

LPNY Communications Division Report

Sunday, April 8, 2018

I. Completed Items

- **Small website updates.** Continued small updates, including updates for chapters, events, and TCCs.
- **Convention schedule.** Continued updates to the convention schedule, as details are determined.
- **Finance Director Application.** Form was updated with Caldera forms.
- **Blog Posts (past 2 months)**
 - Feb. 17: Registration Open for 2018 LPNY Convention
 - Feb. 23: A Libertarian Solution to Illegal Immigration
 - Feb. 24: Rosenbeck Announces Candidacy for State Chair
 - Mar. 20: Enrolling in the Libertarian Party in New York State
 - Mar. 21: A Call for 2018 Libertarian Candidates
 - Mar. 24: 3 Countries, 4 Continents, 46 years, and handcuffed for this?
 - Apr. 1: Convention Speakers Announced
 - Apr. 3: Staten Island, Tioga, Monroe, and Queens chapters hold conventions
 - Apr. 8: Glogowski Announces Candidacy for Fourth Term as State Chair
- **E-Mails (past 2 months)**
 - Feb. 17: Registration Open for 2018 LPNY Convention!
 - Mar. 5: Search for Finance Director, Convention Registration, and More
 - Mar. 14: Help the Libertarian Party better manage data
 - Mar. 21: A Call for 2018 Libertarian Candidates
 - Apr. 2: LPNY Convention Speakers Announced
 - Apr. 8: State Convention: Hotel Room Rate Discount Ends April 9th

II. In-Progress Items

- **Petitioning Portal/Petitioning Guide.** A petitioning page has been created on the website (see lpnewyork.org/petitioning) and will be populated with information. The 2018 Petitioning Guide has been sent to the list and some have submitted changes. Please continue to review the document so we can make it as easy to understand as possible, especially people new to petitioning.
- **Official e-mail addresses.** Once you confirm that you have opened your LPNY e-mail address, (for example, mine is akolstee@ny.lp.org), let me know so I can change your listing on the website. If you have any questions about setting up your e-mail or need an account, talk to Mike Dowden.
- **Website Forms.** I am working to streamlining website forms using conditional formatting. I am also planning to stop listing e-mails directly on the website and only use forms in order to avoid spam bots. However, I have been getting spam entries on the contact form, so I am working to find a solution.
- **Upcoming E-mails**
 - Convention Early Pricing Reminder (prices go up April 16)
 - Recent Blog posts - to keep people up to date on activities in the party
 - Call for Petitioning Volunteers
 - Lapsed LPNY Members – targeted e-mail to lapsed members
 - (Post-Convention) Announcement of Candidate for Governor
 - (Post-Convention) Announcement of newly elected officers/at-large members
- **Website store.** There has been discussion about creating an online store for LPNY-related merchandise. I asked National to learn what other states have done, and they said states generally have not been successful in this regard and instead choose to have membership levels and offer SWAG such as t-shirts and bumper stickers. Creating a store is still an option, if we want to pursue this.
- **Twitter.** The Twitter account is not very active, so I am looking for more people to help run it.

III. Reports

- **State Convention website form.** As of April 8, 2018, 63 people are registered for the convention.
- **State Convention event on Facebook.** As of April 8, 2018, 50 said they are going and 153 are interested. See here: <https://www.facebook.com/events/1304042229740739/>
- **Twitter.** As of April 8, 2018, we have 18 tweets, 98 followers, and 17 likes.
- **CiviCRM.** National fundraiser has so far raised \$6,580 out of the \$12,500 goal for the user dashboard.

IV. Future Items

A. Website

- **Officers and At-Large Biographies.** Due to the lack of response, I am going to wait until the State Convention to take photos of the officers and at-large members so they can be consistent.

B. Facebook

- **Streamlining and Support.** This will involve providing resources to chapters to help them better manage their Facebook pages, whether it is looking at statistics, working to gain likes and followers, or help with settings (such as URL) and graphics.
- **Hootsuite.** This is a social media manager. One possible use would be to have multiple Facebook pages, for example, unreached counties, in which State News can be sent to those county pages and we can receive messages from people interested in getting involved locally in those chapters. There is a cost, but we can research additional options.
- **Ad Campaigns.** The Communications Division will look into using Facebook ad campaigns for outreach and fundraising. Research shall be conducted to increase effectiveness.

C. How-To Guides

- **Videoconferencing.** I plan to set up a step-by-step guide for divisions, committees, and chapters to take advantage of the technology of videoconferencing to conduct meetings. I tested this out with my chapter and the advantages for use by other chapters are plenty.
- **LP Mail Accounts.** I plan to also set up a step-by-step guide for setting up your LP Mail account on different platforms (e-mail applications, mobile devices, etc.).

D. Paper Newsletter

- **Paper newsletter.** For members without e-mail addresses, we can explore getting news to them that we post on the blog and Facebook page, possibly in the form of a paper newsletter, much like Free New York was conducted years ago, except in an updated, modern format.

V. Reference

A. Maintenance of LPNY Website

If you need your chapter information updated, an event posted, or a resource added to the website, use the links below for your reference and contact me (akolstee@ny.lp.org) to request updates.

- **LPNY County Pages** lpnewyork.org/affiliates
- **LPNY Events Calendar** lpnewyork.org/submit-event lpnewyork.org/events
- **Resources Page** lpnewyork.org/resources

B. LPNY Blog Submission Process

We encourage anyone to submit articles and news, whether it is policy, political events, an upcoming event or report, news, and/or chapter report on their activities and candidates. The process for submitting and posting blog entries is as follows:

- 1) Articles are submitted (mostly through lpnewyork.org/submit-news)
- 2) Article is set up in a submission template and sent to the Editorial Team
- 3) The Editorial Team receives the submission and makes comments/edits. Additionally, the authors of the articles are included in the correspondence.
- 4) Article is posted on the LPNY blog (lpnewyork.org/headlines)
- 5) Article is shared to the Facebook page (facebook.com/lpnewyork)

C. Communications Division Members

- **Blog Contributors**
 - **Editorial Team:** Aram Fuchs, Mark Glogowski, Andrew Kolstee, Rick Miller, Peter Papagianakis, Anthony Pellegrino.
 - **Writing Team:** Tony D'Orazio, Hesham El-Meligy, Edward Garrett, Mark Glogowski, Andrew Kolstee, John Thomas Mergenhagen, Alex Merced, Joe Miller, Rick Miller, Gary Popkin, Rich Purtell
- **Media & Press Committee:** Hesham El-Meligy, Rich Purtell, Kevin Wilson
- **E-Mail Reviewers:** Tucker Coburn, Mike Dowden, Mark Glogowski
- **Account Administrators**
 - **Website:** Mike Dowden, Andrew Kolstee
 - **CiviCRM:** Devin Balkind, Mike Dowden, Andrew Kolstee
 - **Twitter:** Andrew Kolstee, Alex Merced, Kevin Wilson
 - **Facebook:** Doug Craig, Chris Edes, Ed Garrett, Andrew Kolstee, Alex Merced, Ron Moore, Kevin Wilson
 - **MailChimp:** Mike Dowden, Andrew Kolstee

D. Libertarian Party Slack Channels

- LP National Slack for networking and communications: lp.org/chat
- LPNY Slack for LPNY. There is also a Mobile App.
https://join.slack.com/t/lpny/shared_invite/enQtMjcxNzU0MzEwMTAyLTQ3ODU5NjVIMjl1NmE0NTFjMzhjYmRhZWZmOGJiZjVjNmVhM2RmNjY0ZTE5MTJhNjAwYTQzNzY1NGM3ZDU0ODU

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Appendix A: Statistics

Libertarian Party of New York - MailChimp E-Mail Campaigns													
General Information			Opens			Clicks		Additional Data					
Date Sent	Title	Recipients	Unique	Total	Unique	Total	Bounced	Unsub	Readers	Did Not Open	%		
March 28, 2017	Volunteer Survey	642	202	31.46%	380	51	7.94%	63	4	10	192	440	68.54%
April 11, 2017	State Convention - April 29th	629	231	36.72%	495	10	1.59%	13	0	5	226	398	63.28%
May 5, 2017	LPNY Holds Convention, Elects Officers	624	230	36.86%	395	10	1.60%	11	0	1	229	394	63.14%
May 10, 2017	LPNY Pushes For Restoration Of Convict Voting Rights	652	197	30.21%	316	21	3.22%	30	2	4	193	455	69.79%
June 29, 2017	Mike Becallo To Become Libertarian Elected Official In New York State	705	211	29.93%	339	5	0.71%	5	4	3	208	494	70.07%
August 21, 2017	Renew Your Membership!	487	116	23.82%	185	19	3.90%	23	4	1	115	371	76.18%
November 19, 2017	LPNY Website, Blog, and News	5,232	867	16.57%	1,281	126	2.41%	171	280	109	758	4365	83.43%
November 28, 2017	Support Ballot Access on #GivingTuesday	4,964	641	12.91%	877	22	0.44%	30	60	69	572	4323	87.09%
December 21, 2017	Merry Christmas and ALL of the Season's Greetings	4,909	749	15.26%	1,058	21	0.43%	27	171	45	704	4160	84.74%
December 30, 2017	Date Set for 2018 Convention, Search for Political Director	4,874	833	17.09%	1,297	106	2.17%	171	101	41	792	4041	82.91%
February 17, 2018	Registration Open for 2018 LPNY Convention!	4,855	674	13.88%	1,106	83	1.71%	112	104	31	643	4181	86.12%
March 5, 2018	Search for Finance Director, Convention Registration, and More	4,784	640	13.38%	847	103	2.15%	145	60	26	614	4144	86.62%
March 14, 2018	Help the Libertarian Party better manage data	4,709	671	14.25%	922	14	0.30%	20	14	22	649	4038	85.75%
March 21, 2018	A Call for 2018 Libertarian Candidates	4,688	693	14.78%	1,008	26	0.55%	33	12	29	664	3995	85.22%
April 2, 2018	LPNY Convention Speakers Announced	4,659	666	14.29%	897	98	2.10%	116	10	31	635	3993	85.71%
April 8, 2018	State Convention: Hotel Room Rate Discount Ends April 9th	4,651	190	4.09%	214	9	0.19%	15	6	15	175	4461	95.91%
Bold entries indicate new or updated data since the last report.													