

LP National Strategic Plan

Cuz doing “things and stuff” just isn’t enough

What Do We Do?

Excom - populate committees, vote on email motions, have meetings to review reports, flake on meetings, argue, ragequit, do nothing

Social Media Committee - politely point out the government sucks

Ballot Access Committee - file lawsuits perpetually, ask for money for ballot access drives

Affiliate Support - help some of the affiliates, some of the time, with no direct plan

Candidate Support Committee - ???

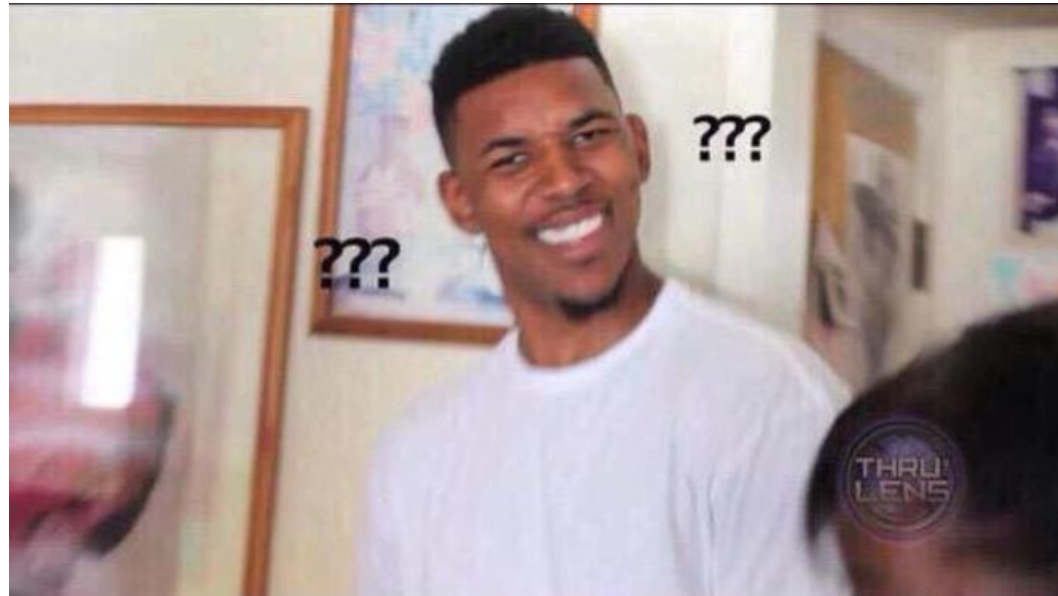
Why Do We Do These Things?

Because ... we're supposed to do stuff?

Liberty?

So What's Your Plan?

Plan? What do you mean "plan"?



Let's Look At Things From A Different Perspective

- **What have we accomplished as a party in the past 4 years?**
- **How many candidates have we, as a national party, helped to get elected?**
- **How many policies have we helped change?**
- **How have we impacted the culture?**



So ... Maybe We Need A Plan?

No! Don't Tell Me What To Do!



Fine! I won't tell you what to do, but I'll tell you what we *need* to do and I'll shame you until you help me.



Here's The Rub....

The problem is we're not all working towards the same goals and we're not going to agree on the same goals.

So we need a strategic plan that will account for everyone's different priorities.

I Know You're Skeptical, But Hear Me Out



So What Kind of “Plan” Are You Proposing?

Well, it’s quite simple, really ...

- **Get People Elected**
- **Be A Place for Activists**
- **Have Bold Messaging**

And Most of All...

BE REALISTIC!

What Does This “Plan” Entail?

Get People Elected:

- **A realistic assessment of what it takes to get people elected**
- **Advice from people who know how to win elections**
- **Only giving financial resources to serious, vetted candidates with winnable races, while clearly articulating what it means to be a serious, vetted candidate in a winnable race (exception: the Presidential race)**

(See the addendum on what it takes to get people elected)

Be A Place for Activists

- **Allow activist-minded people to work independently while attaching themselves to the party (ex. Adam Kokesh, Angela McArdle, protest organizers, grass roots movements)**
- **Be clear about what resources you can (and cannot) provide**
- **Highlight the work of activists in social media and newsletters (activists are really good at recruiting more volunteers & members for the party)**

Have Bold Messaging

- **Be principled and unapologetic without being angry or combative**
- **Be consistent**
- **Never compromise principle in order to beg for votes**

(see addendum on what “bold messaging” is)

Nooooo! I don't want bold messaging! I want Gary Johnson!



Here's Why We Need Bold Messaging...

- **No one is impressed by boring, middle of the road messaging. It doesn't stand out.**
- **Boring, middle of the road messaging doesn't distinguish us from other parties or candidates (at least, not in a good way).**
- **Republicans and Democrats have mostly abandoned stale messaging (think Obama, Trump and AOC).**
- ***At least* half of the LP has rejected boring, safe messaging, which means...**

If you aren't willing to include bold messaging, a strategic plan will FAIL because it will get overturned by the delegates at the next convention.

You have to make room for all types of people in the party in order for a plan to stick.

There, there... we'll get through this together.



Let's Look At This From A Different Perspective

Our Actions Must Be Purpose Driven And Everyone Must Be Able to Feel That And Understand It

- **No more spinning our wheels**
- **No more doing things for the sake of doing things**
- **Every action we take must move us closer to having a freer world**

Now Let's Get Into The Nuts & Bolts of The Psychological Barriers to Our Success



The Human Element of A Strategic Plan Must Be Accounted for In Multiple Ways

The personalities, availability, and skillsets of the people who will put the most work into the strategic plan have to be accounted for.

Are people equipped to accomplish what you are asking them to do?

Do they have the necessary training?

Do they have time?

Are they self-motivated?

Internal Party Elections Are Popularity Contests In The Worst Way



- **We elect people without taking stock of their skill sets**
- **We don't encourage people to attend serious political trainings or develop relevant skill sets**
- **We base our opinions on gossip & social media posturing & who likes or dislikes who**

In this process, we frequently run off people with valuable skills & experience.

There's A Way To Break Out of This Cycle

Start offering and encouraging more trainings on relevant skill sets:

- **Marketing & Communications**
- **Political Strategy**
- **Legislative Drafting & Lobbying**
- **Volunteer Recruitment**
- **Affiliate Growth**

Here's The Shift

As we begin to focus on our skill sets and generate buzz based on what we've learned & can accomplish - instead of showing off social media clout or bragging about how long you've been in the party - the competition within the party will shift.

There will still be fighting, but the fights will start to become more productive, based on who can demonstrate they bring the most value - not who wins the most Facebook fights.

**If We Can Pull This Off, We Will Start to Become A
Serious Political Force,
And We Might Start to Peel Back The Edges of This
Nightmarish Political Hellscape**



ADDENDUMS

Sample Strategic Plan for States & National

- **Identify up to 5 candidates in your state running in local winnable races who are willing to run a bold, principled campaign.**
- **Focus social media, marketing, fundraising, committee, and volunteer efforts across the state to support their campaigns, and elevate this at the national level.**
- **Keep meticulous track of everything you do so that it can be recreated easily for the next wave of candidates.**
- **Stay on track and do not stray from the goals of the strategic plan.**

What Does Each Candidate Need?

- **Campaign manager (experienced or trained)**
- **Marketing manager**
- **Tech volunteer**
- **10 - 20 in person volunteers**
- **Campaign funds, various amount depending on the campaign**

**ENHANCING / ADVANCING NATIONAL
SUBCOMMITTEES**

Candidate Support Committee

Generate resources for state CSC's to use

Disseminate these resources with the help of staff & the Information Services Committee

Work with the Marketing & Communications Committee to generate trainings & best practices for state and county affiliates

Work to elevate candidates at the national level through social media and earned media appearances

Coordinate with the Ballot Access Committee for a synergistic approach

Affiliate Support Committee

Work with the Marketing & Communications Committee to generate trainings & best practices for state and county affiliates

Coordinate with the Information Services Committee & staff to get these resources widely distributed to affiliates

Budget

Create more transparency in the financial reports so members can see how money is being spent.

Explore: 1) getting rid of the newsletter, or 2) making the print version much more affordable and only sending it out to major donors.

Have the Budget Committee coordinate with Development, Marketing & Communications to create a fundraising plan that is comprehensive, but flexible, and that utilizes our candidates and elected officials, and legislative and lobbying efforts. (Decrim Nature, Medical Freedom LA, etc.)

Youth Engagement

Encourage the Marketing & Communications Committee to develop a youth outreach plan for affiliates to use.

Begin a micro donations text fundraising campaign specific to issues that young people care about, like the drug war.

MESSAGING

What Is Bold Messaging?

Simply put, bold messaging is messaging that is not watered down and does not take an apologizing, embarrassed tone about libertarian topics

Is bold messaging shit posting? No!

Bold messaging is courageous, and it tells the truth.

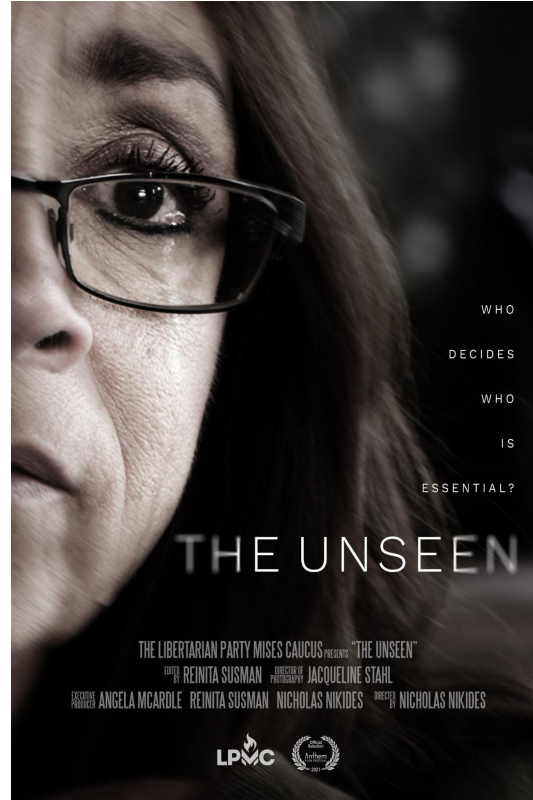
Examples of bold messaging: Ron Paul's "Guliani Moment", Ron Paul's "decriminalize heroin" moment, The Unseen documentary.

None of these examples include vulgar language or angry shouting. They communicate libertarian ideals unapologetically without being intentionally inflammatory.

“They attack us because we’ve been over there. We’ve been bombing Iraq for 10 years. ... We need to look at what we do from the perspective of what would happen if someone else did it to us.”



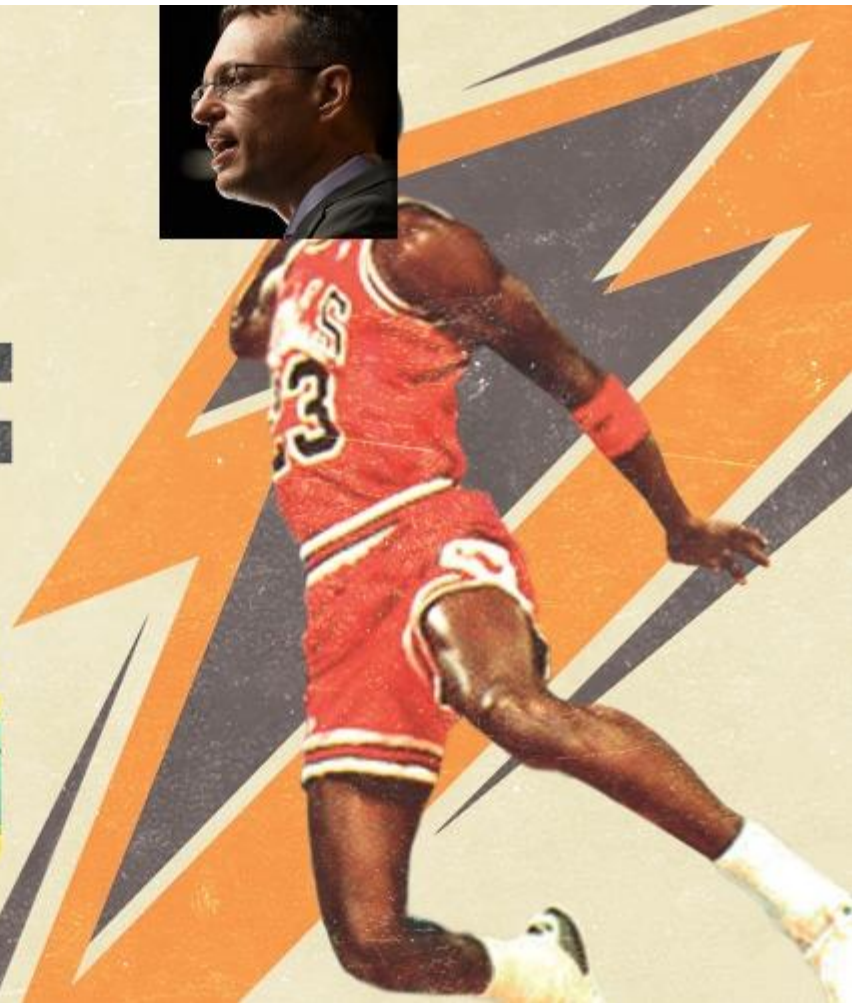
Who Decides Who Is Essential?



BE
LIKE
SPIKE



LIMITED EDITION  32oz. BOTTLES





Spike Cohen

December 15 at 7:48 PM · 🌐



Hey ATF, your infographic was missing some context, so I re-did it for you.

You're welcome.

HOW ATF TRAFFICS FIREARMS



Police in the US and Mexico ask us "hey, can you stop cartels from getting guns?"



We tell the police "aight bet" and get right to work.



Off to the Bad Ideas Factory we go to come up with the worst possible way to stop cartels from getting guns.



That never happens, and the cartels use the guns we trafficked to them to kill 100s of police and civilians.



This way we can track the guns to the cartels and arrest them all!



We authorize firearms dealers to sell guns to straw purchasers who buy them for cartels.

Google "Operation Fast and Furious" | Don't Switch | Never Consent To A Search Without a Warrant | Never Speak Without A Lawyer Present | spikecohen.com



5.9K

206 Comments 1.5K Shares

**So What Do You Think? Are You Willing to Take A
Chance On A Comprehensive Plan for Success?**

Share Your Thoughts.