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From the National Party to your County - this changes everything!

1 message

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Even those who have been longtime, faithful supporters of the national Libertarian Party are not always aware of the work taking place “on the ground” in the state and county parties. There are 50 individual state affiliates. There are also over 3,000 counties in the United States and each has the potential to become a county affiliate. Each affiliate from county up to national recruits supporters and donors and volunteers and candidates, but there has not been infrastructure in place to allow all the supporters of the Libertarian Party to be organizing. That is changing -- and changing fast.

What are state affiliates saying?

“Before LP National implemented the CRM project, managing our memberships was painful, and prone to errors. With it, we are able to focus our energies on outreach and growing our base. This project is money well spent. I’d encourage other state affiliates to take advantage as well.”

Cristi Kendrick
LP Kentucky

We have begun the launch of our new CRM (constituent relationship management) tool. Once a state is integrated into the CRM, the leadership and volunteers will have access to the database, and to tools that will strengthen efforts to grow, recruit candidates, find donors, and increase visibility of the party.

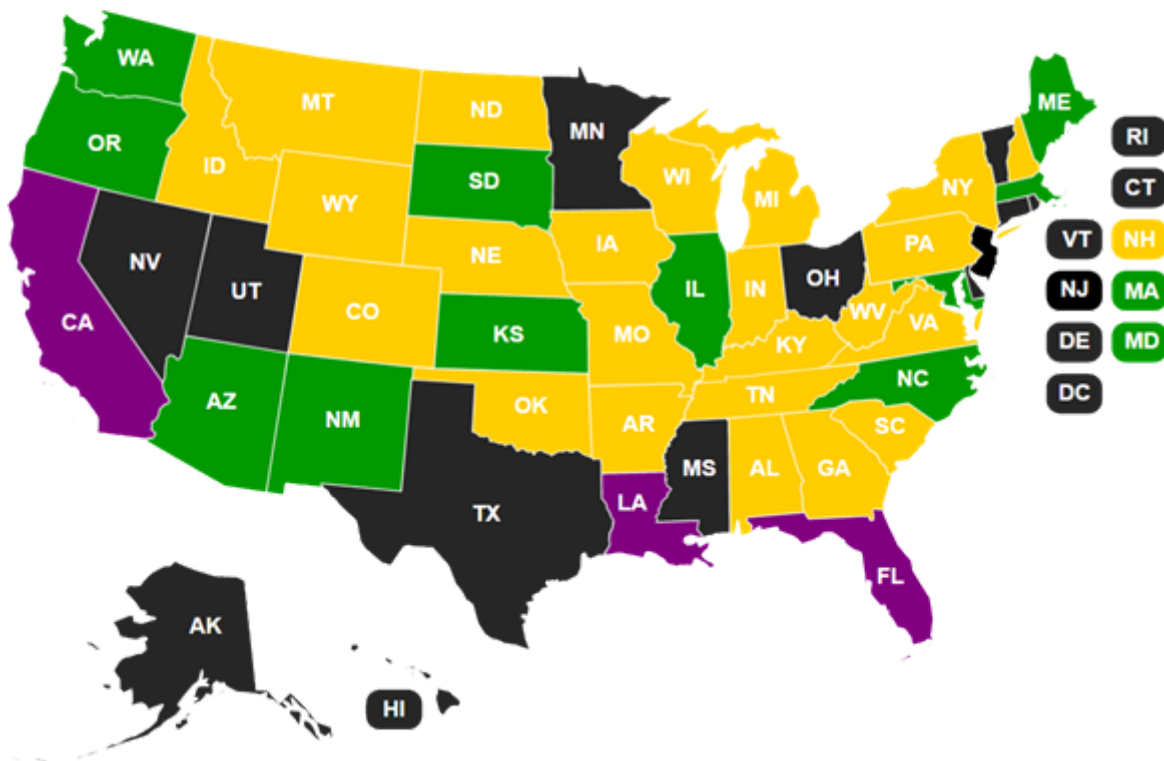
“The CRM is making it easier to keep track of volunteers/donors/prospects to reach out to. Integrations with forms on our website are both visually appealing and not only send data to who collects the submissions, but it also stores them in one place instead of getting lost whenever we have new people taking the positions.”

Andrew Kolstee
LP New York

23
STATES ON
SYSTEM

3
SCHEDULED OR
IN PROGRESS

11
STATES
IN QUEUE



This project is of immeasurable importance, and it needs your support. Data is the lifeblood of a political party, and the more financial resources that this project has, the more staff support will be available, which will allow for every state possible to be integrated in 2020. By supporting affiliate development, you will not only be contributing to the national party, but you will be directly helping your state affiliate and your county affiliates as well. Give your most generous donation today to support your local volunteers, your state leadership, and the entire Libertarian Party.

"The CRM has already been extremely helpful by allowing us to generate reports showing current members, donors, volunteers and event participants. What formerly took a lot of time to compile can now be done with a few clicks of a mouse."

Steven Wait
LP Arkansas



"LP Georgia is estimated to save nearly \$2,400 on platform costs for this year, and an additional \$400 in payment processing fees. The tools provided are going to enable Georgia to get more done while saving money, allowing us to put funds into projects more directly related to our mission."

Ryan Graham
LP Georgia

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