



# T LIBERTARIAN PARTY OF COLORADO

11757 W Ken Caryl Ave, F124, Littleton, Colorado 80127-3719, Tel. (303) 837-9393

## **State Chair Business plan FY 2017.....**

My goal for the year is to grow the State Party through increased support of each of the state directors. I will form a Media Action Team that will write press releases and opinion pieces to be distributed through the Colorado media. That will happen by May 1, 2017. My Business Plan will be added to as I come up with new ideas.

- 1) Vice Chair- Give encouragement and support. All year
- 2) Treasurer- Help with communications to other board members in order to simplify the treasurer's job. All year.
- 3) Fundraising- Help with ideas and time frames in order to provide funding for the party. All year.
- 4) Campaigns- Support the campaigns director in recruiting candidates. All year.
- 5) Outreach- Help with manning booths and with logistics if needed. All year.
- 6) Regions- Participate with the regions director in helping to grow the local affiliates and development groups. All year.
- 7) Legislative- Attend events at the State Capitol with the LD. All year
- 8) Membership- Coordinate a joint effort with the Regions and Membership in order to increase membership. May 15, 2017
- 9) Communications- Support the CD in growing our exposure and increasing the awareness of the LP. All year.
- 10) Records- Assist with anything needed. All year.

In Liberty,

Wayne Harlos  
State Chair LPCO



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## **Vice Chair Business Plan, FY2017**

My intent as Vice Chair is to focus, with each director, in each area of the Libertarian Party of Colorado. I have looked at each director's role and I believe the following goals will help each director and will contribute to expanding our Party in Colorado as well as maintain and develop positive relations with the general public and our members.

### Goals:

- Regional Focus: Begin implementing and developing Regional Contacts plan to assist Regions Director
- Campaign Focus: Ensure a full slate of candidates for 2018 in Colorado
- Outreach Focus: Personally attend a minimum of six Outreach Events by 2018 Convention
- Communications Focus: Begin publishing articles and opinions in blog format on our website as well as look into establishing an LPCO podcast.
- Records Focus: Learn Robert's Rules of Order, 11th edition by 2018 Convention.
- Legislative Focus: Begin analyzing legislation and communicating Libertarian opinions to the public through social media and newspapers
- Treasury Focus: Work to ensure we successfully budget and adequately plan for our 2018 Convention.
- Fundraising Focus: Increase donations by 50% over the last year
- Membership Focus: Personally attend a minimum of 12 different affiliate or development group meetings by 2018 Convention

The Treasurer plans to maintain accurate records of all income and expenses associated with the operation of the Party and to present a summary of all income and expenses incurred at the regular meeting of the Board. The income and expense summary will be limited to activity since the last regular meeting of the Board. The Treasurer will also prepare budgets for the other board members or assist them in preparing their own budgets.

The Treasurer plans to generate an intelligible budget. Disclaimer on the budget: upcoming events for which no commitments have been made cannot be confidently projected. In such cases, the budget can only present a reflection of previous years.



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## Fundraising Director Business plan FY 2017.....

With the United States Mid-Term and Colorado Statewide Elections coming up in 2018, as Fundraising Director my goals for this off-election year are to implement a variety of measures in order to increase financial preparedness of not only the Libertarian Party of Colorado (LPCO), but also to enable the LPCO to support candidates running in various offices throughout Colorado. These measures include:

- 1) **Launch of new Social Media Fundraising Program.** A soft launch of this new program has already begun through the LPCO Facebook page with the use of the “**#PoweredByYou**” theme. This theme focuses on highlighting the various outreach events and candidates we support with contributions from donors, designed to emphasize that funds are being put to good use and donors are the key to making this happen. This program is intended for reaching out to low dollar and first time contributors.
- 2) **Merchandising.** My intent is to form a design committee that will be dedicated to designing, ordering, and promoting high-quality Libertarian themed merchandise that can be sold through our online store and possibly at outreach events. These products will be of high artistic quality that appeals to contemporary tastes, with the intent of being able to raise funds throughout the year.
- 3) **Implementation of “Square-Up” application for mobile devices.** This will allow LPCO to accept credit card donations during outreach events and will contribute positively towards modernizing the image of the party at large.
- 4) **Fund Raising Events.** My Goal is to encourage the Board of Directors to support/host no less than at least 3 Fundraising events through Fiscal Year 2017. Events being I would like to put forward for consideration at this time include- a 4<sup>th</sup> of July Weekend event, a Halloween weekend event, and a Festivus event (during the Christmas weekend). These events I would like to promote as low cost entry with opportunities to contribute addition funds throughout the event (including give-aways, silent auctions, and other venues for donation).
- 5) **Fundraising Goal- \$30K by FY18.** Through the combination of these goals and plans, it is my intent as Fundraising Director to raise of total of approximately \$30,000 by FY18. The intent is to ensure that the LPCO is able to provide supplemental support to candidates during the 2018 election year.

I look forward to serving with each of you, and am available whenever you need me.

United We Stand,

Eric Mulder,  
Libertarian Party of Colorado- Fund Raising Director  
Libertarian Party of Arapahoe County- Outreach Director  
303-960-3997



**T** **LIBERTARIAN**  
PARTY OF COLORADO

## **Business Plan**

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1<sup>st</sup> April 2017

Libertarian Party of Colorado  
Campaigns Director

## 1. Mission statement

It is the mission of the Campaigns Director to encourage as many quality Libertarian candidates as possible to run for office in Colorado at the local, county, state and federal levels as open positions allow with a consistent Libertarian message, and have as many Libertarians elected to office as possible. It is also the mission of the Campaigns Director to develop materials that candidates can personalize to demonstrate a recognisable Libertarian brand.

## 2. Philosophy and vision

- a. The philosophy of every candidate should be consistent with the Libertarian Party's Statement of Principles and the Non-Aggression Principle.
- b. In 2017 it is our vision to have a Libertarian run in every open seat in Colorado, and to develop as many quality candidates for the 2018 election cycle through education and branding.

## 3. Campaigns Director goals

- a. Develop an education program for upcoming candidates so they can address any issue from a Libertarian standpoint.
- b. Create branded materials – websites, videos, memes, etc. that can be personalised with the candidate's information to create message consistency and promote voter recognition.
- c. A Libertarian candidate in every open seat in 2017 & 2018.
- d. At least 1 elected Libertarian in 2017 and 2 in 2018.

## 4. Target voters

During this immediate period post-election, and the dissatisfaction with Trump's presidency, the Campaigns Director believes targeting a message of constraining government will resonate with both left- and right-leaning voters.

Asking "Is this the role of government?" at every opportunity and following it up with a Libertarian solution/viewpoint/answer to provide a consistent, reasonable face to voters to explain our positions will net more votes than merely arguing points.

Reaching the youth vote is also extremely important, and so the Campaigns Director plans to work closely with the Regions Director and the Outreach Director to target young people, especially by making connections through colleges and universities with groups such as Students For Liberty and YAL, and other youth-oriented issue groups.

Candidates should have an expectation of manning Outreach booths, particularly those in their districts as both a means of getting their name out there and as a means of practicing their Libertarian message.

## 5. Fundraising

Winning campaigns requires funds, and the Campaigns Director will work closely with the Fundraising Director to generate donations for the LPCO and LP candidates, and utilise every means available to conduct campaign fundraising seminars and educational programs for candidates to increase donations to their campaigns.

## 6. Campaign structure

Campaigns need volunteers and contributors in order to create any impact. The Campaigns Director plans to be a resource for campaign managers and candidates for information and education in the practicalities of running a successful campaign. Literature and information packets will be made available to all Libertarian candidate campaigns.

Branded materials files and cost-effective campaign messaging knowledge will be shared amongst campaigns.





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## **OUTREACH DIRECTOR BUSINESS PLAN 2017**

**Mission Statement:** To maintain and aid others in the constant and consistent exposure of the Principles of the Libertarian Party of Colorado through Outreach events statewide, social media, college and university campus organizations to grow activist membership in the Party.

### **Goals:**

- Work closely with the Communications Director and others on the board to learn to fully utilize our social media, web and technology accounts to educate and recruit members.
- Organize, catalog and maintain adequate inventory of banners, posters, brochures, and supplies in the LPCO Outreach Trailer for easy and efficient access as needed.
- Work closely with the Regions Director in support of Regional, Affiliate, and Development Group events statewide.
- Build a core team of volunteers to provide manpower to plan, organize and staff outreach events throughout the state.
- Develop contacts and relationships with groups such as Young Americans for Liberty (YAL) Students for Liberty (SFL), and other student government activist organizations to further our mutual efforts and educate and recruit new members.
- Personally attend at least one regular meeting for each of our affiliates and development groups over the course of the coming year.



# LIBERTARIAN PARTY OF COLORADO

2017 Regions Director Business Plan

**Mission Statement:** To create and implement a comprehensive strategy to grow our Development Groups into Affiliates and to build the foundational support base we will need to fundraise, run candidates, win campaigns and most importantly spread the message of liberty.

**Goals:** I want to cultivate at least 2 more Development groups into affiliates during my term as well as get development groups started in at least half the counties in Colorado I would also like to establish the State's first Regional Representatives..

- **Regional Development:** As our metro region grows into its next step Focus should turn to the western slope development. By June I want to have conducted one on site visit and by December I would like to have one of the Current DG's Affiliated or in the final stages of affiliation.
- **Regional Representative:** The Regional Representative would become the point of contact between the Region and the Regions Director. Within the Region the representative would assume similar responsibilities as the Regions Director. I would like to submit a final outline for the duties and expectations to the Board no later than July and our first representative in place between Oct and Dec.
- **Media:** Media exposure is going to play a key role in maximizing our message while minimizing costs, Douglas County provided a great example of how by following our principles we can spread our message to a wider and now more accepting audience. Volunteer and Charity events are going to be the best vehicle for us to present our message. Outreach and Media are going to be the floats we use to carry our membership into 2018 and 202
- **Retention:** As we grow maintaining good leadership will be key, burnout is our biggest enemy right now. The best way we have to combat this is on site advisement and assistance. Showing our DG leaders that they are not in this alone will go a long way to strengthening the Party.
- **Activism:** This is another key tool to spread our message and encourage retention. Last year we did several outreach booths and sign waves. Now that we are in a mid term season we should refocus those efforts towards charity events and any meeting where our teams can get the message out (City Council meetings, farmers markets, protests/rally's etc.).



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## **Legislative Director 2017 Business Plan**

The Legislative Directors business plan will layout three measurable, attainable goals. Each goal will include a plan of action/execution and a measurement to determine if the goal was achieved.

Goal 1- Encourage and Increase engagement of registered Libertarians and Libertarian activist in the Colorado Legislative Process.

Execution – Continue to meet with the Local Colorado LP affiliates and development groups regularly to inform, train and share ideas to grow grassroots participation, activism and efforts. Sessions to include overviews of the legislative process, how to read and analyze legislation as related to the LP Colorado Platform. Principles, and Libertarian Philosophy and effective testimony in Committee and effective communications. Continue the Legislative Lobby e-mail efforts. While Principles of Liberty is a valuable tool in analyzing Legislation, the LP Colorado should use only the information as supplement and not in its entirety when developing LP opinions and positions on legislation.

Measurement – The numbers of Libertarians in communication on Legislative issues, participating in committee testimony and helping to analyze legislation and participating in the LP Legislative Lobby efforts.

Goal 2 – Connect and engage with like-minded issues groups.

Execution – Seek out and communicate with activist and action groups on specific Legislation where common principles and a shared interest in advancing Liberty can be found. Attend meetings and communicate the LPCO position on specific pieces of Legislation.

Measurement – Any gains or shifts in policy that protect and advance Liberty or repeal and abolish state control with coalition efforts.

Goal 3 – Create an LP Colorado Legislative Action Committee

Execution – By forming a committee of 3-5 members, including myself, functioning and communicating weekly during the 120 day Colorado Legislative session, January thru May, which would be committed to weekly/daily reviews of the General Assembly schedules, both chambers House and Senate, proposed legislation, status sheets and journals. Report to me any proposed legislation that may be of Libertarian interest, legislation when it will be heard in committee, attend committee hearings, listen to or watch on line, review legislative action and votes. Review, analyze and contact and communicate to the Legislators our in-depth Libertarian positions on legislation of interest. Collaborate with the LP Colorado communications team in getting our position on pieces of legislation out to party members and the general public through social media, e-mail op/eds, and press releases.

Measurement – Increased and consistent communications with Legislators, LP Members, and the general public with the LP Colorado Position, Principles and message. We should see some gains in policy that has positive impacts on Liberty.





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## **Membership Director Business Plan 2017**

My goal is to process new members and channel them toward the director or directors best suited to meet the members' interests. Hence, donors will be directed to Fundraising, volunteers to Outreach, and candidates to Campaigns. Volunteers with specific interests and/or skill sets will also be directed accordingly. I hope to ensure that we contact those most interested and capable as soon as possible.

My second goal is to issue a monthly newsletter that will serve as an internal communication tool among activists, including state board members, affiliate activists, and event volunteers.

### Goals:

- Channel new members to appropriate Director/s.
- Recruit support.
- Define/refine newsletter objectives.
- Make contact with new members by means TBD.
- Update business plan as needed.



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## **COMMUNICATIONS DIRECTOR BUSINESS PLAN 2017**

I have a vision of harnessing the crowd to spread our message and to make us more professional in our procedures. To that end, I will continue to aggressively recruit volunteers and move us all forward in using our “broadcast” capabilities to get our message out. I will update this plan periodically.

### Goals:

- Train and encourage each director in the use of our social media/web/technology accounts to educate and recruit. I have already implemented a schedule for this and a training video. All of our positions have an external communications component, and I will be working with each director to interface with me to get this done.
- Recruit more volunteers.
- Maintain regular press releases.
- Recruit op-ed and LTE writers and look for those opportunities.
- Create a style guide for our messaging.
- Assist in policy manual creation.
- Look into expanding into new social media arenas such as Instagram and Snapchat.



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## **Records Director Business Plan 2017**

During 2017 I will continue to keep a written record of our meetings and their results. I'll help with various outreach events, legislative lobbying and a number of liberty activities. In addition I will work toward the following:

- Build and maintain Motions Database (ongoing)
- Finish populating Password Database (by July 31st)
- Convert Small Offices Database to a Google Docs spreadsheet (by July 31st)
- Build a Dates Database to meet new Records Director requirement. (by Oct. 31st)
- Provide past experience to current activities. (ongoing)