



# LIBERTARIAN PARTY OF COLORADO

## Database Manager Report for April, 2021

All of the contacts from the Jo Jorgensen campaign have been imported into CiviCRM. This includes 3695 contacts added to Colorado and 36639 contacts were already in Colorado. These were processed against the L2 database and additional information added.

- 4/5/21 – set up Mesa County webpage (1 hour)
- 4/3/21 – clean up missing counties (2 hours)
- 4/2/21 – clean up missing counties (1 hour)
- 3/31/21 – update events, send out email blast (2 hours)
- 3/23/21 – create delegate spreadsheet for convention (1 hour)
- 3/18/21 – CRM training for Hannah Goodman in Phillips County (1 hour)
- 3/12/21 – extract and prep lists for newsletter (2 hours)
- 3/11/21 – SOS Voter file (1 hour)
- 3/10/21 – SOS Voter file – (2 hours)
- 3/8/21 – set up Paul Tiger Boulder user. Update Pueblo relationships (1 hour)

Combine board reports and publish on website. (1 hour)

Backups of the CiviCRM member file are created every Sunday afternoon and are saved on our Amazon drive. (2 hours/wk)

I regularly check CiviCRM for new signups and fix obvious address errors and check for duplicates. (1 hour/wk)

We pay \$90 per month to the LNC for 3 hours of priority support per month for the CRM.

We pay \$20 per month to Sparkpost for CRM email services to cover statewide emails. This cost is recorded as an In-Kind donation by the Database Manager.

We have a \$200 credit with MailChimp for email services in lieu of maintaining our account for \$10 per month.

Respectfully Submitted,

David Aitken  
Database Manager  
Libertarian Party of Colorado

## CRM Phone Contest Proposal

If you tax something, you get less of it; if you subsidize something, you get more of it. We want more people calling and getting people involved, so we need to promote that specific activity. This is one way to do that.

The purpose of this contest is to encourage affiliates to use the state CRM to make phone calls to members and supporters. We can track who gets a phone call by county by date. This tells us who is using the CRM and how much. This plan is subject to change and suggestions are welcome.

1. Your affiliate must be using the state CRM.
2. Only phone calls documented as an Activity in the CRM will be counted.
3. The Affiliate or Region that makes the most successful calls above a minimum win the prize.
4. Successful calls are 1) talk to the named person; 2) left party message on voicemail; or 3) sent text message about party activity.
5. Calls must be logged as an Activity to count. The statuses that count are 1) Completed; 2) Left Message; and 3) Awaiting Response.
6. calls can be for any party purpose - state membership, national membership, local meeting, volunteer event, lobbying effort, campaign event, etc.
7. New contest and prizes every month. Contest runs from June 1, 2021 through December 31, 2021.
8. Affiliates are divided into two categories.
  - A. Metro Region Counties which compete as individual counties.
  - B. All Regions except the Metro Region which compete as regions. Regions are defined on the Affiliates map on the website.
9. Metro Region Counties - make the most calls (minimum 25) win \$50.
10. All Regions except Metro - make the most calls (minimum 10) win \$25.
11. If there is a tie, the prize will be split between the winners.
12. if no Metro county or other region does the minimum, then no prize is awarded.
13. Weekly and contest results will be posted on the website.

To participate in making calls for this contest, you must be a user of the state CRM.

Please complete the NDA here: <https://my.lp.org/user-request/>

If you do not have a printer or scanner, please let me know.

Please name your pdf like this NDA\_CO\_FirstName\_LastName before you upload it.

Training will be offered after you complete the user-request form and get approved.

For counties in regions outside the Metro Area, if you don't have enough people to call in your county, let me know and we'll make you a regional coordinator so you can contact people in adjacent counties in your region. This will let you help people in other counties start a new affiliate.

Prize money is paid to the affiliates who win. Recognized affiliates will receive a check or PayPal transfer; other affiliates or regions will have the funds credited to your account with the LPCO Treasurer. Regional funds could be divided among the counties who receive the calls.

Total expected outlay for the state party is \$525 – 7 monthly contests times \$75 each.

David Aitken

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