

Staff Report for LNC Meeting July 14, 2013 Las Vegas, NV

LP HQ Activities from March 1, 2013 through June 28, 2013

Prepared by Carla Howell, Executive Director

Membership

- Membership has held steady at 15,236 members as of 6/28/13 since March 2013.
- The number of memberships that lapse each month (as of three weeks after the lapse date) has gone down since December and has declined over the last 2 years. Over the last three months, it has ranged from 290 to 320. The average number of lapsed members per month in 2012 was 368 and in 2011 was 381.
- The number of lapsed members that renew within one year is approximately 30%. Over time, the renewal rate is higher. Over 40% of those who lapsed in 2010 have renewed since. This suggests a trend of prior Libertarian Party members returning.

Fundraising

- The David F. Nolan Building Fund hit the threshold of \$250,000 in June needed to move forward on making an offer for an office space. Funds raised that are available for purchase as of 6/26/13: \$251,918 (net of expenses) with \$78,970 in outstanding pledges. Fundraising for the new building has taken precedence over house letters.
- Revenue for year to date is \$627,623 as of 6/28/13, \$57,152 above budget. This revenue level annualized is \$1,270,790. (Budget is \$1,163,250.)
- Monthly pledgers are at approximately the same level as last quarter and up \$1,660 from early 2012, now at 1,355 pledgers who donate \$28,934 per month.
- Carla Howell has held four meetings with Libertarian-friendly direct mail experts in the D.C. area who appear to hold promise for offering cost-effective prospecting lists to the LP and a program to test the lists, messaging and techniques. A proposal is expected by mid-July.
- Libertarian Angels: FEC compliance issues were investigated with advisor Paula Edwards. Quote was obtained from Libertas Web Services for initial launch.

Media Coverage and Communications

- Radio, TV and print interviews resulted in 36 articles and interviews in media 3/1/13 through 6/28/13 (list attached).
- LPHQ started sending bi-weekly periodical email blasts on April 26 to LP general email list.
- Focus of LP blog, LP News, Facebook, and email blasts (list attached) has turned to emerging roster of 2013 and beyond Libertarian candidates, elected Libertarians, Libertarian solutions.

- The number of viewers of the LP State of the Union Response video continued to rise, reaching 51,385 views as of 6/28/13.
- LP.org menu choices and other links have been consolidated to de-clutter the web site and simplify navigation. A number of forms and web pages have been corrected for errors and simplified.
- Conversion of a back issue of LP News to e-reader formats is underway.
- LP.org traffic (unique visitors) rose in April, then dropped off lately.
- The number of Facebook fans has taken off, gaining an average of 17,457 new fans/month in 2013, up from 3,993 in 2011 and 4,989 in 2012.

	Feb '12	Mar '12	Apr '12	May '13	Jun '13
LP.org UV	81,964	77,683	87,975	71,002	67,376
Total FB Fans	269,182	299,488	320,415	336,821	358,999
Net New FB Fans	8,823	30,306	20,927	16,406	22,178

Candidate and Affiliate support

- In last four months of 2012, we received 190 inquiries from prospective LP candidates through the LP.org website and another 173 in Q1 of 2013. This is more than double the inquiries we received during this period in either 2010 or 2008.
- We received another 137 inquiries in Q2 of 2013 (as of 6/28/13).
- 343 out of 500 candidate prospects (from all sources) live in states where the affiliates prefer to contact the candidates themselves without the help of LPHQ (IN, IL, OH, TX, CT, MI, NC, CO, MA, MO, CA-local candidates, GA, SC, OR, and DE).
- Of the candidates LPHQ is handling, all have been sent candidate information packets. 125 have been called and talked to; left messages were left with another 29 prospects. 27 have dropped out of running.
- Note: Only 2 states – Virginia and New Jersey - have statewide or legislative races in 2013.
- 11 candidates for 2013 were in races that have already taken place.
- 15 additional candidates are officially on the ballot so far for 2013.
- 79 candidates have declared for election year 2014.
- 12 candidates have declared for election year 2015.
- The game *Who's Driving*, which offers a very low-cost means to engage and train candidates and activists while inspiring more activists to run for office, was introduced by Carla Howell and played at the LSLA conference in Denver, CO in May as well as at venues in six state affiliates: Pennsylvania, Washington, Maryland, North Carolina, Virginia and D.C. Feedback from participants and state leaders has been very positive.

Ballot access

- Bob Johnston continues to update two internal ballot access guides for Libertarian candidates and state affiliates that he disseminates as needed or requested:

1. One describes state-by-state requirements to get POTUS, VP nominee on the ballot and requirements for the LP to achieve party status. This manual is 80% done and needs 20 hours to complete.
2. The other lists requirements to get state and other federal candidates on the ballot. It is 50% done and needs another 60 hours work to complete.

After manuals are done, they will need about one hour of work per week to keep up to date in response to changing laws, policies and court decisions.

- Top Two has reared its ugly head again in Montana. Voters will decide on a referendum that the Republican-dominated legislature put on the ballot for the November 2014 election.
- The California LP has filed a lawsuit against Prop 14, which created the Top Two system in the state, along with the Green Party and Peace and Freedom Party. A trial is set for January 2014.
- In Arizona, Republican legislators made ballot access for Libertarians more difficult by substantially increasing signature requirements to get candidates on the primary ballot. Opponents (third parties and Democrats) are considering a referendum to overturn the law.
- The LP PA has submitted the Voter Choice Act and has a Republican sponsor in the state senate. If passed, it would dramatically reduce requirements for Libertarians to make the ballot. Similar bills have been submitted to the PA house and senate in the past, none of which have been referred out of committee to date.

Lawsuits (not covered in Gary Sinawski report)

- Alan Gura is lead council for the LNC lawsuit against the FEC to challenge the imposition of BCRA limits on donations to the party from decedents' estates, the Burrington Estate in particular. The case will be heard by the full D.C. Circuit Court, which is unusual and the first time a third party will be heard by the full court. This lends prestige to the LP and could influence congress to remove some of the current regulations imposed on political parties. Richard Winger reports that a favorable ruling for the LP is likely.
- Attorney Paul Rossi filed four lawsuits in Pennsylvania (three on behalf of LP PA; one on behalf of the PA Green Party) to remove arduous requirements for voter signatures. For example, currently a voter's address must be filled in on the petition form by the voter, not by the petitioner or voter's spouse. If successful, this will remove several frivolous reasons for invalidating signatures and make signature challenges much easier to defend.
- The Gary Johnson anti-trust lawsuit against the Presidential Debate Commission for exclusion of Johnson from debates is pending in federal court in Orange County, Calif. A status conference is scheduled for July 11.

Office administration and staff issues

- Documentation of LPHQ routine office procedures is nearing completion. Of the 97 routine office procedures identified in a list:
 - 57 are now documented. 41 of these have been tested by another staff member to ensure they are comprehensible.
 - 15 are straightforward and do not need to be documented.
 - 17 still need to be written.
 - 7 need to be updated.
- The file server (“the z: drive”) has been substantially de-cluttered and organized to make it easier to find files.
- Procedures, spreadsheets and a database have been created and debugged to better track media contacts, media coverage and outgoing LP communications.
- After a few initial relapses, the migration to Drupal 7 is now reasonably stable.
- LNC subcommittees and their members have been posted to *LP.org /bylaws-mandated-committees*

General Email and Direct Mail March 1– June 28, 2013

News Release	Libertarian Party applauds DOMA Strikedown	26-Jun-13
Email	LP fights unfair ballot access laws in four states ... and more LP news	21-Jun-13
LP News	LP News V43 Issue II	17-Jun-13
Pledge	June Pledge	18-Jun-13
News Release	Government engages in unprecedented spying on Americans	06-Jun-13
News Release	Why don't Dems/Reps apologize when stock market goes up?	05-Jun-13
Email	Big Opportunity to DOUBLE your dollars for liberty	31-May-13
News Release	Cut government waste to fix dangerous bridges	24-May-13
News Release	Don't waste time investigating IRS, abolish it NOW along with income tax	17-May-13
Pledge	May Pledge	17-May-13
Email	Renewal request and video link.	13-May-13
Blog & Email	Hardy Macia marijuana cancer video	08-May-13
Email	How you can add \$5,000 a month to the LP mission	08-May-13
News Release	R's in MI courts subvert justice to block Libertarian competition	01-May-13
Email	CISPA dies in Senate! ... and more LP news	26-Apr-13
Email	Justice and truth demand immediate mirandizing of bombing suspect	23-Apr-13
Pledge	April Pledge	22-Apr-13
Blog & Email	Kill CISPA and repeal Patriot Act, NDAA	22-Apr-13
House	Building Fund chase letter	12-Apr-13
Blog & Email	It's the Govt Spending Stupid	10-Apr-13
News Release	Libertarian Party: Move Personal Independence Day from June to January	04-Apr-13
Blog & Email	POLL: Is proposing a NEW tax ever justified?	03-Apr-13
House	Building fund pitch	02-Apr-13
Blog & Email	Register today for LSLA conference May 17-19	30-Mar-13
Pledge	March Pledge	29-Mar-13
Email	Cut taxes now!	15-Mar-13
Special Email	Series of 4 emails to prior Building Fund donors and pledgers	5-Mar-13
News Release	LP Lawsuit on campaign contributions moves forward	03-Mar-13

Media coverage March 1, 2013 – June 28, 2013

6/26/2013 KDKA radio – Carla Howell interview on DOMA
6/20/2013 Courthouse News Service - LP lawsuit on Burrington estate
6/17/2013 Gary Johnson weighs in on NSA
6/12/2013 The Guardian - NSA Scandal
6/11/2013 NewsMax - Libertarians See Political Gains in NSA Debacle
6/9/2013 Responsibility of media to report on 3rd parties
6/2/2013 St. Louis Post-Dispatch - Responsibility of media to report on 3rd parties
5/31/2013 Washington Times - Libertarians enter the gun control debate
5/24/2013 Las Vegas Sun - Opinion on IRS Scandal
5/23/2013 America's Radio News Network - Carla Howell interview on abolishing IRS
5/23/2013 Before It's News - Geoff Neale's presentation on LSLA
5/22/2013 Ind. Political Rpt - Michael Cloud's How you can become a famous Libertarian
5/20/2013 Lake Houston Observer - LP: Abolish the IRS and the income tax
5/16/2013 Radio-Chuck Morse Show - Carla Howell interview on IRS, general L topics
5/11/2013 Examiner - LP comments on IRS
5/3/2013 America's Radio News Network - Carla Howell interview on Boston Bombing
4/22/2013 PressTV - Carla Interview on U.S. rigged elections
4/22/2013 Mother Jones - Anonymous and Libertarians Protest CISPA
4/16/2013 Westmoreland Times - LP news release: Personal Independence Day
4/12/2013 The Next Web - LP accepting bitcoin
4/12/2013 Policy Mic - GJ on libertarians v. Republicans
4/11/2013 The Atlantic - LP accepting bitcoin
4/11/2013 Examiner - Libertarians holding Leadership Strategy Conference
4/9/2013 Huffington Post - Libertarian no longer a bad word
4/6/2013 Blog Talk Radio - Carla Howell interview - general LP discussion
4/4/2013 Yahoo! Commentary – Libertarianism is America's last hope
4/1/2013 Politicus USA - LP on marriage equality
3/26/2013 The Stone Zone - Rand Paul and the LP
3/25/2013 Before It's News - Carla Howell: Filing Taxes With a Song in Your Heart
3/24/2013 Marietta Daily Journal - How Libertarians and Reps. Differ
3/22/2013 Courthouse News Service - En Banc Panel Set for Libertarians' Dispute
3/21/2013 Instant Analysis – DOMA
3/15/2013 The Independent - War On Drugs
3/6/2013 Before It's News – Sequester
3/6/2013 Independent Political Report – Sequester
3/5/2013 Press TV - Sequester manipulation by Democrats, Republicans: Howell

Web Content Created March 1, 2013 – June 28, 2013

Libertarian Party applauds DOMA Strikedown	News Release	26-Jun-13
March issue of LP News now available online	Blog	24-Jun-13
Scotty Boman Detroit Candidate for City Clerk	Blog	21-Jun-13
Learn how to 'Be Dangerous to Big Government' at LP FreedomFest events	Blog	20-Jun-13
POLL: how should govt react to Snowden's leaks on NSA?	Blog	14-Jun-13
LP fights unfair ballot access laws in 4 states	Blog	12-Jun-13
Libertarians See Political Gains in NSA Leak Debacle	Blog	11-Jun-13
Government engages in unprecedented spying on Americans	News Release	06-Jun-13
Why don't Dems/Reps apologize when stock market goes up	News Release	05-Jun-13
LP joins court case to remove limits on political speech	Blog	03-Jun-13
Bill Slantz run for MO US rep (MO-8)	Blog	31-May-13
Most Americans want small government, says LP Executive Director Carla Howell	Blog	28-May-13
Cut government waste to fix dangerous bridges	News Release	24-May-13
Libertarian Levi Tappan wins city council election in Page, AZ	Blog	22-May-13
Libertarian John Wayne Smith aims to downsize government as Florida's governor	Blog	21-May-13
George Brown calls for end to corporate income tax in PA	Blog	20-May-13
Don't waste time investigating IRS, abolish it NOW along with income tax	News Release	17-May-13
Abolish IRS, end income tax, slash government spending interview	Blog	16-May-13
LP Levi Tappan candidate hopes to cut spending and debt in AZ	Blog	13-May-13
LP Arthur Thomas candidate aims to shrink spending in San Antonio	Blog	10-May-13
Hardy Macia viral marijuana video	Blog	08-May-13
Hardy Macia marijuana cancer video	Blog & Email	08-May-13
Post-election issue of LP News now available online	Blog	03-May-13
R's in MI courts subvert justice to block Libertarian competition	News Release	01-May-13
FL Joseph Wendt netted 43% of vote on platform to abolish his office	Blog	29-Apr-13
Rob Sarvis advocates ending police militarization, drug war in VA	Blog	26-Apr-13
Kill CISPA and repeal Patriot Act, NDAA	Blog & Email	22-Apr-13
Who's Driving pages	Web Content	12-Apr-13
Majority of Libertarians reject revenue-neutral tax proposals in poll	Blog	12-Apr-13
Announce Who's Driving blog	Blog	09-May-13
Chris Jenner wins college board election in Illinois	Blog	11-Apr-13
It's the Govt Spending Stupid	Blog & Email	10-Apr-13
Kansas Ogle and Coen garner impressive vote totals in city elections	Blog	08-Apr-13
Malterer for city council seeks cuts in business permitting, property taxes	Blog	08-Apr-13
Libertarian Party: Move Personal Independence Day from June to January	News Release	04-Apr-13
POLL: Is proposing a NEW tax ever justified?	Blog & Email	03-Apr-13

Register today for LSLA conference May 17-19	Blog & Email	30-Mar-13
Republicans and Democrats vote for new Internet tax	Blog	28-Mar-13
Filing taxes with a song in your heart	Blog	25-Mar-13
Howell says Sequester latest Big Government manipulation	Blog	05-Mar-13
LP Lawsuit on campaign contributions moves forward	News Release	03-Mar-13