Do this once a week through July, then increase as you near November. The talk show times are flexible, so you should be able to find a time.

2. Send in a letter to the local newspaper editor once a month on an issue. Don't mention candidacy, as they may not print it, but this will get your name out!

3. Issue press releases on campaign issues monthly. If an opponent issues a press release, then respond with your own.

4. Make a speech at your LP's county and state conventions.

5. Go door-to-door in the district and talk to targeted voters.

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Free Campaigning

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6. Hand out issue-oriented flyers door-to-door (cost minimal).

7. Participate in candidate forums and debates held by the League of Women Voters and other groups.

8. Appear on local TV and radio shows. (Radio shows may entail debates with your opponents.)

9. Appear before the city council, county commissioners, and school board. Budget hearings and votes receive a lot of media coverage.

10. Visit neighborhood associations. Regional candidates should try to do these things in each city, or have your campaign manager do some of them.

All these things will cost you a big \$0.00 and just a little time.



POLITICS 101

Making a speech a "great" speech

Great speeches happen in threes.

A speech may be informative and may be evocative, but, according to communications expert Karen Kalish, if it has more than three main themes, it will

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■ EFFECTIVE MEETINGS

How to Banish Those 'Boring Meeting Blues'

Suppose you gave a meeting and nobody came?

Libertarian activists have many demands on their time – career, family, hobbies, other political efforts. So the best way to make sure you pack the room at your monthly meeting is to build a reputation for organized, fast-moving, and useful meetings.

Jarret Wollstein of the International Society for Individual Liberty, a libertarian organization based in California, laid out some tips for a successful meeting in "Creating a Successful Libertarian Outreach Organization":

■ **Meet at interesting places** like a "moderately priced restaurant" or, if you have a home meeting, "serve tasty refreshments. Recruit attractive hosts and hostesses to greet people. Get everyone involved in discussions and projects. If you meet in a home, serve chocolate fondue, wine, home-made pizza, and other tasty foods. Have a barbecue or swim party. Make your meetings an activity people look forward to."

■ **Book your meeting rooms at least 6-8 weeks in advance** to allow plenty of time for advertising. But "don't book too large a room. It looks bad to have 10 people in a room designed for 100."

■ **Schedule a time that is most convenient for your audience.**

■ **Advertise at least 4-6 weeks in advance.** "No one will come to your meeting if they don't know about it far enough in advance to attend."

■ **Schedule exciting and controversial speakers**, or hold debates with opposing parties.

■ **Arrive early** to make sure everything is properly set up.

■ **Greet everyone**, and make them feel welcome.

■ **If the meeting is small, put chairs in a circle** and have each person introduce him or herself.

■ **Start on time!**

■ **Get names, addresses, and telephone numbers** of everyone who attends. [E-mail addresses are also useful.]

■ **Provide name tags**, particularly for a large and/or rapidly growing organization.

■ **Have literature on hand** including "a brochure describing your group, including objectives, activities, specific examples of past successful events, publications, membership fees, and the name, phone, fax, or e-mail address of local contacts, including the best times to call."

■ **Limit speeches to 15 to 30 minutes** and allow ample time for questions from the audience.

■ **Get feedback about** "what they liked and disliked about the meeting, suggestions for future activities, and if they would like to help out with the group."

■ **And "thank everyone for coming** and invite them to come back."

The International Society for Individual Liberty can be contacted by mail at 836-B Southamptton Road #299, Benicia, CA 94510-1960. Phone: (707) 746-8796. Fax: (707) 746-8797. Web: www.isil.org.

■ SUCCESSFUL ACTIVISM / By Scott Kjar

Lessons I learned from 3 political ‘teachers’

I pride myself on the quality and quantity of Libertarian Party activism in which I engage. Because of that, I am involved in almost everything the party does at the state level, and a substantial amount of what happens in several of our local districts.

My efforts have led to the Libertarian Party of Alabama beginning an ongoing fundraising effort, increasing our local activities, expanding the number of candidates we run for local offices, heightening our media visibility, and tripling the number of college Libertarian groups we have in the state.

I credit three good teachers for my successes: Morton Blackwell, Michael Cloud, and Jim Lark.

In 1984, when I was a Field Staff Representative for the Reagan-Bush '84 campaign in Michigan (there's my deep dark secret – I used to be a paid Republican staff member!), I attended a workshop sponsored by the Leadership Institute.

This organization trained young people, like me, how to be effective advocates for conservatism in our high schools, on our college campuses, and in groups of activists, like Young Republicans, or Young Americans for Freedom.

I ATTENDED A WEEKEND CONFERENCE with around 30 other folks aged 16-25. (At age 24, I was one of the oldest kids present.) While there, Blackwell taught us a lot about the nuts and bolts of political activism.

For example, he explained that while many groups believe that newsletters cost money, in reality they raise money. Thus, every good grassroots organization should start a newsletter, and publish it regularly. People like to invest in success, he said, and if people don't see your success, then they don't invest.

Further, he said, having a regular newsletter spurs groups on to success even if it is only so that they have enough things to write about in their newsletter. Thus, having the newsletter creates more success, and communicates that success to the proper audience. This, in turn, raises money for the organization, which translates into *further* success.

Of course, Blackwell gave us many more tools and tips than that one. However, that is a key one that I have lived by ever since. I always push for every Libertarian organization with which I am affiliated to put out a regular newsletter – the more regular, the better.

In 1988, a few years after I had left the GOP and joined the LP, I was attending an academic conference at Stanford University in California. While there, I met Jim Lark.

In many ways, I saw Lark as being what and where I wanted to be in a few years. (He's only a couple of years older than me, but that means that he is always a couple of years ahead of me!) **▶ CONTINUED ON PAGE 6**



■ SCOTT KJAR, VICE CHAIR, LP OF ALABAMA

Better Speeches

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probably be forgettable, too.

“Audiences can't remember more [than three points],” Kalish told *Washingtonian* magazine in March 1996. “Start with a **great opener**, something to make people react. Then identify the **three points** you want to make.”

In fact, public speaking expert Joan Detz says “the human mind is attracted to things that come in threes,” and picking three main ideas and using lots of anecdotes and evidence to back them up is an easy way to speak effectively.

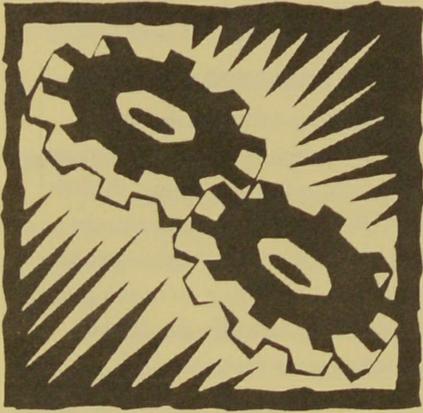
This evidence **shouldn't be bland**, Detz noted. It can take the form of personal stories, quotations, visual imagery, and lists. Build a “parallel structure” into your speech that lets you repeat your main theme again and again, she said.

Once you have the structure down, watch what you say. Speech coach Arch Lustberg says “**jargon is the kiss of death**,” and he suggests looking out for four killer words in particular: “infrastructure, paradigm, indigenous, and parameter.”

The opposite of dry jargon is **humor**, and it can be both dangerous and effective. Detz says “good humor should grow out of the material.” If it's forced, it will show. Any doubts? Don't make a joke.

CORRECTION

The January/February 1998 issue of the *Libertarian Volunteer* incorrectly reported that the Global Prosperity Marketing Group was affiliated with Rudolf Van Lin's Investors International. In fact, while both companies were accused of questionable business practices, they are not affiliated.



POLITICS 101

Do you have the skills of a leader?

You're in charge. Now what? There are as many leadership styles as there are leaders. But the best leaders have "four critical leadership characteristics" in common, according to *Leadership Strategies* magazine.

Are you a leader? Ask yourself these four questions:

■ **"Do you relate to the larger picture?"** For example, do you try to understand how your affiliate fits in to the LP as a whole? And do you think outside the structure, trying to understand the political system, current and future dynamics, and ideas to make the LP work better?

■ **"Do you have a vision?"** Ideas that work "are characterized by two elements: They're simple and understood by all, and they're attainable by everyone working together." A successful vision will keep all LP activists busy and satisfied, while helping the party progress.

■ **"Are you willing to change your mind?"** When new issues, political or internal, confront us, are you ready to see things from another point of view? When one

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Learning from the party's best teachers

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He had successfully organized student groups on campuses, and he explained to me a few things that helped me get better understanding of not just the tools that Blackwell had provided, but also a few *tools* that helped me to better understand the nature of campus bureaucracies. I successfully used some of Jim's ideas at the University of Rochester, where I was a graduate student at the time. Jim also agreed to write a couple of articles for my newsletter!

In 1997, after I had relocated to Alabama, I had the opportunity to take one of my own students to hear Jim at the Success '97 conference in Atlanta. There, Jim talked about the advantages of starting several campus groups simultaneously.

ONE GROUP WILL, OF COURSE, BE A LIBERTARIAN GROUP, but another might be a single-issue group (i.e., a free-speech group, or a group advocating private property rights, etc.). Still another group might be centered in a particular section of the University, like Law Students for Liberty.

Another approach might be to have a reading group, perhaps based on a magazine or newsletter, the type that are published by Foundation for Economic Education, Political Economy Resource Center, or the Ludwig von Mises Institute.

Just as I had learned some important tools from Jim a decade earlier, so too did my students learn from Jim in '97, and soon we had a half-dozen

NOT ALL THESE

groups turned out to be successful, but some of them live on to this day, a testament to the idea that we should approach liberty from individual issues as well as the whole of the philosophy.

groups organized at Auburn University – including the Campus Libertarians, Students for the Second Amendment, League of the South, Auburn Hemp Alliance, the *Freeman* Reading Group, and the Objectivist Study Group.

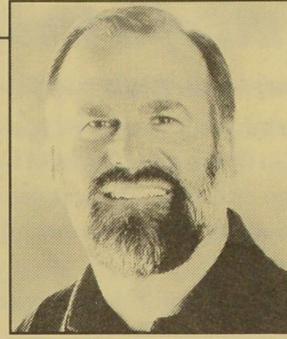
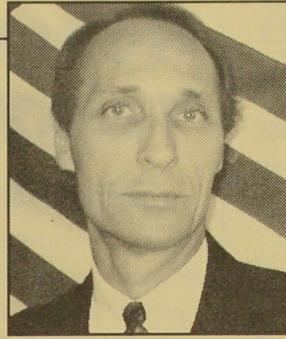
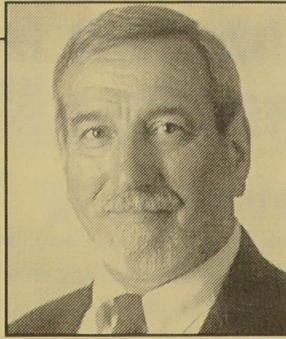
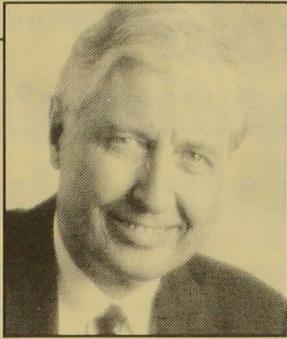
Not all of these groups turned out to be successful, but some of them live on to this day, a testament to the idea that we should approach liberty from individual issues as well as from the whole of the philosophy. After all, we never know in advance just what issues or

organizations will be the ones that students flock to, and which are they ones they will ignore.

In 1991, I moved to Las Vegas, where I met the Libertarian Party's all-time leading fundraiser, Michael Cloud. Michael had lived in Las Vegas for several years, and he and I came to know each other through local Libertarian activities.

I became active in the local party, and started putting out a monthly newsletter. Michael saw the newsletter, liked

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One of these 4 will be on 50 state ballots. Which one? You decide.

They are the four active candidates for the Libertarian Party's presidential nomination — Harry Browne, Don Gorman, Barry Hess, and Dave Hollist. And they are fighting for a political prize worth \$14 million: 50-state ballot status in the 2000 election.

Who will decide which of them gets the nomination? *You will* — if you are a delegate at the 2000 Libertarian National Convention in Anaheim, CA (June 29-July 3, 2000).

As a delegate, you have the power to decide

Sign me up for Convention 2000!

- GOLD PACKAGE** \$369
- SILVER PACKAGE** \$279
- BRONZE PACKAGE** \$159
- DELEGATE PACKAGE** \$59
- SEND ME **MORE INFORMATION** ABOUT THE CONVENTION

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PAYMENT: Check/money order. **Or charge:** Visa
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ACCT. # _____

SIGNATURE _____ EXPIRES _____

Make checks payable to: 2000 National Libertarian Party Convention. Please complete a separate registration form for each attendee.

Mail registration to: Balcom Group / 2000 National LP Convention • 3600 16th Street, NW • Washington, DC 20010 • Fax: (202) 234-3884 • Call toll-free: (800) 272-1776 • Via e-mail: LPCONV@aol.com

More Convention information? Call the Balcom Group: (800) 272-1776

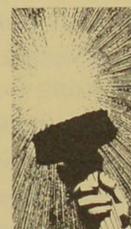
Hotel? Anaheim Marriott. Discount room rate: \$104. Call: (800) 228-9290

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

what positions will be taken in the Libertarian National Platform, which elected officers will lead the party, what the party's political strategy will be — and who will bear the proud title: "Libertarian Candidate for President."

Remember: You decide. But *only* if you are at the 2000 Libertarian National Convention.

Register today!



America's Future

Liberty, Responsibility & Community

**ANAHEIM, CA
JUNE 29-JULY 3**

Skills of a leader

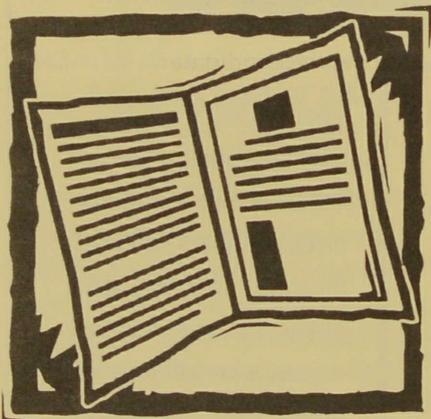
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project doesn't work, can you adopt another? "Are you prepared to change direction whenever new information warrants a shift? Top leaders are."

■ "Do you think long-term?"

Focus on the future, both distant and immediate. How will this short-term decision affect the long-term? What goals should we set for 10 years down the road, and how can we chart our course to meet them?

The bottom line: "To hone your own abilities, begin to couch your thinking in leadership terms," the magazine advises. "Look at the larger picture. Work to develop a vision. Always be open to new ideas and be willing to change course."



POLITICS 101

How to exploit letters to the editor

The Letter to the Editor is a Libertarian candidate's secret weapon. It's almost free – and lets you get *your* message out *your* way.

But writing a successful letter isn't as simple as scribbling down a few words and slapping a stamp on an envelope. Jackson Commun-

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How we can avoid 'reinventing flat tires'

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the successes reported, and sought me out. (See, Morton Blackwell's technique really works! And some of my successes came about because of tips Jim Lark passed along.)

Michael helped me immensely in my race for State Assembly in Nevada, and he wrote several fundraising letters for me. As he did so, I started to learn what makes for a good fundraising letter, and what makes for a bad one. The letters he wrote generated substantially more money than the ones I wrote, and I began to understand why.

Later, he gave me a short article he had written concerning raising money for Libertarian causes. It is a veritable how-to guide, including not just how to write the letter, but how to stamp the letter, how many pages the letter should be, when to send it, and a host of other tips.

When I became Treasurer of the Libertarian Party of Alabama a couple of years ago, I instituted fundraising letters. Since then, we have sent out several such letters, written by various party members.

Each letter has been successful, but the ones that followed Michael's rules were more successful than those letters that did not follow his rules. In fact, the one that most closely followed Michael's guidance was nearly three times as effective as the one that least closely adhered to his ideas.

FOR MANY YEARS, THERE WAS A WRY COMMENT made in Libertarian circles about how we didn't emulate the successful people in our party, but instead we were always "reinventing the flat tire." In part, that is true because we didn't have a lot of successful people in our party, and the ones who were successful often toiled behind the scenes, getting work done but not being in the public eye as they did so.

Yet, little by little, the Libertarian Party has started to identify its teachers. It has started to find those people who are both successful at their tasks, and are successful at communicating those necessary skills to other activists. The party has put these people into its "Success" workshops, and has taken those workshops across the country, so that all Libertarians can learn from them.

After all, we can reinvent the flat tire all by ourselves, or we can listen to our teachers.

While Morton Blackwell remains in the conservative movement, both Jim Lark and Michael Cloud regularly participate in the LP's "Success" conferences. There, they share their ideas not just with me or with one or two people, but with dozens of Libertarian activists, all there so they can learn how not to reinvent the flat tire.

I am fortunate to have had three of the best teachers any activist could hope for. Every political success I earn is one that I owe to the three of them: My teachers.

■ **About the author:** Scott Kjar is the Vice Chair of the Libertarian Party of Alabama. Contact him via e-mail at: 70402.3124@compuserve.com.

■ ONLINE POLITICS

Build a website that will 'click' with voters

Should your political website be renamed zerovisitors.com? Is your website harder to find than Bill Clinton's morals? More out-of-date than Jesse Helms's politics? More boring than an Al Gore speech? More confusing than a George W. Bush extemporaneous answer?

If so, Becki Donatelli of Hockaday Donatelli Campaign Solutions has several suggestions to build a website that will "click" with voters:

- **Pick a simple and logical Web address (URL).** Most people "guess" a site address before going to a search engine to find it.
- **Make your site clean and easy to navigate.** Don't let visitors get lost or confused. A link back to your main page (homepage) and a "Contact Us" link should always be in view.
- **Change your content frequently** – at least twice a week – to keep people coming back for more.
- **Put the URL on all your campaign materials:** bumper stickers, buttons, posters, banners, TV and radio ads.
- **Have the candidate mention the URL** in every media appearance. But watch out for overkill: Twice in a five-minute interview should be fine.
- **Register with major search engines about once a month.** This can be done easily – and for free – through www.netfit.net/123-add-masters/start.htm.
- **Make "e-postcards"** that supporters can send to friends and colleagues about your website.
- **Use "pop-up boxes"** that appear when the homepage is first loaded. These can be used to draw attention to the latest campaign news, volunteer drive, fundraising effort, and more.
- **Make your Campaign Store easy to access.** Make buying bumper stickers, buttons, and other paraphernalia easy; many collectors will buy your stuff even if they don't support you or live in your district! And make sure orders are filled quickly.
- **Use e-mail, but keep it brief.** Research shows that e-mail is the best way to reach a lot of people, but that regular e-mail users are extremely busy people. Send short, interesting messages often, and vary who the message is from (candidate, spouse, campaign manager, etc.). State and local level campaign staff can send personalized messages for supporters in their areas, too.
- **Mix things up to keep it interesting.** Vary the frequency of e-mails; don't just send one every Friday afternoon. If the candidate has a busy week, send two or three updates; if things are slow, just send one.
- **Give supporters quick and interesting things to do** on your website. Maybe an online poll now and then, or a survey.
- **Pay attention to the feedback** you get from site visitors. Is there one section everyone loves? Hates? Are you sending too many e-mails, or too few? Let the readers decide. After all, they'll be deciding on Election Day.

Effective letters

► CONTINUED FROM PAGE 8

ications offers a few "dos and don'ts" of effective letters to the editor campaigns:

■ **"DO** organize an effort to have people send in letters to the editor supporting your position on issues and criticizing your opponent."

This gets volunteers involved in a meaningful way (when they have time available), and shows the public that you have grassroots support.

■ **"DO NOT** have people send in form letters." These letters should be unique. Give writers a list of suggestions and ideas to include, but don't have a dozen people send in basically the same clunky form letter. (Editors will notice.)

Instead, encourage writers to make it personal – why do *they* support the candidate?

■ **"DO** help the letter writers with what the message you want them to deliver is."

■ **"DO NOT** have all the letters so similar that it is obvious the campaign is orchestrating the letter writing campaign."

■ **"DO** actually write a letter for willing supporters [if necessary]."

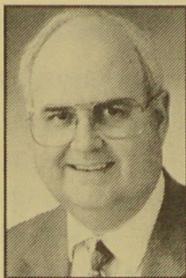
Some people want to help but don't know what to say or don't think they can write. Write a draft and let them look at it, and make any changes. Have them sign it and send it off themselves.

■ **"DO NOT** encourage people who are known as strange or are not well-liked in the community to send in letters supporting you."

This may sound harsh, but the opinion expressed may not be as important as who's expressing it. Having the eccentric on the corner or the neighborhood loudmouth on your side might give undecideds a reason to dislike you.



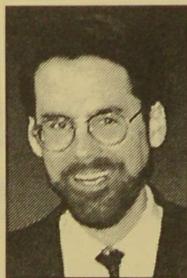
BARBARA GOUSHAW



STEVE DASBACH



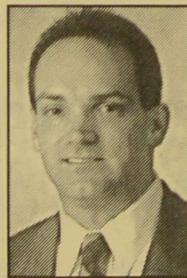
RON CRICKENBERGER



BILL WINTER



SARA COTHAM



GEORGE GETZ

LEARN TO WIN ELECTIONS & BUILD STRONG LOCAL GROUPS!

Success 2000 at the National Convention

Could your political skills use some sharpening?

Are you a brand-new LP activist looking for a crash course in the nuts-and-bolts of party-building?

Or are you a Libertarian determined to get elected to public office this year – but aren't quite sure how to make that happen?

If so, then the Success 2000 training seminar – offered just before the 2000 Libertarian National Convention – may be the answer.

At Success 2000, some of the party's most experienced activists, campaign managers, and elected officials will offer training seminars on the subjects that Libertarians say they want to learn.

Success 2000 will be offered on Wednesday and Thursday (June 28-29), just before the Libertarian National Convention officially begins.

Seminars will be conducted on two tracks: One for **candidates**, focusing on how to maximize the last four months of your campaign; and one for **LP activists**, focusing on the "basics" of party-building, such as raising money, recruiting volunteers, generating media, and building a political infrastructure.

Offered at a separate price

from the rest of the Convention, the intensive, two-day sessions will cost \$25 with any Convention package, and \$50 without a Convention package. The price includes coffee and rolls each morning, and a Success 2000 manual.

Success 2000 will feature:

- Party-building and organizational tips from Steve Dasbach (LP National Director) and Sara Cotham (past Executive Director, Indiana LP).

- Media tips from Bill Winter

(LP Communications Director) and George Getz (LP Press Secretary).

- Communications tips from Ken Bisson (LNC member).

- Campaigning tips from Phil Miller (City Council, Greenfield, IN), Barbara Goushaw (LP campaign manager), and Ron Crickenberger (LP Political Director).

With Success 2000, the National Convention can be the most politically *educational* experience of your life!

SIGN ME UP FOR SUCCESS 2000!

■ **DATE:** June 28-June 29 (Wednesday & Thursday). ■ **PLACE:** 2000 Libertarian National Convention, Anaheim, California. ■ **PRICE:** \$25 with any Convention package; \$50 without a Convention package.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

OCCUPATION _____ EMPLOYER _____

PHONE _____ E-MAIL _____

Payment: My check/money order for \$25 (with any Convention package) or \$50 (no Convention package) is enclosed. Or: Charge my Visa MasterCard Discover Amex

ACCT # _____

EXPIRES _____ SIGNATURE _____

Mail to: **The Balcom Group** / Registration Management • 3600 16th Street, NW • Washington DC 20010 • **Phone:** (202) 234-3880 • **E-mail:** LPCONV@aol.com

■ BALLOT ACCESS

Seven ways to improve your petitioning skills

What one barrier stands between the Libertarian Party's goal of 2,000 candidates in 2000 – and actually getting 2,000 candidates on the ballot?

Answer: Ballot access barriers. More precisely, the challenge of collecting enough petition signatures to qualify many of those candidates for the ballot.

Here are some suggestions from Bill Bahr, an LP activist in DuPage County, Illinois, based on advice he received from “master petitioner and Illinois Libertarian Activist of the Year, Jim Haring.”

His seven suggestions for more effective petitioning:

1. Be nicely dressed in the attire common to the folks you'll be asking for signatures.

2. Don't invade people's space. Approach them in a friendly manner.

3. Take 3-4 clipboards of petitions per person or per petitioner/helper. This will help as you approach situations where you're able to get signatures from couples or groups. The helper can help people finish petition signing and get the clipboard back to the petitioner as he continues to ask for signatures.

4. Weekday morning rush-hour train stations are the most effective place to petition.

5. Approach a prospect with a raised clipboard and ask something like: “Are you a registered voter in Illinois?” If they say “yes,” say, “This is a petition to get our candidates on the ballot. It's strictly a petition and doesn't commit you to

GET A FRIEND TO sign the first line of the petition. This ensures someone will not stare at a blank page, wondering why he's signing first.

vote in any way. You can decide at the election to vote for someone else. Would you please sign?”

If they ask who's on the ballot, say, “Jim Tobin, running for Governor, is the president of the National Taxpayers United of Illinois. The others are the slate of the Libertarian Party.” [Or whoever is running in your state.]

6. Youthful members of minorities are generally likely to sign petitions.

7. Get a friend – or people who respond favorably to the word “Libertarian” – to sign the first line of the petition. Thus, you can start out with 10 pages of petitions with only one name apiece. This ensures that someone approached on the street will not be staring at a blank page and wondering why he is the first to sign.

Another technique is to leave a full sheet of signatures on top, and mention that the signer can sign on the second, brand new page. Be sure, however, to put in a safe place all completed forms so that they don't walk away (using the multi-clipboard approach) or blow away.

CONVENTION 2000

Help nominate the party's best!

At the 1996 LP National Convention, a new tradition was born: Awards to honor those members who had contributed the most to the success of the party.

That tradition will continue at the 2000 Convention, with three awards which will be bestowed at the Saturday Awards Banquet.

You can help select the winners by nominating candidates for the three awards. Then, Convention delegates will vote for the winners from among the top three nominees in each category.

Use the ballot below to nominate one person for each award. Vote just once, and return the ballot by June 15, 2000. (Or see below for e-mail voting.)

VOTE FOR THE BEST!

Here's your chance to honor the best in the party! Awards to be presented at the gala Saturday night banquet at Convention 2000. Deadline: Nominations must be received by June 15, 2000. Mail to: Libertarian Party, Attn: Awards, 2600 Virginia Avenue, NW, Suite 100, Washington DC 20037. Or vote by e-mail at: Awards@hq.LP.org

I nominate the following people:

■ **SAMUEL ADAMS AWARD**
(Best Overall LP Activist):

■ **THOMAS PAINE AWARD**
(Best LP Communicator):

■ **THOMAS JEFFERSON AWARD**
(LP Lifetime Achievement):

