



APC NEWS

Newsletter of the Libertarian Party's Affiliate Parties Committee

Volume 3, Number 10

October 1992

Special
Campaign
Edition

51 in '92 is Virtually Assured

As of September 17th, we have passed our last hurdle with a successful court case in Alaska, which means 51 in '92 is here!

The Affiliate Parties Committee would like to apologize for the hiatus of GPC News for the past few months. Committee members have been consumed with the herculean task of obtaining 50 state ballot status for the L.P. But the time was well spent.

We are now officially certified in 49 states plus DC and Guam. Alaska due to the court case is the remaining state and will probably be certified by the time you read this.

New Editor

The Affiliate Party Committee would like to welcome its newest member, Allan Wallace, as Editor of the **APC News**. ☺

The **Affiliate Campaign Committee** is looking for campaign management software that can be distributed to our candidates. If you have designed such a package, know of a shareware package or one in the public domain, please contact ACC chair Ron Crickenberger. ☺

Marrou/Lord ads on TV!

Marrou/Lord TV ads are now running nationally on CNN and on network stations in selected markets. If you would like to see more ads run in your area, and have the capability of raising money locally, call Bruce Baechler, or Stuart Reges, at MLC headquarters immediately.

You must purchase airtime for MLC ads through the campaign, and meet some other stupid bureaucratic rules to meet FEC requirements, and avoid fines. ☺

Marrou/Lord Campaign Adds New 800 Number

1-800-272-1776

Our old toll free line has been receiving record inquiries. The average has been more than 200 per day and topped 7000 in July. We expect to greatly exceed these numbers in the remaining weeks of the campaign.

We have received a number of complaints about the timeliness of responses to these inquiries. The company with which we contracted to handle these inquiries and responses simply was not up to the task of dealing with so many calls to our line.

The new line is administered by a company who is better able to meet the needs of our growing party. Inquiry packets are now being sent out *the same day* received.

The old line will still be administered by the old contractor through most of October, as per our contract. But at that time, the old line will also be handled by the new contractor and both lines will be used to track responses from different efforts: Old - printed and mailed communications. New - broadcast communications; ads, interviews, talk shows, etc. ☺

Special Feature Inside:

Winning Elections on the "7 Seas?"

Election Return Network

LP National Secretary Joe Dehn will be organizing a nationwide network to report election night return coverage for all our candidates. We cannot depend on either the media or election officials to accurately count and report our totals.

Each state should at the least have someone in their Secretary of State's office on election night, and as many people in county elections offices as possible.

All activist interested in insuring proper and prompt totals for our candidates, please contact Joe.

Q: What kind of an animal is a demopublican?

A: A jackass with a trunk to carry away your money.

LP Activist Directory Update

State Chairs: Joe Dehn is also updating state listings for the LP Activist directory. Please make sure Joe has a current list of your party's officers and committee chairs. ☺

AFFILIATE CAMPAIGN COMMITTEE CANDIDATE FUNDING

The relative degrees of organization between candidates too often runs as follows:

➤The Democrat will know who the regular voters are, if and how they split their vote, who's going to vote for them for sure, and will have a means to carry their supporters to the polls if necessary.

➤The Republican will know which voters in the district voted Republican in the last presidential race.

➤The Libertarian will know the election is November 3rd, and that he is going to win because his opponents are satanic demons and because he has the strength of thousands because his heart is philosophically pure.

Uh-uh. You win elections by out-working, out-spending, and out-thinking the competition.

By now most of you will have received the LNC's latest fund raising letter, with candidate funding as the theme. Candidates who wish to apply for funding should be aware of the following details and elaborations of the criteria set forth in the letter, and be able to answer all the following questions. In fact, all serious campaigns should gather this information:

ABOUT YOU

- Your Name
- Your Occupation
- Years in district
- Organizational memberships
- Previous campaigns for office
- Have you held any appointed or elected positions in the past?
- Your campaign manager _____ Phone number _____

ABOUT THE RACE

- 2-way ___ 3-way ___ other ___
- Office sought _____
- # of voters in district _____
- Your estimate of the # of votes needed to win, & how computed?
- How many candidates are elected in this race? _____
- How many doors have you knocked on? _____
- What voter demographics are available from your elections department?
- Opponents name(s) and party _____
- Is there an incumbent? _____ # of terms served _____

WINNING ELECTIONS ON THE SEVEN "Cs" OF CAMPAIGNING

By: Ron Crickenberger

There are at least 3 dozen different ways and means to run a winning campaign. You need only find one that works for your situation. As Libertarians we even have the luxury of being able to define winning in ways other than for the incumbent parties, for whom it is always 51% of the vote.

For us, winning can be meeting our goal of bringing in 50 new members to the state party, or generating 2000 inquiries about Libertarian philosophy. Winning can be setting the agenda for debate to such an extent that the other candidates have no choice but to move in our direction, toward a freer society. A win for us in many states will be to achieve enough votes to retain ballot status, or to become a major party.

But to truly win requires that we elect Libertarians to partisan office in large numbers. Only then will we be able to affect public policy to such a degree that we will actually be able to roll back government, rather than merely slowing the growth of the bureaucratic monster that is our current federal, state and local government.

It is to that goal of electing Libertarians to partisan public office that this issue of APC News is dedicated.

#1: THE CANDIDATE

All successful campaigns start with a viable candidate. To be viable a candidate must possess certain characteristics. He must have the physical stamina to work late into the night and attend that breakfast fundraiser bright-eyed and bushy-tailed. He must have the emotional stamina to withstand public scrutiny and attacks without deviating from the campaigns agenda.

A winning candidate has a strong and dynamic will, and is used to saying "I will make it happen", and has a record of following through on the promise. A strong ego is needed to get a candidate through the trial under a microscope that is a political campaign. But it is important to remember the difference in ego and arrogance. A candidate who feels he doesn't have time to thank his supporters, or is surly with the press, will be a losing candidate.

As the candidate you must be the chief fundraiser for the campaign. Your willingness to ask others for money is in large part the prime indicator of how serious you are about running for office. After all, if you don't believe in yourself and your campaign enough to ask people directly for a contribution, how can you expect others to raise money for you?

Do not fall into the trap of trying to fully fund your own campaign. This is a sure recipe for burnout.

Campaign Funding - Continued from Page 3

ABOUT FUNDING

- How much money have you raised?
- How much as of last disclosure report?
- What are the campaign finance disclosure report dates?
- How much did each of the candidates spend in the last election cycle for this office?
- How many \$'s per vote do you estimate will be needed to win this race?
- How did you compute this figure or what source are you quoting?
- We will also need copies of yours and your opponent's latest disclosure reports, and your campaign plan and budget showing how any funding will be used.

What funding that is available will be strictly for partisan races, and is intended for state legislative races only. We do not at this point have the ability to significantly influence state-wide or congressional level races, where winning campaigns starts out at the 1.4 million dollar range. However, if you're running for congress and pulling 25% in outside polls, call us.

Your own funding *must* be on a par with your opponents. If you have raised \$2500 and your top opponent has raised \$25,000, it is unlikely we can significantly help your race.

As Captain/C.O. of the campaign you have the final word on campaign decisions, but do not make the mistake of trying to be candidate and campaign manager. There is not enough time. Being a leader involves finding good people, delegating the scheduling, office work, and details to them, and your being a source of inspiration, not micro-management.

You also have final responsibility in the campaign, and all debts, promises and obligations of the campaign are yours personally.

#2: A CHARTED COURSE

Columbus may have discovered America without knowing where he was headed, but you are unlikely to get elected to office without a comprehensive, detailed plan of action.

Your campaign plan is your strategic document. A properly constructed plan will help you evaluate and allocate resources effectively, assist in making decisions before crises arise, and provides accountability for the campaign staff.

A plan is not a plan unless it is written, and is specific. Soon is not a time. Some is not an amount. There must be a date certain time line.

A campaign plan will include, at least, the following elements:

- *Campaign Theme - what message is to be delivered, how that message was determined, and what methods of voter contact will be used to deliver the message.

- *Demographic Data - what are the voter profiles, election trends, and polling data that will be relevant in this race.

- *Research - on the issues, and on the strengths and weaknesses of the candidate and the opponents.

- *Media Plan - how you will market the campaign to generate earned press attention.

- *Fundraising Plan - what methods will be used, and when, to generate adequate funds to achieve the campaign's goal.

- *Field Plan - for identifying supporters and to Get Out The Vote on election day.

- *Resource Directory - of money sources, experts, technology, and media that are available to the campaign.

- *Budget - the single most important part of the plan. There are three areas of budgeting for a campaign plan. The Ideal Budget will be the gross amount needed for all the ways you would like to spend money to enhance the campaign. The Timed Income Budget charts a projected course of fundraising on a weekly basis. You will use the comparison of these two budgets as an aid in determining the relative value of each budget item and pare down the budget to realistic terms. This means getting rid of those frisbees with your picture in them, and concentrating on real voter contact. You are then ready to prepare a Timed Expenditure Budget as a weekly calendar showing when and where the money will be spent. The income and expenditure budgets chart your cash flow and tell you how true to course your campaign is traveling.

#3: THE COMPANY

The campaign committee is actually a small business. Our business is to persuade people to buy more individual liberty. Our candidates are freedom salesmen.

The Campaign Company has three levels of activity:

- *The Managers — the decision-makers, which includes the candidate, the campaign manager, paid consultants, and others who guide the campaign.

- *The Manufacturers — including the office manager, the scheduler, the volunteer organizer and the others involved in the day to day details of the campaign.

- *The Manpower — these are your field troops who collect petitions, man phone banks, walk precincts, and put up signs.

In most campaigns, there will be many areas of overlap of duty. But the more you can delegate, to as many people as possible without losing control of the process, the more successful you will be.

#4: THE CAPITAL

Almost no-one likes asking for money. When candidates decide to run for office, their vision is on the glamour aspect, making speeches, ripping the opposition to shreds in debates, and cutting TV commercials. But money is what wins elections. While financial underdogs do occasionally pull off upsets, money is the single most dominating factor in the vast majority of campaigns. In virtually every race that Libertarians have won, they have out spent the opposition. >

Fifty to sixty percent of the campaigns and the candidates time should be spent raising money! Unlike scheduling and other detail work, fundraising is not something left to a manager or committee. The candidate must be involved in a major way. After all, that's who the people are supporting.

The main function of your finance committee should be to make it easier for **You** to raise money. This includes assembling donor list and their history of giving, organizing fundraising events and coffees, even dialing the phone for you in a telethon and making the beginnings of the pitch, while you are closing the sale on another line.

Ask everyone you can think of to donate to your campaign. Ask your printer to donate a batch. Ask your employer, ask your employees. Ask your mother. Ask! Ask! Ask!

You are not begging for a handout with your request. You are letting people know that they can make an investment in their own personal freedom.

People give money for (in descending order) shared relationships, fear of pain, or shared values:

*Your Shared Relationship donor list should include, in roughly descending order, relatives, friends, business associates, your Christmas card list, neighbors, members of organizations you are active in, and your High School and College classmates.

*Fear is a wonderful motivator. Al Capone is rumored to have said, "you can get a lot more with a kind word and a gun, than you can with a kind word alone." If you can make potential donors feel that a gun is pointed at their head to take away their property, reproductive, gun or other rights, or to put them in jail, and that their life and the future of humanity as we know it can only be saved by their making a donation now, you will have contributions. If this sounds like overkill, just think for a moment how much money TV preachers take in and why.

*Letting people know that you Share their Values will also translate into dollars. Single issue organizations are where many of your long term donors will come from. If you can combine all three motivators, you have a sure bet.

Other tips in asking for money:

Ask in person, you'll do 2-3 times as well as asking by phone, and 10-100 times better than direct mail. Mail

is a very important tool for prospecting. But for the big bucks you need face to face contact.

Ask the people who have already given to give again. They are your easiest sale.

Ask for a specific amount. If you know what they have given before, ask for twice the highest previous amount. If you don't know their giving history, ask for 2-5% of their yearly income. You will not get more than you ask for. You will not insult them by asking for too much, you will flatter them. "Wow, he thinks I can afford to give \$1,000. I can barely afford \$100, but if he thinks that much of me, I'd better really stretch and give \$250."

After you ask for a specific amount, SHUT UP. It is the donors turn to respond. The next 15 seconds while you are waiting for an answer will be an excruciating eternity, but keep quiet. If you talk first after the specific request, you lose.

The worst mistake in face to face fundraising is to say, "please give \$500, or whatever you can". Don't give them an out.

If you are told no, ask why. **Listen!** to the response, and **repeat it back to the prospect**, if possible with a sympathetic anecdote. "Yeah, I know how expensive it is to send kids to college, I've got two youngsters in private schools myself." Answer the objection, "but just think how much more affordable it would be for both of us if we could get the government out of the education business, that's exactly why you should give to my campaign".

Ask at least three times. And don't go down too quickly on the amount you ask for.

Ask a last time for a small amount that everyone can afford to give. If they can't give anything, ask for their advice, for their time, and if it is alright to call again at a later time.

Let people know what others are giving, and by what standard the amount was determined.

Get the check now. Don't settle for a pledge, settle for a contribution. If you get a substantial pledge over the phone, arrange to send someone over to pick it up, before there is a chance for a mind to change. Follow up immediately on all phone contributions with a thank you note and BRE.

Thank everyone, even those who don't give. When the campaign is over, win or lose, thank everyone who helped one more time.

The only real impediment to your raising the money you need is overcoming your fear of personal embarrassment. All it takes is remembering the goal of Liberty.

#5: CONTRAST AND CONTROVERSY

"In politics, perception is more important than reality." Too many Libertarians feel that if our candidates simply walk, talk and act like demopublicans, they will get elected in like numbers. This ignores the fact that the incumbent parties do everything they can to accentuate the differences, minor though they may be, between themselves.

The axiom "the devil I know over the devil I don't know" almost always outweighs anti-incumbent sentiments. If we water down our stand, or do not address critical, controversial issues when we know we are right, we fail to draw enough contrast to give the people who agree with us a significant enough reason to make the change from the big two to us.

This does not mean showing up at the secretary of state's office to turn in your qualifying petitions dressed in cut-off shorts and a "screw the IRS" t-shirt, like one LP candidate once did. It does not mean articulating our ideas in a manner designed to shock or offend, which I have seen a number of candidates do. It does mean accentuating the positive differences between us and the failed policies of our political opponents.

It is important to remember that on any controversial issue, be it abortion, gun control, or drugs, about one third of the public are strongly on one side, one third on the other, and one third that can be persuaded toward one side or the other, or shown to be in either camp by creative polling questions. It is this particular distribution of opinion that makes any issue controversial. By not taking a strong stand, you alienate those who are naturally with you, fail to persuade the middle, and you'll never get the other side anyway.

If your opponent is for waiting periods on gun purchases. That means he is against the voter's wife/daughter's right, who has already been attacked once by a perpetrator still on the loose, to immediately purchase a weapon to protect herself from this immediate threat to her life. Accentuate that difference.

If your opponent is for the drug war. That means he is for the failed policy of prohibition, which leads to the development of ever-harder drugs. And he is for the deaths of innocent children on our street corners, caught in the middle of gang turf wars. Accentuate that difference.

If your opponent is for/against abortion. Distinguish yourself by accentuating ways to resolve the question of abortion rather than legislating it. Emphasize non-interventionist ways to reduce the number of abortions, i.e. eliminating legal proscriptions on alternative birth control methods, easing restrictions on adoptions, providing tax incentives for the development of better contraceptive methods, and the perfection of "trans-option", whereby a fetus is transferred from a womb where it is unwelcome to one where it is. In other words, transferring it from a woman desiring an abortion to a woman who wants a child.

To draw a contrast on taxes, we must take a very strong stand, i.e. eliminating the income tax or all taxes on food or all taxes on a primary residence.

Other areas of contrast to draw attention to are:

Strong vs. Weak

Liberal vs. Conservative vs. Libertarian

Tough Stand on Crime vs. Furloughing Murderers

Experience vs. Inexperience

Young vs. Old

New vs. Outdated

Generate all the controversy you can. The more you can get the voters talking about your race, the more attention will be focused on you as a candidate. But again, you must be able to back up your attacks with proof. Never be afraid of using negative campaigning, because negative campaigning works, and helps to draw meaningful contrast between you and your opposition.

*Negative campaigning does not mean ham-fisted attacks and ad-hominum arguments. It does mean exploiting your opposition's weaknesses to your advantage.

*Negative campaigning must be absolutely truthful, and you must be able to thoroughly document any allegations. Start your attacks early in the campaign, in small areas, to establish a record of credibility. If you wait until the last days of the campaign to go negative, you will be perceived as desperate, and the attack may backfire.

Don't be afraid of being accused of dirty politics. If your opponent says you are mud slinging, you've hurt him.

#6: CREATIVITY

Formula campaigning is best left to incumbents. Libertarian challengers must make creative use of the assets they have. These abilities should include an ability to respond quickly to changing events, to innovate, to gener-

ate interesting ideas and tactics, and accentuate the stodginess of the old parties.

Creativity is your tool for controlling the agenda, for keeping your issues in the forefront of the campaign. Your opponent is most certainly going to focus on issues where he is perceived to be the better candidate. Your job is to refocus attention onto your best issues.

*If your Pro-life opponent is courting the labor vote with a factory visit. Your demographic info tells you

that Pro-choice is a winning issue with most labor voters in your district. You and your supporters picket outside the plant during the visit, stealing the opposition's media and voters.

To paraphrase Karl Hess, it is more productive (and a lot more fun) to make your enemies look like fools, than to paint them as evil.

Consider this: You are Senate candidate Paul Coverdale. Your primary opponent, Bob Barr, holds a >

Directory of Resources

**Affiliate Parties Committee,
Chair, Stephen L. Dasbach**
4523 Morning Wind Place
Fort Wayne, IN 46804
219 432-7145 (h)
CompuServe: 76060,3222

**Affiliate Campaign Committee,
Chair, Ron Crickenberger**
1351 New Hope Road
Locust Grove, GA 30248-9437
404 957-6825

**APC NEWS, Editor
Allan K. Wallace**
2354 Shallowford Rd.NE
Atlanta, GA 30345-1364
404 633-7323
CompuServe: 71261,2645

**Advocates for Self-
Government**
Has numerous tapes on improving communication skills and presenting libertarian ideas in an effective, non-confrontational manner. Recommended: "Campaigning for Outreach" and "The Liberty Communicator Course"
3955 Pleasantdale Rd., #106A
Atlanta, GA 30340
404 417-1304

**"A Whack On The Side Of
The Head"**
A book that explains ways to induce creativity and innovation.
Warner Books, Inc.
666 Fifth Avenue
New York, NY 10103

"Campaigns & Elections"
A magazine for political professionals. Excellent investment for each state party.
Campaigns & Elections, Inc.
1835 K Street NW, #403
Washington, DC 10006
202 331-3222

"Campaign Magazine"
Mainstream campaign advice and news. Excellent investment for each state party.
205 Pennsylvania Avenue SE
Washington, DC 20003-1164
1-800-CAMPAIGN

"Effective Campaigning"
A 55 page guide to Libertarian political action. Available upon request from:
Campaign '92
1351 New Hope Road
Locust Grove, GA 30248-9437

"The Essence of Political Persuasion"
A top notch 3 tape set that teaches effective use of words, tools and weapons in the political arena. \$29.95 from:
Michael Emerling
Box 28368
Las Vegas, NV 89126

**The Federal Communica-
tions Commission
Political Programming Branch**
2025 M Street NW, Room 8202
Washington, DC 20554
202 632-7586

**The Federal Elections Com-
mission**
999 E Street NW
Washington, DC 20463
1-800-424-9530

"Grass Roots Campaigning"
An Excellent newsletter containing campaigning "tidbits."
For a free sample issue, write:
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Little Rock, AR 72217

"Intellectual Ammunition"
Sound Bite source material from a free market perspective. A good investment for each state party for \$49./year.
The Heartland Institute
634 S. Wabash Ave., 2nd Floor
Chicago, IL 60605
312 427-3060

**"Political Campaigning, A
New Decade"**
Perhaps the best book on campaigning in the 90's that's on the market. Covers all the basics and well worth it's price of \$33.95
**The National Women's Political
Caucus**
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Political Publishing Company
A source for manuals, campaign software & computer systems, signs and seminars. For a current catalog:
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1-800-562-6624
24-hr. FAX: 703-549-8059

**Technical Publishing Serv-
ices**
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10047 E. Acampo Road
Acampo, CA 95220
209 369-1780

Votes Unlimited
The largest supplier in the US of campaign products. For a free 64 page catalog:
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Ferndale, NY 12734
1-800-431-1276

press conference outside your HQ. You hire "Bobby, the Dancing Barr" (a man in a bear suit) to get behind Barr with flip/flop signs during the camera roll, creating an indelible image of Barr dancing around the issues. You win the primary.

Always remember that as a Libertarian politico you are a very rare bird. What appeals to you is not a measure of what will persuade the average voter. The average person spends less than five minutes per week thinking about politics. Twenty-five percent **never** discuss politics. Another third discuss politics less than once a week. Combine this with the fact that the average person sees more than 6000 ad spots per week, and you will see why you must stand out from the crowd dramatically to have any impact at all.

Santa Clause appears on your screen in mid-October, talking about the legislature and throwing money in the air. He transforms into Mr. Respectable candidate, who won't play Santa with your money.

#7: CHAOS

It is no accident that the term campaign is applied to both political contest and wars.

While your campaign team will be organized much like a small business, the action of the campaign will more closely resemble a battlefield than a board room.

An effective campaigner has many of the same characteristics as a winning military commander. Perseverance, stamina, decisiveness, and an ability to see weakness in the "enemy" and exploit that weakness immediately are critical. Political campaigns are in a constant state of flux, and therefore require resilience and resourcefulness to deal with the daily change of conditions.

If someone in your campaign is not up until 2:30am at least once a week, you're probably running a defensive campaign, and not controlling the agenda.

While effective campaigning requires great flexibility, this does not mean advance planning is to be on the backburner. Those best at dealing with chaos are those most prepared for all contingencies. ♪

Ron Crickenberger is the Chair of the ACP's Affiliate Campaign Committee and is the Region 4 representative to the LPNC.



The Libertarian Party

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ADDRESS CORRECTION REQUESTED