Thank you for stepping forward instead of sitting on your hands. Thank you for speaking up instead of being silent. Thank you for fighting and not giving up. We do this because we believe in personal freedom, personal responsibility, private property, free markets, and non-aggression.

The first step in any campaign is to look at what you want to accomplish with your campaign and then tailor your tactics to accomplish that goal. Are you looking to provide voters with a Libertarian choice on the ballot? Perhaps you want to educate voters on what Libertarians are and what our solutions look like? Or is your goal to win the election?

Those are three very different goals with very different commitment levels.

This workbook was written primarily for those who want to win their election and are willing to put in the time and effort required to do so. If that's you, this workbook walks you through what you need to do to run a campaign as a Libertarian and speaks to the specific challenges Libertarian candidates face. This is a work in progress and relies on feedback, tips, and ideas from candidates after they complete their run. We'll update it each year.

You may want to print only the workbook and not print the appendix to save on ink.

Good luck!

Cara Schulz
Cara.Schulz@LP.org

Communicating Libertarian Principles

Libertarian candidates need to have strong interpersonal skills and be able to clearly communicate libertarian principles to voters.

Harry Browne, the Libertarian Party's presidential nominee in 1996 and 2000, wrote one of the best guides for communicating the message of liberty. Keep these guidelines in mind as you prepare your campaign.

Libertarian New Year's Resolutions
By Harry Browne

– I resolve to sell liberty by appealing to the self-interest of each prospect, rather than preaching to people and expecting them to suddenly adopt my ideas of right and wrong.

– I resolve to keep from being drawn into arguments or debates. My purpose is to inspire people to want liberty not to prove that they're wrong.

– I resolve to listen when people tell me of their wants and needs, so I can help them see how a free society will satisfy those needs.

– I resolve to identify myself, when appropriate, with the social goals someone may seek a cleaner environment, more help for the poor, a less divisive society and try to show him that those goals can never be achieved by government, but will be well served in a free society.

– I resolve to be compassionate and respectful of the beliefs and needs that lead people to seek government help. I don't have to approve of their subsidies or policies but if I don't acknowledge their needs, I have no hope of helping them find a better way to solve their problems. No matter what the issue, I resolve to keep returning to the central point: how much better off the individual will be in a free society.

– I resolve to acknowledge my good fortune in having been born an American. Any plan for improvement must begin with a recognition of the good things we have. To speak only of America's defects will make me a tiresome crank.

– I resolve to focus on the ways America could be so much better with a very small government not to dwell on all the wrongs that exist today.

– I resolve to cleanse myself of hate, resentment, and bitterness. Such things steal time and attention from the work that must be done.

– I resolve to speak, dress, and act in a respectable manner. I may be the first Libertarian someone has encountered, and it's important that he get a good first impression. No one will

hear the message if the messenger is unattractive.

– I resolve to remind myself that someone's "stupid" opinion may be an opinion I once held. If I can grow, why can't I help him grow?

– I resolve not to raise my voice in any discussion. In a shouting match, no one wins, no one changes his mind, and no one will be inspired to join our quest for a free society.

– I resolve not to adopt the tactics of Republicans and Democrats. They use character assassination, evasions, and intimidation because they have no real benefits to offer Americans. We, on the other hand, are offering to set people free and so we can win simply by focusing on the better life our proposals will bring.

– I resolve to be civil to my opponents, and treat them with respect. However anyone chooses to treat me, it's important that I be a better person than my enemies.

CHAPTER 1 - PLANNING

There are three very important things you <u>must</u> do before you do anything else.

1. Contact your state chapter
2. Get on the ballot - start the process of getting on the ballot
3. Find out the campaign laws and regulations you must follow - and follow them

If you haven't already, contact the Chair, Political Director, or Candidate Specialist in your state chapter of the Libertarian Party. They provide invaluable information on ballot access requirements, filing deadlines, inexpensive vendors, and much more. They may also assist you with volunteers and mentors. In some states, you cannot run as a Libertarian candidate unless the state chapter signs off on your form to file for candidacy.

The second thing is to discover what you need to do to get on the ballot. Do not ignore this. Do not put it off. Do not spend money, time, or effort on things which don't get you on the ballot before you secure being on the ballot. If you don't get on the ballot, everything else you have done has gone to waste. Depending on the position and ballot access rules in your state, getting on the ballot can be as simple as an Affidavit of Candidacy, or as complicated as gathering thousands of signatures during a set period of time.

Some candidates, after looking at what is needed to get on the ballot for federal or state offices, choose to look at county and municipal offices. Ballot access for these offices is often far easier.

There may be another possible benefit to running for county and municipal offices, if you look beyond city council, county commissioners, and mayoral races. Water Boards, Land and Soil Commissions, Cable TV Commission races are often non-competitive, which means anyone who files wins by default. These elected officials often hold immense power and discretion. If this interests you, look up previous races and check which ones seldom have a challenger or have even gone unfilled. You can do this on your Secretary of State's website.

Also on your Secretary of State's website are some of the rules, regulations, and laws candidates must follow. These can be complicated and govern most every aspect of campaigning. From the size and placement of yard signs, to the legal disclaimers on ads, how to form a committee, and finance reporting. Even a minute violation of any of these laws can have severe results.

Opponents often hire someone to look for violations in everything Libertarian candidates do and every piece of paperwork filed. They can use this to remove you from the ballot, remove your advertising from media channels, or fine your campaign. Work with your state chapter and an attorney well versed in campaign law to ensure you understand the rules.

My Point of Contact in my state LP Chapter is _____

_____

To get on the ballot I need to: _____

_____

_____

By this date: _____

Do I need to get approval from my state LP chapter to file for office as a Libertarian?

_____

Will I need to run in a Primary? _____

If so, the date for the Primary Election is _____

CHAPTER 2 - SETTING YOUR GOALS
Having clearly defined goals with timelines and measurable results is the key to creating a plan to win your campaign.

Goal #1: Win the election
This one is obvious, isn't it? If your goal is to win the election, calculate your win number and campaign spend by looking at historical data from previous elections for your race. You'll find this data on the Secretary of State's website.

A win number is the number of votes you need to win your election. If it's an election between two people the number is easy - half of the total votes plus one. It becomes a bit difficult with more than three candidates running or if your race has multi-candidate voting, but the number can still be calculated. Look at the last three elections and note the trend of what number of votes the winning candidate received. You can take an average of the three, but you may want to pick the largest number to allow for some cushion. That number is your win number.

The next number to calculate is how much money you'll need to raise to run a competitive race. You do this by looking up campaign finance reports for the race. Find out how much the incumbent/winner and the next closest challenger raised and spent on the last race. Add them together and divide by 2. That is your fundraising goal.

My win number is _____.
Myfundraising goal is _____.

These are truly the only numbers that matters.

Goal #2: Build your staff

For some very small, local elections you may be the only staff person needed. However, it is better to have people in specific staff roles. It may be legally necessary to have at least a Treasurer.

I want to announce my candidacy on _____date. So I'll need my staff in place, ready to help create my campaign plan, by _____ date.

Tip: Ideally, a campaign has key staff in place a year before election day. The candidate and staff take 1 to 2 months to get everything in place to launch the campaign, and then the campaign is announced to the public 9 to 10 months before election day. For races such as U.S. Senator or even a state level Representative, candidates may assemble key staff 2 years before election day. This is usually called an exploratory committee and is governed by strict laws and regulations.

Here are a few of the basic staff persons you may need for your campaign:

My Campaign Manager is _____
My Treasurer is _____
My Marketing Director is _____
My Volunteer Coordinator is _____
My PR Director is _____
My Data and IT person is _____
Other staff needed

_____
_____
_____
_____
_____
_____
_____

Goal #3: Number of volunteer man hours recruited

Although you'll do the lion's share of the work, you need a team of volunteers. The question is, how large should that team be? We'll go through man-hour calculations in other sections, which then tells you the number of volunteers needed. (Staff is different from volunteers. Do not include staff such as Campaign Manager, PR/Marketing, and Treasurer in this calculation) You don't need to have all the man-hours covered before you launch your campaign, but you want 5 to 10 core volunteers you can count on to help you at the time of campaign launch.

I need _____ of volunteer man-hours filled for Door Knocking:

Volunteer	Contact info	For X Hours

I need _____ of volunteer man-hours filled for Phone Banking:

Volunteer	Contact info	For X Hours

I need _____ of volunteer man-hours filled for Lit Dropping:

Volunteer	Contact info	For X Hours

I need _____ of volunteer man hours filled for _____:

Volunteer   Contact info   For X Hours

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

You may have additional campaign goals such as media coverage, fundraising, etc.

Goal #4: _____

How you'll achieve the goal: _____

_____

_____

_____

_____

Goal #5 _____

How you'll achieve the goal: _____

_____

_____

_____

_____

Other things you need to do immediately include:

__Get an Employer Identification Number (EIN) for your campaign from the IRS

__Get a separate checking account for your campaign

__Have your Treasurer become familiar with campaign finance rules, reporting forms, dates

__Have a professional headshot taken

__Have a more casual looking, but still professionally done, family photo taken

__Order the voter data file from the Secretary of State for ALL voters in your area

CHAPTER 3 - BEFORE YOU ANNOUNCE YOUR CANDIDACY

You've taken care of the paperwork, have key staff in place, know what you need to do to get on the ballot and are taking care of it. Now what?

Money.

Initial Budget
Below is an initial budget sheet. This allows you to estimate how much you need to raise to start your campaign. You'll come back to this page to fill in the blanks as you work through the rest of this chapter.

Checklist
_____ Filing fee
_____ Ballot access
_____ Voter data from Secretary of State
_____ Professional Headshot
_____ URL
_____ Web hosting
_____ Web design
_____ Yard sign design
_____ Initial run of yard signs
_____ Yard sign placement specialist
_____ Palm cards/door knocking lit, design
_____ Palm cards/door knocking lit, printing cost
_____ Policy sheets, printing
_____ Walking route software or app
_____ Office supplies
_____ Postage
_____ Press Kit

Initial Fundraising

You'll need to do some initial fundraising, ideally before you publicly launch your campaign. This is your campaign's seed money. You'll use it to fund all the activities we've talked about so far. This money will primarily come from three sources; you, your extended family, and close friends and business associates.

This is very straightforward. You have face to face conversations with those closest to you about why you wish to run and how you plan to win the seat. Then you ask if they can donate to your campaign and explain what the money is going for. People are more apt to donate if they believe you have a realistic plan and will spend the money on tangible line items. Highlighting budget line items also encourages people to fund that specific line item. A good friend may agree to purchase your first printing of yard signs. Or, a parent may want to donate for your palm literature to be professionally designed. Be open, transparent, and answer any questions.

Tip: The key to asking for donations: after you ask a person if they will donate to your campaign don't say another word until they say something back to you. Too many times candidates continue talking to fill the silence or because they are nervous and they talk themselves out of getting a donation. Ask, then remain respectfully silent until they answer you or ask you a question.

List out family, friends, and business associates whom you'll ask for donations to get your campaign started. Twenty is the absolute minimum number of people you should ask. The total estimated budget amount is your fundraising goal minimum.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____

Data Management System
You need a method for keeping track of prospective voters, donors, and volunteers. You want their contact information, how and when you interact, and the results of that interaction. It could be as simple as an excel spreadsheet loaded with voter information you purchase from the Secretary of State, all the way to a customized CRM, and lead generation software package.

At a minimum, you need to be able to sort voters from non-voters along with a way to record interactions. This will keep you organized and efficient. You can use this to sort voters from residents and turn supporters into volunteers and donors.

Name	Address	Phone	Likely Voter	Door Knock	Main Issue	Phone Call	Yard Sign	Donor	Vote 4 Me
John	22 Ash lane	555 555 5555	yes	4/22 home	Public Safety	6/13 Voice mail	no	no	yes
Jane	24 Ash Lane	666 666 6666	yes	4/22 home	taxes low		yes	$50	yes

When choosing a system, make sure it is one that is easy enough to use that you, your staff, and your key volunteers, do use it. A data management program no one uses is worthless.

Three Main Issues

It's time to decide which method you'll use to choose the issues for your campaign. This dictates the order of your next steps. Keep it to three issues. This is an important step as your entire campaign is centered upon these issues. .

There are two ways a candidate can approach choosing the top issues for campaign focus. They can either:
1. Select issues the *candidate* designates as important
2. Select issues the *voters* designate as important

If you wish on focus on issues you feel are most important, list them on the next page now. Then go ahead and completely create and print your marketing materials, announce your candidacy, and start your ground game.

However, I suggest you give strong consideration to method #2, selecting the issues the *voters* designate as important. You can raise a ton of money, have great marketing materials, and an excellent ground game - but if you don't address the issues voters care about, you won't win. Worse than that, they won't even pay attention to you.

Other political parties have the funds and built in infrastructure to do advanced polling to ascertain what issues voters care about. They host focus groups to test messaging and hire experts to design appealing marketing materials.

While Libertarians don't yet have that in place, we can get the same information using different tactics. You'll do it through door knocking a sample area of your campaign territory.

The steps for this method are to create some basic marketing materials, take a week to identify issues voters care about, and then come back and finish and refine your marketing materials. Then announce and launch your campaign. A delay of just 1 week is worth getting this crucial step right.

Below, write down the three issues your campaign will focus on. Then craft a clear, concise solution which is caring and positive.

Issue 1:

_____
_____

My Libertarian Solution:

_____
_____
_____

Issue 2:

_____
_____

My Libertarian Solution:

_____
_____
_____

Issue 3:

_____
_____

My Libertarian Solution:

_____
_____
_____

Crafting a Campaign Slogan

If you could pick only one thing you want voters to think of when they think of you, what would that be? That's your campaign slogan. It should play up a personality strength, give voters an idea of your philosophical approach to government, and/or sum up your solutions to major issues. It should be short and most importantly, memorable.

Campaign slogans Libertarians have used in the past are:
"Socially Accepting. Fiscally Responsible."
 "Smaller government is better government."
 "Less government, more freedom."
 "Not Left. Not Right. Libertarian."
"An Honest Candidate for Auditor"
"Get Involved!"

Come up with three possible slogans for your campaign

1. _____
2. _____
3. _____

Next, ask close friends, family, or associates to come up with possible slogans

1. _____
2. _____
3. _____

To select the one you'll use, ask people you don't know what they think of when they hear that slogan for the office you are running for. An easy way to do this is to have volunteers or staff persons stop people on a busy public sidewalk and simply ask them "Each of these phrases describe a candidate for X office. What's the first thing you think of when you hear XXX". Say each slogan in turn and wait for their feedback. Write it down next to each slogan.

This should only take 1 day if you can get at least 50 responses. More is better, but 50 will work. The one with the most favorable reaction from strangers is the one you should strongly consider choosing.

My Campaign Slogan Is:
_____

Creating a Basic Marketing Kit

The elements of a basic marketing kit include, at a minimum, a website, social media channels, generic palm literature, and yard signs.

<u>Website</u>

You can create a website for yourself for free on sites such as Wordpress, have a volunteer create a website for you, or hire it done. At the top end, both in price and functionality, are also sites such as Nationbuilder which combine a website, social media, and a database.

For now, you need a very basic website which can be easily changed and updated. Start with your name, office you're running for, a bio, your slogan, a few sentences on why you're running, and a donate button. Do not add any policy or issue statements yet. You'll add those sections to your website later. You can also connect your social media channels into your website so they automatically populate on your site. Focus on making your website visually appealing. More photos, less text is a good guideline.

<u>Social Media</u>

You'll also want, at a minimum, a Facebook page specific to your campaign. Again, keep this simple. A photo, preferably with your family or you speaking at a gathering, for the header. A professional headshot for your profile photo. Remember to activate the donate button.

Other social media can include a YouTube channel, Instagram, Twitter, and Reddit. These should be campaign accounts, not personal accounts (although you'll utilize your personal accounts to promote them). You can create secret Facebook groups or Slack channels as places to interact with your staff and volunteers.

Checklist

__ Custom URL _____ purchased
__ Website created with method to donate which complies with campaign finance reporting laws
__ FB candidate page created, with donate button

I will interact with staff using _____

I will interact with volunteers using _____

<u>Literature</u>
Palm literature (palm lit) or door knocking literature is a high priority.

Traditionally, palm lit is about the size of half a sheet of normal sheet of paper. It would have a photo or image on the front and policy positions on the back. It isn't a very flexible tool when done this way.

This lack of flexibility isn't a major drawback for parties or candidates who have deep pockets. They have tested the policy positions, campaign slogans, and even the photo used with focus groups, polling data, and experts in the profession of campaigning. They know (or have a good idea) before they spend a large portion of their budget, if what they are doing will be effective - at least for their base. They will have a series of printed campaign materials printed for distribution at different events, for mailing, and for direct voter contact.

Libertarians don't usually have that information before they print, nor can we afford to print a series of campaign materials. We may know what appeals to other Libertarians, but may not know what appeals to general voters.

We can design our palm lit that maximizes flexibility and effectiveness and minimizes cost.

You'll create a more generic palm lit and separate policy sheets.

The palm lit is full color, professionally designed, and professionally printed. You can print a high number to reduce costs. These stay the same throughout your campaign, can be handed out at various direct voter contact situations, and are low risk. The policy sheets will be created later.

The palm lit front should have a photo of you or a photo of you and your family. According to Carl L. Palmer and Rolfe D. Peterson, "Halo Effects and the Attractiveness Premium in Perceptions of Political Expertise," American Politics Research Vol. 44, No. 2 (2016), 18% of voters choose a candidate based on looks alone. Select a photo that is less posed, a bit more informal. Something which shows your personality, is attractive, and something voters can relate to. When choosing a photo, ask yourself if people will find you likable and trustworthy based on the photo. Include your name, office you're running for, and slogan on the front. You can also have things like your website or contact information.

On the back you can keep it simple. This is a good place to put testimonials, a general statement of your approach to government, or why you are running for office. Keep the amount of text low.

Or, you can put something on the back which encourages people to keep your lit rather than throw it away. A list of upcoming community events. A recipe. Something which adds value to

their lives and they can use. The goal is to get them to put it on their refrigerator and not in the garbage. You can be creative on this and still be taken seriously.

Tip: Check out the internal printing press of private colleges for their print costs. Often times it is the least expensive printing you can find. They have to maintain the printing department to service the school's needs, but they look for ways to keep the department busy during slow times. They aren't looking to make a profit, but to break even. Before calling for an estimate, know what size you want the finished piece to be, the quantity, and be able to describe the paper you want to use (such as 65 # or 80 # Cover).

Palm lit design fee _____

Palm lit printing estimates:
Company:

_____

Cost estimates:

_____
_____
_____

Company:

_____

Cost estimates:

_____
_____
_____

Company:

_____

Cost estimates:

_____
_____
_____

The debate rages if yard signs are effective for getting votes (Suggest removing, paragraph focus is not the debate, rather the usefulness). Yard signs are highly effective for reinforcing the decision to vote for you. Not only does it firmly commit the person whose yard hosts the sign, it solidifies to those in the neighborhood or those driving by that they aren't the only person voting for you. The more signs people see, the more apt they are to vote for you if their vote isn't committed already to another candidate.

Design for yard signs is often done for free by the sign printing company, but the design they offer is extremely bland. If you know a professional designer willing to volunteer to design signs for you, take them up on the offer. Your website, palm lit, and yard signs should all look very similar. The signs should be readable at long distances and shouldn't be the same color as your opponent. However, sign design is a very low priority area to spend money on.

To have your yard signs printed, contact several companies to check prices. You can also look at different sign materials. For example, the sign "bags" which slip on over the posts are far less expensive than corrugated signs. They are less durable, though, and can't be reused. You'll also want to look at different sizes of yard signs. A large 4ft by 4ft sign in a prime location is expensive, but if it's in a high traffic area, it may be worth 50 signs in a private yards.

Check the local regulations on signs before you order them. There may be limitations of sizes and placement.

Don't forget to order the stands that fit the signs you order.

Estimates for sign printing:
Company: _____
Sizes and cost: _____

_____
_____
_____

Estimates for sign printing:
Company: _____
Sizes and cost: _____

_____
_____
_____

Estimates for sign printing:
Company: _____
Sizes and cost: _____

_____
_____
_____

I'm having my yard signs designed by _____
        for a cost of _____

The laws regarding sign sizes and placement are: _____
_____
_____
_____
_____

Initial Door Knocking to Identify Issues

With a basic website up and palm lit in hand, you're now ready to do one week of initial door knocking. This will tell you what issues voters care about, what questions they have for you, and help you begin to craft your responses.

Select a small area you can door knock for a week, about 28 hours of door knocking total. You'll do this on weeknights between 4pm and 8pm, and weekends between 11am and 8pm. For a full explanation of the Dos and Don'ts of door knocking, plus how to select and target voters, please read the section on doorknocking in the Ground Game chapter.

Be sure to have pen and paper with you so you can record what their most important issue is, what questions they have, and what their response was to the different wording you used to answer those questions.

This information allows you a low cost way to tailor your campaign materials and messaging.

You'll use it to fill in your website. You can add a section on "issues" and "FAQs" with confidence. You'll also use the information gathered during phone banking. When you or your volunteers call, they'll know the issue most important to the voter and can use it during the call.

This information is used when you fill out questionnaires for newspapers. Many persuadable voters ignore the entire election cycle until they read the candidate questionnaires printed in their local newspaper to make their decision on who they will vote for in the election.

You'll use it to create Facebook posts and ads which have a higher probability of getting favorably noticed and shared.

But first, you need to create a door knocking script that allows you to gather that information. This script can be used in the initial knock to gather information as well as through your entire campaign. Remember, the goal of this initial door knocking is information gathering and message testing, not convincing and arguing. In fact, never argue with a voter at any time.

This door knocking script consists of:
-Introduction
-Handing over the lit
-Further info
-Ice breaker
Question, not only to gather information, but because if they talk you get their vote. If you are the only one talking, you won't get their vote.
Thank and ask for their vote

Here is an example of a script used for a nonpartisan city council race.

Script	Elements of script
Hello, I'm Cara Schulz and I'm running for Burnsville City Council. I'm a Libertarian [or say Liberty candidate if it requested to remain nonpartisan] which means I support personal liberties and economic liberties all the time. I won't pick and choose which rights I protect.	Introduction
	Hand lit to person
If you want to find out more about me, you can always go to my website or facebook page.	Further information. Point to web address and their eyes will follow and look at your literature.
On the back (and they usually flip it over and look) I put a recipe so my campaign literature isn't totally useless like most campaign literature is.	Icebreaker - a bit of a joke and putting us on the same side. We're both sharing amusement at 'worthless politicians' while still acknowledging I am one. Most people smiled and opened up. They uncrossed their arms, opened door wider, etc. You figure out your ice breaker.
Rather than assume I know what people are concerned about, I'd rather ask. What do you think is the most important issue facing Burnsville?	Question. When you ask a question, ask it and then stay silent. Look at them with a politely curious expression and have your pen poised to take notes.
Thank you so much for sharing that with me. I hope, after you find out more about me, that I can count on your vote on November 7th.	Thank and ask for vote

You shouldn't spend more than a few minutes at each door.

Tip: If you get the slightest warm feeling from the doorknock, ask them if you can put a yard sign in their yard. "You can of course say no, but I always ask, can I put one of my signs in your yard? It's such a valuable help and I'd sincerely appreciate it."

My initial door knocking script: _____
_____
_____
_____
_____
_____
_____

Top 5 Issues from Voters:
1. _____
2. _____
3. _____
4. _____
5. _____

Most commonly asked questions and my response:
Q: _____
A: _____
_____

Q: _____
A: _____
_____

Q: _____
A: _____
_____

Q: _____
A: _____
_____

Q: _____

A: _____

_____

Completing Your Marketing Kit
Now that you have the information from voters on what issues they feel are most important, and you were able to test out how you'll communicate libertarian solutions to those problems, you can complete your pre-launch marketing.

Policy Sheets
Policy sheets are companion pieces to your palm lit. They are approximately the same size, half a sheet of paper. They are black and white and can be printed off of any copier. You can refine them as you use them, printing smaller numbers at a time.

You'll want three to five policy sheets, one sheet for each issue voters identified as important. This is where you explain to voters what solution you propose for that particular issue.

These sheets are used primarily during door knocking. When talking with a resident, if they say they are most concerned about one of the three issues you have a policy sheet for, you can then hand them the sheet which addresses their specific concern.

Website and Social Media
You can now fill out the "Issues" section of your website, an FAQ section, and can plan your Facebook ads based on information gathered and tested during door knocking.

Press Kit

A press kit is a collection of written materials designed to introduce a candidate to the media. Often these materials are contained in an attractive folder and accompanied by a cover letter.

The goal of a press kit is threefold:
1. Highlight the issues you can address.
2. Establish your authority by demonstrating the depth of your experience, or explaining why you are especially qualified — by experience, education, or abilities — to speak authoritatively on the highlighted issues.
3. Show how to contact your staff by providing contact information and clarifying exactly what each person is available for, such as giving direct interviews, providing supporting information for articles, or contributing as a writer to an article.

A Press Kit may contain:

__ The Press Release announcing the campaign
__ A Brief Letter
__ A Brochure/ Rack card
__ A Fact Sheet/ Platform positions
__ A Bio
__ A Quote Sheet and FAQ
__ Hi-Res Images on a Flash Drive
__ A list of suggested questions for you
__ A list of publications and speaking appearances
__ A calendar of future events
__ Testimonials and endorsements

CHAPTER 4: LAUNCH EVENT

Your launch event can be a party where you celebrate with, and motivate, your family and supporters. Or, it can be more of a Press Conference where you announce to the press, and your opponents, that you are running for office. Either way, the announcement is the public start of your campaign.

A successful launch event is one where the venue is packed. A packed room has more energy and appears successful. Choose a venue you know you can fill. Invite family, friends, volunteers, local press. Personally follow up with them, either by phone or face to face, to encourage them to attend and explain why it's important.

Arrange for supporters to post about the launch on social media. Friends who can't attend can be ready to share these posts and photos to make a bigger splash. Come up with a hashtag and make sure everyone knows to use it.

Make sure you have a professional photographer at the event to take photos you can use for your campaign. Photos of you speaking. Photos of the crowd cheering. Think carefully about the background behind you when you announce your candidacy. If you have a budget for a banner, have it draped behind you. If not, have volunteers around you holding up yard signs. These are the photos you'll want for your marketing efforts. You can also livestream the event.

Speaking of speaking, be brief, upbeat and rally the troops. Do not give a policy speech, this is all about motivation and emotion. You want a pumped up crowd, ready to volunteer for you.

Have your staff and volunteers ready to sign people up to volunteer or donate to your campaign. If you printed buttons, bumper stickers, t-shirts, and yard signs - hand them out. Your core volunteers and staff should already be wearing them.

If you want Press to be there, you need to invite them and explain why they should cover your event. Your event also needs to be at a time and location convenient for press. It also doesn't hurt to have free food and free parking at your event. Weekday mornings are great for Press, but usually not so great for working volunteers. Weekends are great for your volunteers, not so great for Press coverage.

Tip: Press is usually sent a Press Release and a Press Kit announcing the run for office and inviting them to cover the launch event. Certainly you should do that, but sending an actual written invitation to your event may get their attention and increase the odds for press coverage.

Checklist
__ Venue reserved
__ A/V arranged
__ Photographer selected
__ Food
__ Press Kits sent
__ Supporters invited
__ Press invited
__ Buttons, yard signs, t-shirts ready
__ Sign up sheets for volunteers
__ Method for accepting donations

Family and Supporters to invite to the launch party   Attending?

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Appearance Tips for Being on Camera or Photographed

We can pretend appearance doesn't count, but it does. Voters are more likely to vote for more attractive, healthy looking candidates. You don't need to win a beauty contest to win votes, but you can maximize your appeal to voters by being dressed in a clean, neat, and professional manner. This doesn't always mean a suit or a dress.

Dressing for photography or videography needs additional considerations as cameras see, and display, visuals differently than the human eye.

The colors near your face can help you look full of vitality or they can make you look ill. Generally speaking, jewel tones look great on video and in photographs. Even if you don't normally wear jewel tones, at least wear a tie or scarf or something around your face that is a deep ruby red, an emerald green, or a sapphire blue. Cameras generally don't like yellows or colors with a strong yellow undertone.

Stay away from pastels. They will look too bright and will wash you out. Likewise, don't wear black. Wearing black will highlight dark circles under your eyes and you'll look tired. Very dark shades of clothing can also make you appear older on camera.

Keep your fabric choices simple and streamlined. Solid colors in a matte fabric and avoid patterns. Cameras have a difficult time with patterns and can create a moire effect. This is extremely distracting and can even make viewers feel ill.

Be mindful of the color of the backdrop for your photographs or videotapes. You want your clothing to contrast, but not clash, with the background color. If you are able to choose your background color, choose a muted gray or mid-tone blue. You can also choose white, if the background is brightly lit and you are softly lit.

CHAPTER 5: GROUND GAME

Being a grassroots organization, the Libertarian Party utilizes direct voter contact to engage with voters. Methods used (in order of effectiveness) include doorknocking, phone banking, lit dropping, earned media (news articles), and advertising (which includes social media and direct mail)."

Each way of contacting voters has its strengths and weaknesses. Direct Mail is one of the least time intensive. You can mail every voter a postcard with minimal effort. It is, however, extremely expensive. Doorknocking is both the most effective and least expensive way to contact voters. However, it's also very time intensive and the hardest to recruit volunteers to perform.

For every single method of voter contact, you need to first identify your target - likely voters.

You can purchase data on voters through private companies or you can purchase it from the Secretary of State's office. This data can include information pertaining to voter name, address, age, vote participation, and party affiliation. Available information may vary by state.

Use that data to narrow down the number of people you target.

For example, your campaign area may have 100,000 people, but only 40,000 vote in any given election.

If you need to win a primary battle to narrow the field of all candidates, regardless of party affiliation, down to a smaller number, focus ONLY on people who have voted in past primary elections until you make it past the primary (Wordy, suggest rewrite). This could reduce the number down to 6000 people. Once you advance past the primary, you focus on likely voters minus the primary voters you already contacted. This could be 34,000.

Or you could further reduce the number to likely voters for your election year. If you are running in a Presidential election year, 40,000 is your total likely voter number. But if you're running in an even numbered non-presidential year, that total number may be closer to 25,000 likely voters. If it is an odd number year, the total votes cast in an area of 100,000 voters may only be 10,000."

Yet the number of likely voters don't equal number of likely voting household - an important number for doorknocking and phone banking. For calculating man-hours needed for direct voter contact channels, you want to estimate the number of likely voting households. That number can be estimated as half the number of likely voters.

The total number of voters in my campaign area is _____

The number of likely voters for my election year is _____

Divided by half, the number of likely voting households for the primary is _____

Doorknocking

Much of the basics of doorknocking, including a script, was already covered in the section on Initial Doorknocking. The procedure and script are the same, although now you can incorporate the Policy Sheets you created. Also, you can have volunteers assist you.

The goal of doorknocking is to introduce yourself and create a favorable impression.   The number one rule of doorknocking is don't ever argue at the door. Not only won't you change a person's mind, you are wasting valuable time. Be respectful, polite, and casually professional. Don't walk on their grass and be friendly to their pets. You also don't want to stay more than a few minutes at any door. There are supporters of your opponent who will purposefully try to engage you in long conversations to prevent you from knocking on more doors.

When you work with volunteers, be sure to train them on how you wish them to approach voters and have them wear a campaign t-shirt or button. For larger campaigns you can have teams of doorknockers go through neighborhoods as long as some of them are experienced and trusted volunteers. For smaller campaigns, go out with your volunteer and have the volunteer do the even side of the street while you do the odd numbered houses. If a voter wishes to talk with you, your volunteer can wave you over.

What you need to set up doorknocking:

__ List of voters to be called
__ Script that volunteers need to follow when talking to voters
__ Recruit a list of volunteers who can doorknock for you
__ Training for your volunteers
__ Way to create walking lists
__ Way to record results

To maximize efficiency, only knock on the doors of people likely to vote in your election. You've identified them and know the number.

You also need a way to sort them into a walking list. A walking list is a list of likely voters, organized in such a way that a person can walk from house to house.

There are programs and services which can do this for you. They are generally pre-loaded with voter lists and can have multiple users on smart phone apps. Notes on each door knocked can be uploaded, such as if the person says they are voting for you or if they want a yard sign. As of the beginning of 2017, these programs can run from $1500 to tens of thousands.

For smaller campaigns, or campaigns with leaner budgets, there is another option. When you get a list of voter addresses from your Secretary of State, it's often in alphabetical order by street address. Which means if you try to doorknock that way, you'll spend most of your time driving across town as Ash Street and Ashland Street are probably no where near each other.

WorkWave Route Manager is a monthly subscription software that takes excel spreadsheet lists of names and addresses and organizes them in an efficient driving route. It was created for small delivery businesses but works well as a low cost option for political campaigns. You'll need to play around with what information you want to keep on your list and print out your walking list. The downside is it can be a bit finicky and time consuming to prep the excel sheets in the proper format and there isn't a mobile app. You make your route list, print it out, and make notes on paper. As of the beginning of 2017, it was $40 a month.

WorkWave - https://www.workwave.com/route-manager
Polis - http://www.polisapp.com
Ecanvasser - https://www.ecanvasser.com
Trail Blazer - https://www.trailblz.com

I will organize my walking list using _____
It will cost me _____

Doorknock when people are most likely to be home. This is weeknights from 4PM to 8PM and weekends from 10AM to 8PM. This is a very narrow window of time which will increase the number of volunteers you need.

For example, if you have 10,000 households to knock and three months to knock them, you have 400 man-hours of work (10,000 houses divided by 25 doors an hour), but only 480 number of door knocking hours available (40 hours a week of available doorknocking time x 12 weeks). This may seem like you could do all the doorknocking yourself, but that isn't accurate.

As a candidate, you'll have other demands on your time. Debates, volunteer training, events, fundraising, phone banking. You could get sick. The weather may make it impossible to knock for many days or may slow you down. The houses in areas may be further apart and you may only be able to do 20 or even 10 homes an hour.

A better estimate for the time needed to knock is to add 50% more man hours onto your estimate. In our example, that would mean you have 600 man-hours of knocking to accomplish in 480 possible hours. You'll need volunteers to fill in for a minimum of 120 man-hours. Much more if your demands as a candidate drastically reduce the time you can personally doorknock.

The number of households I need to knock is _____
The number of households divided by 25, plus an additional 50% is _____
The number of prime time hours available is _____
The number of doorknocking man-hours I can cover is _____
The remaining man-hours not covered is _____ (which will need volunteers to cover)

What should you do if you can't get enough volunteers to help you completely knock your campaign area? I strongly suggest you hire paid canvassers. You can hire professional canvassers at a higher price, or put in an ad on craigslist for help. Either way, you'll need to have a way to supervise the paid canvassers to ensure they are knocking the doors and doing so in the way you wish.

If, when you are knocking, there is no answer at the door, you'll need to decide if you mark that door to be knocked again at a later time, in the hopes you can catch the homeowner at home, or if you leave your palm lit in the door and move on. You can count on 20% of residents being home when you doorknock.

__I have time to doorknock the 80% of homes where there was no answer a second time
                I estimate the additional number of man-hours to do a second round of doorknocking to be _____ hrs
__I will not have time to do a second round of doorknocking, so I'll leave my lit at the door when residents are not home

For those homeowners who are home, you'll want to record their most important issue and leave them a policy sheet, if the sheet covers their issue. Write this information down next to their name on your walking sheet.

Each night when you get home from doorknocking, write a handwritten thank you note for each person you spoke with. This takes an hour to two hours each evening, but it makes an incredible impact and you can bet the competition isn't doing this. It shows appreciation and respect for the time they spent speaking with you. They could have decided to not answer the door or slam the door in your face.

"Ms. Doe,
Thank you so much for taking the time to speak with me tonight about [insert concern they shared here]. You're not alone in this concern! I hope I can count on your vote on November 7th.
Your signature, neatly enough to easily be read
Position you're running for"

This is time consuming and can get expensive in postage. Think of this as very targeted, highly effective direct mail. The key is that it has to be handwritten, both the note and the envelope. Handwritten cards get opened.

Tip: Having pets like you can get you votes. If you like pets and are comfortable around them, have some catnip in your pocket and have a small amount of bacon grease in a napkin in another pocket. This will have homeowners' pets loving all over you. Many people consider their pet a good judge of character and if the pet likes you, they'll vote for you.

Phone Banking

Phone banking is when volunteers call through lists of voters and talk to them about the campaign. Campaigns use phone banking for getting out the vote (GOTV), recruiting volunteers, raising funds for the campaign, to gauge support, or persuade voters to consider their candidate.

Phone banking is great for reaching voters in geographically sparse areas where doorknocking would be too time intensive. Another good use for phone banking is to call voters who weren't home when you went doorknocking.

It can be done by volunteers who don't live in your area, but would like to help. Or, it can be done by groups of volunteers who get together at a campaign office and make hundreds of calls during a phone banking party.

Call voters when they are most likely to answer. These hours are the same as premium time for doorknocking - weekday evenings and weekend daytime hours. If the data you have has date of birth information, you can segment older voters out and call them during weekday daytime hours.

Candidates can set up very simple phone banks where volunteers call from excel spreadsheets. Each volunteer dials a number from their list, waits for an answer, then talks with them. They record the results from the call on the spreadsheet. This is the least expensive way to phone bank and works well for smaller, local campaigns.

For larger campaigns, spending the money on a software phone banking system may make sense. Volunteers log into the system through their computers and make calls through their browser. Or, they use cell phones that are rented which are paired with a tablet. The system auto dials numbers and only goes live for a volunteer when someone answers. Notes from the call are easier to enter. Phone banking tools can save time by calling the number for you, skipping bad numbers, answering machines, and busy numbers. They also tie into most CRM programs.

What you need to set up a phone bank:
__ List of voters to be called
__ Script that volunteers need to follow when talking to voters
__ Recruit a list of volunteers who can phone bank for you
__ Training for your volunteers
__ Way to record results
__ Software (optional)

You may be able to buy lists of voters' phone numbers or it may be included in the data you purchased from the Secretary of State. Or, if it's a smaller, local race, you can kick it *really* old school and use the phone book.

Scripts should be very short and have a goal. Why are you calling? What do you hope to accomplish? The Feldman Foundation has a variety of calling sc/nm ripts you can adapt for your goal. While you want volunteers to follow the script, a bit of improvisation can be very powerful. If a voter seems open to it, a volunteer can share a personal story about what's at take for them or why they support you.

To get volunteers you have to first let people know you need them and give an estimated number of hours phone banking will take. If people know you just need them for a few hours on X date and you'll train them and walk them through making calls, they are more apt to volunteer.

Volunteer need to understand the scripts, feel comfortable making calls, and take down notes after each call. It's easiest to train new phone banking volunteers in a group. Walk through how to make a call, common questions voters may have, and role play a few calls with volunteers first. Be available while volunteers make a few calls and then ask the group if they have any additional questions. After that, let them start making calls in earnest.

If a voter says they plan to vote for you, be sure to record that so you can call them a day or two before the election to remind them to vote. GOTV calls should be reminders to vote, along with where their polling place is.

To calculate the number of man-hours needed for phone banking, divide the total number of calls needed by the number of calls per hour:
Each volunteer can make an average of 22 calls per hour.
Number of total voters to call   _____
Number of total man-hours needed for phone banking _____

Tips:
Never get into an argument. If a call starts going south, end the call by thanking them for their time and hang up.

Never, ever bad mouth the opposition. Tell volunteers to keep the call positive, upbeat, and focused on you.

Physically smile when making calls. Smiling affects how we speak, we sound happy. And when we sound happy, people are more willing to engage with us.

My phone script for voters who weren't home when I knocked (introductory call script)

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GOTV phone script

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Lit Drops

Lit drops are when you place your campaign literature at a home without knocking on the door. Sticking it in the door is the method most likely for it to get read. But, it's almost as time consuming as door knocking. You can do about 30 doors an hour. Walking along the road and placing it on the flag of their mailbox or in the newspaper slot is quicker. You can do 30 to 35 homes per hour. Driving on the wrong side of the road is the quickest, but isn't legal in most locations.

The good thing about lit dropping is it is best to do it during times when the streets aren't busy, late at night or early in the morning, when most people are home or are sleeping.

Number of homes to lit drop _____
Man hours needed to lit drop _____

Tip: If a homeowner has a sign at the door which says "No Salesmen" or something similar, you can still knock. If it is more specific, saying not to leave things at their door or no political doorknocks, respect the homeowner's wishes.

CHAPTER 6: MEDIA

Just because you are a candidate, doesn't mean the press owes you coverage. There's a reason news articles are called earned media, you need to earn coverage by doing something newsworthy.

Meeting with concerned citizens about a critical or hot topic could grant you coverage. Earning a prized endorsement is another event that could be newsworthy. But coverage isn't guaranteed, especially when the press may be convinced you don't have a chance of getting elected.

Reach out to reporters before you announce your candidacy and start cultivating a relationship with them. Offer them information or ideas that help them do their job easier. Share with them your plan for getting elected. Don't give away any secrets, but demonstrate to them you are a serious candidate with a shot at getting elected.

Make their job easier by sending them press releases that are more like articles mostly written for them. Anything that saves them time increases your chance of coverage. Being available any time they call or email does the same. Reporters have very little time to turn around articles. If it's a pain or there is any roadblock, they'll ditch it in favor of something quicker.

Don't forget to contact writers and reporters in niche media. While your large metro paper may ditch covering you, an industry magazine may give you a lengthy interview to discuss your position on a regulation that impacts their industry.

One bit of coverage almost every candidate can count on are candidate surveys. These are questions newspapers, tv stations, and radio stations send out to candidates, often with a word limit. Candidates fill them out and they may be printed or put onto the news organization's website. There are voters who tune out of the entire election, but make their voting decision based on the candidate surveys.

Press Contacts

Station or Paper	Reporter	Title	Contact Info

<u>Press Release</u>
 by Andy Craig
Writing Press Releases That Don't Get Ignored

So we've probably all been there. You've labored over a press release, sent it out to your media list, and get... nothing. No bites from the press; no responses requesting an interview. Nobody picks it up. You get ignored. It can be frustrating, but there are a few tips that can help increase your odds.

- What's your hook? "Libertarian candidate says predictably libertarian thing" is boring and not newsworthy. Do you have a unique or novel take on an issue? Are you announcing that you're actually doing something, rather than just providing a quote? If you are just providing a quote, do you have any interesting and previously-unreported facts to highlight? Are you drawing a contrast with one of your opponents that people will care about?

- In particular, reporters love "strange bedfellows" stories, so if you can say something about how you agree with some group that's generally at odds with Libertarians, that will often do well. (An example I've seen: Libertarians teaming up with environmentalists in defense of people being allowed to use rooftop solar panels.)

- Your candidate should be making campaign stops on a tour of the state/district. When they do, be sure and send a press release for it to the *local*, not just statewide, papers and TV/radio stations. I have never seen a small-town local paper that didn't run a "candidate stops to campaign in our town" story.

- Journalists are often, to put it bluntly, lazy. Do their job for them well enough, and they'll let you. That means writing press releases that are in journalistic style and ready to be copy-pasted into a story. Keep your sentences short. Keep your paragraphs short. Follow the AP style guide. Cut to the chase. Keep the word count under 500, max. Remember this is not the medium for a philosophical treatise.

- Do the people you're sending it to have any reason to know who you are, or to think you're not just some gadfly? Have you reached out to them directly? Inquired about possible interviews? A simple phone call or even just walking in to hand-deliver your first release, can make an impression that goes a long way to dispel the "random crank" problem. Related: is your media contacts list up to date and complete? If you're getting a lot of bouncebacks, it probably isn't.

- In your state there is probably an inside-baseball journal for politicos that will repost any such press release sent to it. (For example, WisPolitics is that outlet in WI). Make sure they're getting your releases, because the state's political reporters will often read it there but ignore it in their inboxes.

- Are you responding to a particular story, or something your opponent said that was covered? If so, a letter to the editor of that publication has a much better chance of being published than a press release.

- Put a good headline on it, and use it as the subject line of the emails you send out. If you were scrolling through Facebook and saw your headline, would you click on it? (And not just because it has your candidate's name or the word Libertarian in it, obviously). Often a good way to make it sound more interesting is to follow the Jeopardy Rule: phrase your answer it in the form of a question. "Candidate Smith Asks: Is [policy] Good For [state]?" Alternately, put a good action verb in there. "Candidate Smith Defends [state] Families From [agency] Overreach."

None of these are guaranteed, of course. I've help write and send out several hundred press releases for various Libertarian candidates, my own campaigns, my state party, etc.; and if I'm lucky I'll get a bite on maybe 1 in 3. But once a single release gets picked up for a candidate or other effort, that often breaks the ice and more will follow.

The most important thing, is to just put yourself in the shoes of your intended target audience. You might think your Libertarian opinion about an issue is very important in and of itself, but if it's not interesting and you appear to be a marginal paper candidate, nobody will care.

If your press release gets ignored, it's not because there's a hostile media conspiracy to black-out coverage of Libertarians. I see a lot of Libertarians fuming about that, and it's a really unproductive attitude. A press release gets ignored for one reason: because the reporters you sent it to didn't see anything newsworthy in it.

A press release is an official announcement issued to the news media.The heading should contain action verbs, the first paragraph should answer the; who, what, why and where. The press release should contain understandable language and a quote.

Most press releases are one page long. Here is a sample Press Release announcing a candidate running for mayor.

Name of Point of Contact
Title
Phone
Email

For Immediate Release

JOE LIBERTARIAN ANNOUNCES CANDIDACY FOR MAYOR OF LIBERTY
Pledges to bring fiscal responsibility combined with caring, peaceful solutions to city

Liberty, State – Wednesday, November 15, 2017 – Joe Libertarian of Liberty, CEO of Live Free Enterprises, former Liberty City Councilor, declared his candidacy for Mayor of Liberty today. Mr. Liberty turned in 200 signatures on candidacy petitions for Mayor at City Hall on Wednesday morning. If there is an event where candidacy is being announced, place that info here.

QUOTE FROM CANDIDATE GOES HERE ABOUT HAPPY TO RUN

QUOTE FROM PROMINENT SUPPORTER OR ENDORSEMENT HERE

QUOTE ABOUT 1ST POLICY ISSUE SOLUTION HERE

QUOTE ABOUT 2ND POLICY ISSUE SOLUTION HERE

QUOTE ABOUT HOW YOU WILL BE A CHANGE HERE

Last paragraph - short bio of candidate.

For more information on Mr. Liberty, please visit [insert website here].

Here is how the Press Release is broken down.

At the very top is the contact information for either the candidate, in a smaller race, or a spokesperson, in a larger race.

Under that you'll either note it is for immediate release, meaning reporters can publish the information immediately, or it will have an embargo date, meaning the information must not be published until the date listed.

Next is the headline. Keep this very short, but interesting. Reporters and assignment editors get dozens of press releases every day and will decide if they will cover your event on the headline alone.

The first paragraph is the who, what, why, where, and how of the press release. Keep this to just the facts.

The next sections should be quotes reporters can use if they decide to write an article. The more exciting the quotes you can provide, the stronger the chances the reporter will write an article and include the quotes.

The last paragraph should be any important background information. Such as a short bio of the candidate or past runs for office. This is followed by a link to your campaign website.

Press releases are sent out when candidates announce, when they host an event, when they receive an endorsement, or when they have a statement about an issue.

Press releases should always be published on your website and sent out to reporters.

Tip: When sending out your press release, try sending it out at an odd time. Most press releases go out on the hour, usually at 8am, 11PM, 3Pm, and 5PM. Try sending yours out at 10:22AM or 1:47PM.

CHAPTER 7: CONTINUED FUNDRAISING

Running a successful campaign can be expensive. Serious campaigns, where the objective is to win political office, cannot function with money. Period.

Some Libertarian candidates avoid fundraising because they feel raising money for political campaigns is dirty or too uncomfortable. Yet presenting an idea and asking people if they voluntarily want to pitch in to make it happen is perfectly in line with libertarian philosophy. You are giving others an opportunity to join you and spread the message of liberty together.

For those candidates who are merely uncomfortable asking for campaign donations? If you want to be a candidate learn to be humble from day one. You are going to spend the next year (or two) asking every person you meet for something. Asking for their attention, their time, their vote, their connections, their skills, or their money.

Everyone involved in the campaign should make fundraising a priority. Every staff person and every core volunteer should have a plan created for how they will assist in raising funds. Your Volunteer Director should schedule people to stuff fundraising mailings. Your Campaign Manager should plan fundraising events and work on an overall funding plan.

Yet it is the candidate who does most of the personal fundraising. It is your connections and face to face conversations which bring in the majority of donations. When you are a Libertarian, almost no one will just pop on your website and send you a check. Over 70% of your donations come because you, one of your staff, or a core volunteer has a conversation with someone and asks them to donate.

Not only do you need to directly ask someone to donate, you need to ask people to donate a specific amount. Aim higher than you initially think to ask. If you think someone can donate $50, ask them for $75. If they can't do that, they'll may come down to $60.

So, who should you ask? Just as when you were raising your campaign's seed money, ask those closest to you. They know you and believe in you.

The next group to ask are people who share the same interest in issues as you. This could be fellow Libertarians, or maybe it's a religious group, or a guerrilla gardening club, or a 2A Rights group. Also, look for any groups that detest your opponents. Bitter money is still green. Ask people who have donated to past campaigns, yours or other liberty candidates. Draw up a list of businesses that feel the pain of over regulation and have a chat about the Libertarian view of regulations.

If you look to be a viable candidate you may start to have people approaching you, wanting to donate. These are people who like to be associated with the winning side. Have care with these donations that there are no strings attached.

Other than you, your staff, and your volunteers, who should solicit funds on your behalf? Your family should ask people they know and your friends should be asking their friends.

Other than direct, face to face asks, how can you raise money?

One method is through email. Rather than come up with professional (and time consuming to create) newsletters and direct mail pieces, send out a very short text only email. Make it personal, ask for an odd amount, and tie that amount to a specific way they campaign is helped. Say something like "Hey Jane, did you see this endorsement I received last week? We're gaining ground, but I need your help to keep the momentum going. Could you donate $68.20 to my campaign so we can print more yard signs? Your donation will get my sign out into 20 more yards." Also, have a link or method to instantly donate. Include the snail mail address for checks.

Events may be a way to raise or lose money. If you can get the venue, food, beverage, and entertainment for a very low cost, go ahead and host the event. Consider having levels for the event. It may be a $100 suggested donation to attend the dinner, but have other options. Perhaps a $100 VIP reception before the event and a $50 dessert reception after. This would work particularly well if you have some type of 'draw' at the event, like a well known or well respected person stumping for you.

Money Bombs should also be employed. Especially if you can tie them to some type of event or date. Money Bombs are a grassroots fundraising effort over a very brief fixed time period, usually a day or to. They are primarily spread online. Be sure to have your volunteers, friends, family, and fellow Libertarians ready for the Money Bomb ahead of time so it can start with a big splash to gain momentum. They are even more effective if a larger donor agrees to match donations.

APPENDIX

Candidate Resources
Examples

Candidate Training

Libertarian Leadership Academy
Libertarian Leadership Academy's missions focus is teaching effective campaign strategy to political candidates, support staff, and activists. Hours of exclusive content and weekly webinars help up-and-coming Libertarians tackle the biggest issues we face and how to overcome these issues. This is a subscription based service.

Candidates may want to check into training offered Wellstone Action, Leadership Institute, and Grassroots Leadership Academy. Although these training courses are not libertarian in philosophy, they do have value in presenting the mechanics and tactics of campaigning.

There are also groups who assist specific subsets of candidates.
Gay & Lesbian Victory Institute works with the LGBT candidates.
Higher Heights for America assists black female candidates.
New American Leaders Project works with new immigrant candidates.
VoteRunLead works with women candidates of all political stripes.
IGNITE focuses on women in high school and college who wish to run for office.

Open Source Liberty
A group that connects volunteers to candidates. They can help with campaign staff, website development, PR, training, professional photography. Fill out a 1 minute survey to join their closed Facebook group to access assistance or be able to ask questions.

WomenWinning PAC
WomenWinning is a multi-partisan, pro-choice women's organization with both a State and Federal Political Action Committee (PAC) in the state of Minnesota. They work to elect pro-choice women candidates at every level of office, from Park Board to President of the United States. They provide training, networking, volunteers, mentors, and campaign funds.

Liberty America PAC
A PAC devoted to assisting liberty candidates. They can help with funds, low cost printing options, and leadership assistance.

Basic Budget Excel Sheet
http://lp.org/CampaignBudget

County-by-county maps of previous elections
http://ourcampaigns.com

Vendors
(pricing as of November 2018)
Data Zapp
This company takes voter registration files and searches their records to match them to email, phone, or cell phone addresses. Cost is .03 per email match.

Stratics Networks
This company deos direct to voicemail recorded messages on cell phones. Since there is no ring, this isn't a robo call and may be allowed under your state's law. About 10 to 15% of people call back without checking their vm message first so you get to talk with them. You can set the number which shows up on their caller ID for them to return the call. Cost is .06 per vm.

This resource page will be updated as candidates report back what reliable sources they find and detail their experience with them.

Example of Palm Lit
Note size of literature, optimistic background, jewel tone colors in clothing, and relaxed family pose. Voters would find Moore positive, energetic, responsible, and relatable. Clean graphic with name, slogan, and office sought. Gold branding band for Libertarian Party.
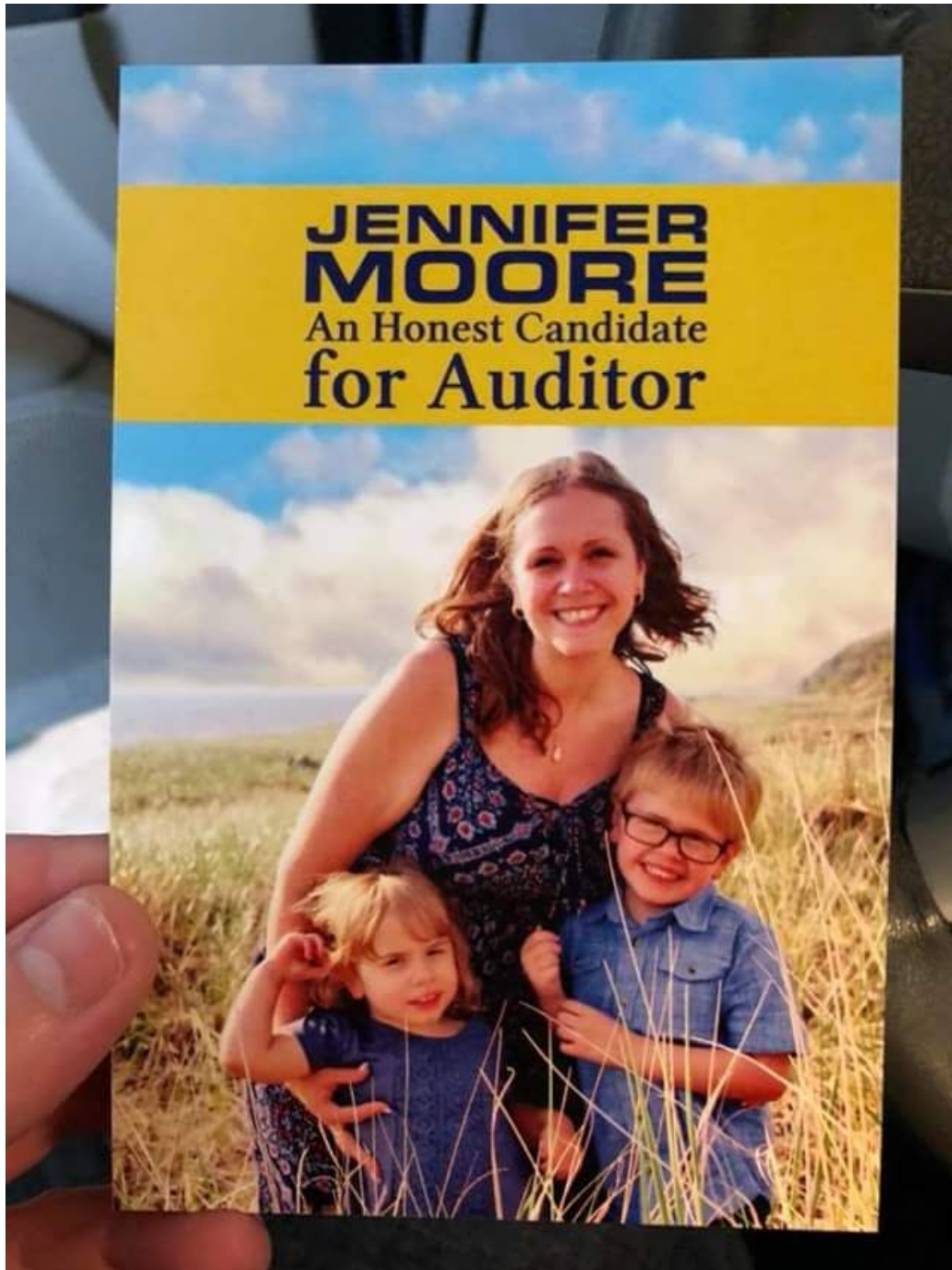
Home Video Studios
[The Soapbox Station](#) (a DIY home studio for shooting videos)

From tne website: "The Soapbox Station Lite is entirely USB-based. It features a 4K Logitech USB camera, a USB-powered LED light, and a USB microphone. The cost of materials is somewhere between $400–450, so it should be well within the budget of most businesses.

At around $1,250, the Soapbox Station Pro is more than twice that price, but my gosh does the image quality look great. It features a Sony a6000 mirrorless camera, a shotgun microphone, and a bi-color dimmable LED light. Using a camera of this quality produces a clean, beautiful image with shallow depth of field."

Or you can do what candidate Craig Bowden did, order yours from Amazon:

"Content is everything in a campaign. You and your team need to invest in getting a good set up to create quality, engaging content for voters.

We often can wipe the floor on policy with the major parties, but you need to draw them in first.

My recommendation is to get a set up with lighting, screens, and a decent camera. Take an hour or two a week and answer questions from a team member. Get them filmed, with 1-2 minute answers.

Tell stories, suggest ideas, be relatable. This will draw people in to your effort.

Our set up on the [green screen and lighting](#) was only $99 on Amazon."

Establish SMS and Mobile Programs
SMS is one of the most effective ways to connect and mobilize people, whether it's volunteers for canvassing or voters on election day. The key to building a mobile list is starting early, which means launch day. Tell people to sign up for updates in your announcement speech and at events there after. When you speak in front of a podium have a sign with your logo, website and phone number for SMS updates.

When GOTV rolls around you'll be grateful you invested in building out a strong mobile program.

Below is an example of Donald Trump's podium signs containing his SMS number.