

We Need Your Input!

STRATEGIC PLAN GOALS

Please prioritize the following six goals. Write “#1” next to whichever one you think is most important. Same for your “#2” goal, and so on. Please prioritize all six!

- _____ GOAL 1: Increase the number of Libertarians holding public office.
- _____ GOAL 2: Strengthen Libertarian Party state and local organizations.
- _____ GOAL 3: Increase the party’s support base – members, contributors, and volunteers/activists.
- _____ GOAL 4: Increase the Libertarian Party’s market share among youth.
- _____ GOAL 5: Increase public awareness of, acceptance of, and support for Libertarian ideas.
- _____ GOAL 6: Remain the “Party of Principle” as we grow.

STRATEGIC PLAN STRATEGIES

Please mark your favorite strategies – the ones you think we should focus on first. Put a checkmark in the box by as many strategies as you endorse (from one to all 20.)

- Strategy 1: Define, develop, and promote the LP brand.
- Strategy 2: Develop and use high-quality presentations of Libertarian ideas, which present both direction and destination, to support the work of affiliates, campaigns, the national party, and individuals.
- Strategy 3: Redevelop the Libertarian Party Platform, presenting both direction and destination, with an eye toward electoral success without compromising core beliefs.
- Strategy 4: Track the performance of core and critical activities in state and local Libertarian Party organizations; encourage and support these organizations in creating and executing plans to improve performance.
- Strategy 5: Define and codify relationships between (and expectations among) national, state, local, and campus Libertarian Party organizations.

- Strategy 6: Expand and strengthen Libertarian Party organizations at levels other than the affiliate level (e.g. local, city, county, campus).
- Strategy 7: Recruit more and better qualified candidates.
- Strategy 8: Target races and allocate resources for maximum effectiveness.
- Strategy 9: Coordinate campaign activities within and among campaign levels.
- Strategy 10: Increase the number of new people comprising the Libertarian Party’s support base.
- Strategy 11: Increase the commitment of those already within the Libertarian Party’s support base.
- Strategy 12: Strive to achieve a left/right balance among the Libertarian Party support base.
- Strategy 13: Provide training, training materials, and training support to Libertarian Party candidates and campaigns (e.g., campaign methods), Libertarian organizations (e.g., organizational matters), and individuals (e.g., communications skills).
- Strategy 14: Develop & implement an internal program of ideological education.
- Strategy 15: Target public opinion leaders to embrace and espouse libertarian ideas.
- Strategy 16: Target existing independent groups to act in support of Libertarian Party efforts and provide opportunities for us to spread our message.
- Strategy 17: Encourage state, local, and campus Libertarian Party organizations and our entire support base to be involved in political processes at all levels outside of campaigns and elections.
- Strategy 18: Focus resources to achieve the repeal of drug prohibition at the federal level by 2010 and get substantial credit for it.
- Strategy 19: Develop an awareness that success requires adequate resources of all sorts.
- Strategy 20: Motivate the Libertarian Party support base to increase activism by recognizing and rewarding both effort and success and by making involvement in the Libertarian Party an enjoyable, positive experience.

COMMENTS

Please share any additional comments you have about the Strategic Plan:

It's time for a BLUNT QUESTION:
Is the Libertarian Party as
SUCCESSFUL as it should be?

“I believe the **STRATEGIC PLAN** can firmly establish our party — in the minds of voters and the media — as the **DOMINANT** third party in America.”

— STEVE DASBACH, LP NATIONAL DIRECTOR

If you don't think so, then it's time to take action. The Libertarian National Committee's Strategic Planning Team has come up with a **comprehensive plan** for greater success. Now we need your help: Will you give us **your feedback** on the plan's six major goals and 20 strategies? And will you make a generous contribution to help us begin to **implement** it? Thank you!

YES! The Libertarian Party should start implementing this Strategic Plan right away! Here's my best contribution...

- \$5,000* \$4,000* \$2,500* \$1,000*
 \$750* \$500* \$250* \$100*
 \$75* \$50* \$35* \$_____

* A contribution of \$35 or more will get you the complete Strategic Plan Survey Report.

- Check Enclosed. Or bill my MasterCard Visa Discover AmEx.
 I'll **volunteer** to help with the plan! Please pass my name on to my state party.
 I've filled out the **survey** (on the other side). Pass my opinions on to the LNC.

MAIL TO: AND PLEASE MAKE CHECKS PAYABLE TO: LIBERTARIAN PARTY,
 2600 VIRGINIA AVENUE, NW, SUITE 100, WASHINGTON DC 20037

 CREDIT CARD ACCT. #

 SIGNATURE

 EXPIRATION DATE

 OCCUPATION

 EMPLOYER

■ 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.