

# THE AFFILIATE HANDBOOK



**T LIBERTARIAN**

# Message from the Chair

There are many things I'm passionate about improving for the Libertarian Party. Two of those things are improving institutional memory and supporting our affiliates.

With a network spread across the country and frequent changes in leadership at the local, state and national level, it can be difficult to find consistent, timely advice on how to start, maintain and excel at operating an affiliate party.

When new members are tasked with starting things up at the county level, they're often given an outdated bylaws template, off-the-cuff advice on social media strategy, and told to call a past treasurer. It's simply not enough. We all have the passion and drive necessary to succeed but we're often lacking in the proper resources and materials.

Going forward, we aim to change that, and this book is just the beginning. We need to foster new relationships, seek guidance from senior members and cultivate a culture of respect and admiration for those who put in the work, past and present. Institutional memory and guidance will help us prevent burnout, mend broken relationships, and become more effective leaders in the community.

Without the proper foundation, we're ill equipped to battle the state. We aim to be the radicals, revolutionaries, and "well-regulated militia" that's needed to usher in an era of freedom in this country. Many thanks go to Jacob Bradley, who spearheaded this effort and is helping us transform from a scrappy group of revolutionary volunteers into a well-regulated militia, eager to take on the deep state and war machine.

I hope this affiliate handbook serves as a guide across the country to present and future affiliates and helps them move the needle in the direction of liberty.

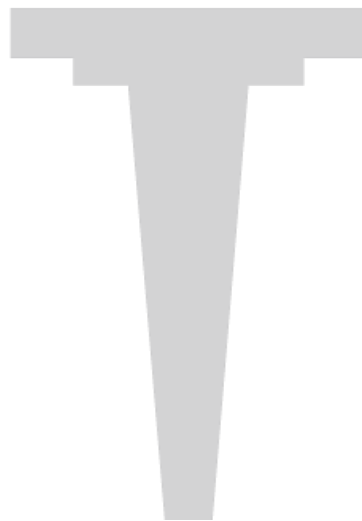
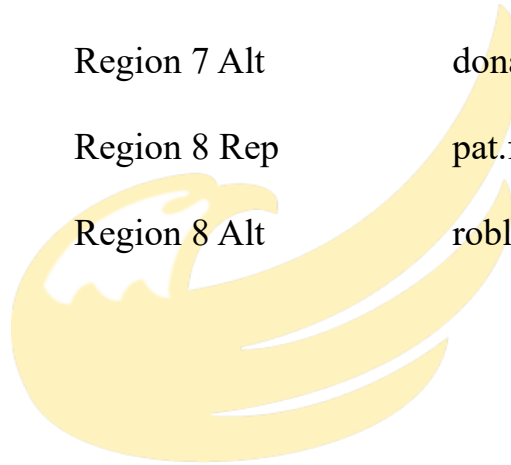


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# Chapter 1

## Officers

# Chair Tips

Talk and have a relationship with the previous chair if possible. They know what is currently in the works, what the Standard operating procedures are, important due dates, and what the volunteers strengths and weaknesses are. They are a wealth of Knowledge, utilize them as much as possible.

You are the chair, this means you will be looked upon as the head of the LP in your state. This does not mean you are an Island. If you decide to take all the tasks on your self, you will burn yourself out. You have other officers as well as volunteers, they are there to help you, so use them.

Keep track of your assets. You need to keep a log of where your physical and digital assets are and who has access to them. There is nothing worse than needing these assets for a project and not knowing where they are or who has them.

Make sure branding is current and available. These graphics are updated from time to time and you want to make sure they match what National is putting out.

Have a plan together for what is needed at events. Different events will need different supplies. Be ready to implement these ideas to help you succeed in events and outreach. Examples of a plan include: a booth setup, handouts, swag, reading materials, banners, a popup canopy, etc

Do your best to be reachable by officers and members. They want to know what is going on and will want to ask you. Keep up to date with happenings at both the state and national level. Be willing to answer your phone and return emails and texts. If you go MIA so will your volunteers, they are only willing to do as much work as you are.

Have someone you can rely on to help with projects and keep you on task. Know your volunteers strengths and weaknesses and use them to the best of their ability, but do not over work them, They are volunteers and you don't want them to burn out

Be well versed with Roberts Rules of Order. You will be the one running meetings, you want to make sure everyone is heard and Robert's is a great way to ensure that!

Know your dates. This one is the most important. If you miss a date, you could cost you affiliate ballot access or be fined by the state. Keep in touch with your Treasurer, They will be responsible for filing a lot of these reports, but you need to check in to make sure they are being done.

# Vice Chair Tips

Have a comfort level Roberts Rules of Orders and running meetings. You are the one to run meetings when the chair is unavailable. Become familiar with Roberts , these are the rules that govern meetings and conventions in the LP. It is the best way to make sure all members are heard and are able to participate.

The Chair's job is to set the vision and setting the tone, the Vice Chair's job is to make that vision happen. You are the tactician in the party. Where the Chair has the road map, it is up to you to rally the troops to get to the destination.

Pay attention to what it is the LNC is doing. People in your state will have questions and will want to know your opinion on rulings and business. The members in your state will want to weigh in on what the LNC is doing and they will ask for your feedback. Be prepared.

Be prepared to not agree with the rest of your board and members. You won't always see eye to eye, be ok with that. Pick up the phone and have a call with the people you disagree with. Texts, emails, and discord don't always convey the message you want and a lot can be lost in translation leading to more issues. Don't let your pride blind you and don't take disagreements personally.

Make sure you are always developing members. They could be the person who takes your position. One day you will be replaced, make sure you have people prepared to be that replacement. You want someone who can walk in day one and be prepared to pick up where you left off. Find someone who can take over for you one day and make sure they are ready when that day comes.



# Treasurer Tips

Have good communication with the former treasurer. They know what was going on and they have the knowledge of what needs to happen in your state. They have been doing the job and know the local laws that will keep your State party in good standing. They will know your donors and what they respond to when it comes to getting them to open their checkbooks.

Call the state office that covers political financial state laws and regulations. Create relationship with one or 2 people in that office. They will have the answer to every questions you have. They will be the ones that decide if you filed the reports correctly and what you need to fix and update to stay in compliance.

Familiarize your self with basic finance and accounting 101 and a program like quick books. If you aren't familiar look for intro to accounting books, tutorials on YouTube or classes at your local community college. You will need to keep finances up to date and transparent if you want people to donate to the party.

Best to keep you individual politics to yourself. You have to be approachable and donors have to be able to trust you that you will use their money wisely. Focus on the finances and the financial health of your party. Its about the party not about the 1% of differences you have. If you want money, they need to have confidence in you. People are willing to donate if they feel comfortable with you, they are unwilling to donate if you are abrasive and argumentative. Have all the beliefs you want, just keep them to yourself.

Just because you are compliant with your state laws, doesn't make you federally compliant. They have different set of laws, you will need to know both. Some states will need to file with the FEC some won't need to, so you will need to find out if you fall under TEC requirements. There are tons of rules and regulations you will need to comply with, make calls to every one, it is there job to answer those calls.

# Secretary Tips

Preserve institutional info. One day you will be replaced and you want to make sure the next wave of people are set up to be as successful as possible. Keep a log of important info and important dates. This can be anything and everything you find note worthy such as important dates, contact info for members and donors, contacts within the government entities you are forced to report to. What you might think is common knowledge might not be so write it down.

Become familiar with Robert's rules of order. You will need these to take efficient minutes during meetings and to assist the other officers. There are many introductions to Roberts as well as cheat sheets. Brush up on your knowledge and have a good understanding on how Roberts works.

Make sure you keep up to date with business meeting minutes, events and all other documents. As the secretary you are responsible for these items. Make all these documents easily available to the other officers, the rest of the executive committee, and members. People will need to look back on past meeting minutes and you will be the person to go to, be ready to answer their questions and send them the documents.

Know your State's CRM. There will be data that will automatically update in your CRM (locally from your emails or website) and some that will have to be manually input (contacts from events and data from National or counties). Know when you will need to input them yourself and how to do so. Contact info is the most important data you will be responsible for. Without that data, there are no donors or volunteers.

Don't forget where you came from. If you were in advocacy, fundraising, events or any other LP business that you enjoyed, don't quit doing it. Yes being the State Secretary can be time consuming, but if you give up what you enjoyed doing to focus solely on secretary duties, you will eventually get burned out. Focus on your duties but not at the expense of your passion in the party. Have fun, do what you enjoy, keep yourself sane.

Keep up with the executive committees in your counties and have contact info for them. They will help you as much as you help them. Take on a support role for those in need. When a secretary in a county has a question, you will be the one they call. Have a good working relationship with them and help them when they are in need. There will also be times when you need to call a county's Executive Committee, or put a new member in contact with a county's Executive Committee, a working list will make it easier on you to put people in contact with each other.

# Chapter 2

## Getting Started

# State Affiliate Growth

One of the hardest things that new county chairs face is growing their State affiliate. While this can seem like a huge task. Our goal with this book is to give you the tools you need to succeed. You are the one on the front lines of your county and the one fighting for liberty and freedom. Here are some quick tips to help you out with growth in your county.

Start a Facebook page for your State Party. While this is starting to become less and less of a free speech platform, it is still the best tool I have found to reach libertarians.

Facebook if utilized correctly can be a asset to the growth of your state.

- Stay active, interact with the community, tell your community why we are better on the things they care about than the duopoly.
- Follow any of the state groups that have issue overlaps: Gun groups, patriot groups, property tax groups, small government groups, etc
- When you post anything on your page that would overlap issues those groups have, share the post with them.
- Join any news groups in your state and share your posts and events to those groups.
- Try to schedule your posts between 7-8 am (while people are getting ready for work and 7-9pm when people are settling down at home. These seem to be the best time to get people to read your posts.
- Interact with local news stories in the state. Let the readers know what the Libertarian Party thinks about the issue. State your side but don't be argumentative. Use disagreements as a reason to invite them to your next meetup.
- Don't overwhelm yourself social media. You can schedule your posts in advance. You can take some time scheduling your non time sensitive posts for the next week or even month. Then, as liberty related news and events happen, you can make topic-specific posts in real time.

Start monthly meetups, post them on Facebook and share them to all the State Libertarian groups as well as all the state news groups. Offer to buy a free beer for the first time attendees to the meetup (free beer will get people to show up). Bring a sign in sheet for people to leave their name and email address, then you will be able to email them to let them know about future meetups.

Meetup.com is a great platform to let others know about your event, but it does cost money. Free classified sites like Craigslist.com have categories like Politics, Events, Groups, and Local News that are all appropriate places to share information about your event. You can even use the same wording and graphics you used in your Facebook

event and provide a link to the event.

If you are a veteran go to your local VFW. A lot of veterans are anti war. Additionally, check the bulletin board on the way out for any local groups you could join that would have like minded members.

Reach out to your local newspaper and ask them to publish press releases for you. If writing is your thing offer to write articles for them. Most newspapers are desperate for content and if you are willing to provide content to them for free, most will jump at the opportunity.

Do a monthly email newsletter. Setup either a Mailchimp or Gmass account and send out an email at least once a month. Let people know about your meetups, Libertarian stances, open positions, etc.

Get a website. They are great places to drive traffic to. You can put QR codes on all handouts directing them to the email sign up on your website as well as the party platforms. If you need help with this, reach out to me, the Mises Caucus can help you build a website.

Booths at local farmers markets and festivals are a huge assets, these events get tons of foot traffic. Most booth spaces can be rented fairly cheap. You will need a banner, pop up canopy and a table at least. In this book there are templates to design a banner for your state that you can use for your events. You need to make sure you have a sign up sheet at all your events get those contacts and get them plugged into your state state and county parties.

Your local colleges may have a community events page on their website or a list of student organizations. You can post your event and contact student organizations that may be interested in your event, but the best way to reach college students is on campus. If you have the man hours, visit your local campuses with handouts and a signup sheet to be contacted for future events. Once you have a foothold, you might even be able to establish a “Young Libertarians” student group guided by a sympathetic professor, or work with existing nonpartisan groups like Young Americans for Liberty or Students for Liberty.

Is your event or meetup centered around a specific industry? Maybe you’re working on legislation that affects local bar owners, farmers or welders. Invite them. Ask them to put up a flier. Libertarians and small business owners have many mutual interests. Make it work for you.

# Delegate Your Work, Use the Help Offered

Delegating responsibilities effectively is crucial for maximizing productivity and fostering a collaborative work environment. Here are some tips to help you delegate responsibilities to your volunteers:

**Clearly define expectations:** Clearly communicate the goals, objectives, and desired outcomes of the task or project. Provide a clear and detailed explanation of what needs to be accomplished, including any specific guidelines or deadlines.

**Identify the right person:** Assess the skills, strengths, and capabilities of your volunteers. Assign tasks to individuals who have the necessary skills and expertise to handle them effectively. Consider their workload, availability, and development opportunities as well.

**Provide necessary resources:** Ensure that your volunteers have the resources, tools, and information they need to complete the delegated tasks successfully. This includes access to relevant information, technology, training, and support.

**Delegate authority:** Empower your volunteers by granting them the authority and decision-making capabilities necessary to carry out their assigned tasks. Trust in their abilities and allow them to make choices and exercise judgment within the defined boundaries.

**Offer guidance and support:** Provide clear instructions, guidance, and support throughout the process. Be available to answer questions, provide clarification, and offer assistance when needed. Maintain an open line of communication and encourage your subordinates to seek help if required.

**Monitor progress:** Regularly check in on the progress of delegated tasks without micromanaging. Offer feedback and support as necessary. This helps you stay informed and address any challenges or issues that may arise promptly.

**Recognize and appreciate:** Acknowledge the efforts and achievements of your volunteers when they successfully complete delegated tasks. Recognize their contributions and provide constructive feedback to encourage growth and motivation.

Remember, effective delegation is a skill that develops over time through practice and experience. Tailor your approach to suit the specific needs of your team members, maintain open communication, and remain flexible in adapting your delegation style as required.



# Fundraising

Fundraising is a critical aspect of any successful political campaign. Political parties rely on financial support from individuals, businesses, and organizations to run effective campaigns and achieve their goals. In this guide, we will outline a step-by-step process to help your political party raise funds efficiently and ethically.

## Step 1: Set Clear Goals and Strategy

Before you start fundraising, define your party's objectives and allocate resources accordingly. Create a comprehensive campaign strategy that outlines your target audience, messaging, fundraising targets, and timelines. This strategy will serve as a road map throughout the fundraising process.

## Step 2: Build a Strong Fundraising Team

Assemble a dedicated and passionate fundraising team to spearhead your efforts. The team should include individuals with experience in fundraising, communications, event planning, and finance. Assign specific roles and responsibilities to each team member to ensure a coordinated effort.

## Step 3: Know Your Donor Base

Identify potential donors who are aligned with your party's principles and platform. This could include party members, previous donors, prominent community members, business leaders, and sympathetic organizations. Segment your donor list based on giving capacity to tailor your fundraising approach.

## Step 4: Craft a Compelling Message

Develop a clear and persuasive message that communicates your party's vision and why supporting it is essential. Emphasize how contributions will make a tangible difference in achieving the party's goals. Use compelling stories and data to back up your claims.



## Step 5: Utilize Multiple Fundraising Channels

Diversify your fundraising efforts by leveraging various channels. This could include:

**Online Fundraising:** Set up a user-friendly website to accept online donations. Utilize email campaigns, social media platforms, and crowdfunding platforms to reach a broader audience.

**Events:** Organize fundraising events like galas, dinners, and receptions to engage donors personally.

- Donors like specific, actionable projects rather than simple values based messaging. The exception to this is when the official narrative is being deceptive and/or outright lying, and then messaging that contradicts and clarifies that from a libertarian perspective can also be a revenue generator.

**Phone Campaigns:** Conduct phone outreach to potential donors to solicit contributions and answer any questions they may have.

**Direct Mail:** Send targeted direct mail appeals to specific donor segments.

- Some donors will NOT give unless you send them physical mail. It's more expensive, but it's also more tangible and personal. Physical mail should be used to target demographics that typically give by mail, such as previous mail donors, donors above the age of 50, and donors who give larger sums.

**Corporate Partnerships:** Seek partnerships with businesses that share your party's values and may be willing to sponsor events or donate.

## Step 6: Offer Incentives and Perks

Encourage donations by providing attractive incentives to donors. These could include exclusive access to events, merchandise, or recognition in campaign materials. Make sure to comply with all campaign finance regulations and disclosure requirements.

## Step 7: Make Giving Easy and Transparent

Simplify the donation process by offering various payment options, including credit

cards, bank transfers, and checks. Be transparent about how the funds will be used and provide regular updates on the progress of your campaign.

#### Step 8: Express Gratitude

Thank donors promptly and genuinely for their contributions. Show appreciation through personalized thank-you notes, emails, or phone calls. Building strong donor relationships can lead to repeat contributions and word-of-mouth referrals.

#### Step 9: Regularly Evaluate and Adjust

Continuously monitor your fundraising efforts and assess their effectiveness. Identify what strategies are working and what areas need improvement. Be willing to adapt and refine your approach based on the feedback received.

#### Step 10: Comply with Campaign Finance Laws

Ensure strict adherence to all campaign finance laws and regulations. Failure to comply with these rules could lead to legal issues and damage your party's reputation. Consult with legal experts to stay informed and compliant.

Fundraising for a political party is an ongoing process that requires dedication, creativity, and strong organizational skills. By setting clear goals, understanding your donors, and implementing a diversified fundraising strategy, your political party can secure the financial support necessary to achieve its objectives and make a positive impact. Remember to maintain transparency and integrity throughout the process to build trust with donors and the public.

Generating leads is essential for businesses and organizations to grow their customer base and increase sales. Below are some effective strategies to help you generate leads:

**Content Marketing:** Create high-quality, valuable content that resonates with your target audience. This could include blog posts, articles, videos, info graphics, and

downloadable resources. Content marketing positions you as an authority in your industry and attracts potential customers to your website or landing pages.

**Optimize Your Website:** Ensure that your website is user-friendly, visually appealing, and optimized for search engines (SEO). Use relevant keywords, create clear and compelling calls-to-action (CTAs), and make it easy for visitors to contact you or subscribe to your newsletter.

**Social Media Marketing:** Leverage social media platforms to engage with your audience, share content, and promote your activity and candidates. Utilize paid advertising on social media to target specific demographics and reach a broader audience.

**Email Marketing:** Build an email list and use it to nurture leads. Send personalized and relevant content to subscribers, such as newsletters, exclusive offers, and updates about your business. Email marketing helps maintain a connection with potential customers and increases the likelihood of conversions.

**Webinars and Workshops:** Host webinars and workshops like candidate, lobbying, and fundraising training. Offer valuable insights and solutions to participants' problems. Webinars allow you to capture contact information and follow up with attendees afterward.

- Require First name, last name, state, and email for access to exclusive content, giveaways, or participating in a survey. This is typically a link you advertise to get people to put their info in, and then an email is sent to them with the link.

**Referral Programs:** Encourage your existing customers to refer their friends and family to your business. Offer incentives such as discounts or rewards for successful referrals. Word-of-mouth marketing is powerful and can lead to high-quality leads. Examples include:

- Send email blasts asking people to forward an article to 5 friends they think might

like it

- Call people who are regular donors and ask for 5 contacts they know who might be interested or who are passionate with issues libertarians align with
- Ask people in your network who share libertarian values to check out the newsletter

**Networking and Partnerships:** Attend industry events, conferences, and trade shows to network with potential customers and partners. Collaborate with complementary businesses to tap into each other's customer bases.

**Lead Magnets and Free Trials:** Offer lead magnets like e-books, whitepapers, or free trials of your products/services to entice potential customers to provide their contact information. These freebies can help showcase the value of your offerings and convert leads into customers.

- Create petitions to incite political pressure on existing candidates
- Digital newsletters can be a source of information to both engage existing members as well as be a “carrot” to incentivize people who want to stay in the loop to give you their information

**Online Advertising:** Utilize online advertising platforms like Google Ads, Facebook Ads, or LinkedIn Ads to target your ideal audience with relevant ads. Pay-per-click (PPC) advertising allows you to control your budget and measure the effectiveness of your campaigns.

**Customer Reviews and Testimonials:** Display positive customer reviews and testimonials on your website and social media channels. Positive feedback builds trust and encourages potential customers to engage with your business.

**Landing Pages:** Create dedicated landing pages for specific products, services, or promotions. These pages should have a clear CTA and minimal distractions, making it

easier for visitors to convert into leads.

In person sign ups are a tried and true method, and the best way to get engaged, ready-for-action people who are already engaging in their local community.

- Farmers markets are a semi-regular occurrence in most towns, and are fantastic places to meet active individuals
- Most towns have a fair or festival either in them, or near enough to drive. Some states even have large fairs like Texas.
- Election day voting booths can be great place to meet and sign up engaged citizens
- Interest focus groups such as HOA's, gun clubs, small business advocacy organizations
- Utilize either clipboards or QR codes that link to a sign up page, and often with an issue that is popular in your area to have people declare their support of.

Remember that generating leads is a continuous process, and you may need to experiment with different strategies to find what works best for your business. Regularly track and analyze your lead generation efforts to refine your approach and maximize results.

Fundraising can be difficult for those who are not familiar or comfortable with the common practices. Below you can find some tips and tricks for the most common means of fundraising.

#### Email

1. Keep your list healthy. Remove contacts that have a high bounce rate, and filter for unsubscribed people to ensure your emails are getting to people who WANT them
2. Be sure to keep action items to a minimum. If the goal is to raise money, you want to send them directly to the donate page from the email, not to a secondary page

3. Give them options. Don't just have one donate button in your email. Have a few, and ask for different amounts.
4. Keep your donation emails about specific projects to fund or actions to fund. Generic appeals do not translate into money more often than not.

## Physical Mail

1. Critical to any fundraising, you can 2-5x your costs with the proper mailer.
2. Be sure to have a targeted audience. You should not be blasting out mail to everyone
3. Have people opt INTO receiving mail on sign up. That way those who want mail will get it, and those who don't won't exert an additional expense on your organization
4. Be sure to catalog mail donations so that you know who donated via mail. They will likely donate again.

## Money Bombs

A relatively new invention, this strategy uses a well timed effort combined with a very public tracking of progress to build momentum, leading to a large amount of money gathered in a short time

1. Be sure not to overuse, as donor burnout can be a thing. Generically, no more than one a quarter unless absolutely necessary
2. Be sure to post if there are any donor matches to incentivize donations
3. Post milestones on socials, your website, an/or on a live stream to further build momentum

## Merchandise

1. Utilize drop shipping in order to keep costs low. Many items can be used for drop

- shipping, such as clothes, household items, hats, etc.
2. Introduce new merch, and advertise it on your socials like Instagram. You can even use members photos as a means to promote your merch while also doing membership appreciation
  3. Keep costs low. Last thing you want is to be paying large amounts for physical storage and have leftover merchandise that you can't sell

### Membership Benefits

1. Send a thank you card for anyone who meets your definition of basic membership (Ex: \$25/year). People like to be thanked
2. Membership cards can make people feel better linked to the organization, especially if you do unique ones for people who hit certain milestones
3. Free merchandise can be given out at certain donors levels, such as bumper stickers, mugs, or special coins or pins for larger donors

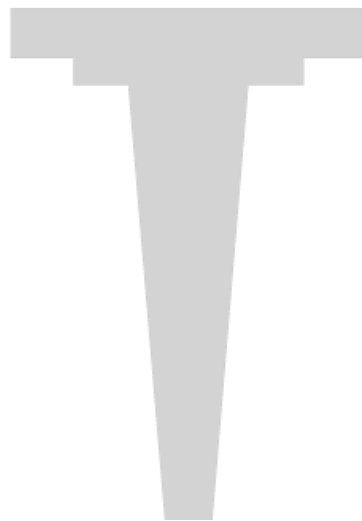
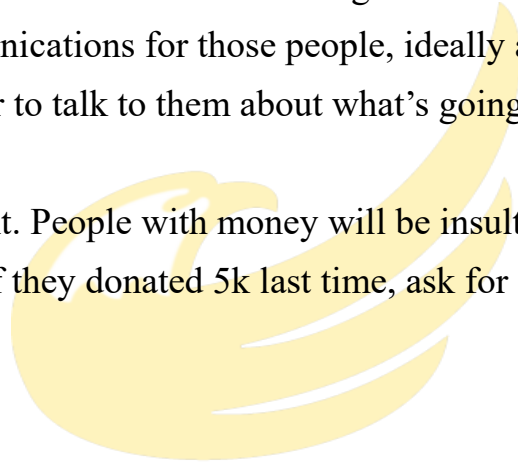
### Major Donors

Every major donor is going to be a unique case, but there are some ways to maximize your chances of gaining major donors, tools to locate them, and how to retain them.

1. Anyone who is writing you a check for \$1000 or more dollars is not doing so for some material perk. They are doing so for something softer. Access. Recognition. Status. Moral compulsion. Ideological alignment. Making sure you know the reason will be how you land that first big donation, and how you'll retain them in the long run.
2. The best way to find major donors is to talk to existing major donors. People with money know people with money.
3. The second best way to find major donors is to cross check your donor network with tools like the FEC donor database to see if you have any donors who have the POTENTIAL to give more. There are most certainly diamonds hiding in your

leads.

4. Major donors are not money boxes from which you can go pluck money at any time. Respect, consideration, and importance should all play into how you approach what to go talk to them about. Talking about police brutality to someone who donates to their local police union is a surefire way to lose them if you don't have any indications that is something they care about.
5. Major donors should NOT be included in regular communications. You should have special communications for those people, ideally a phone call from the chair or executive director to talk to them about what's going on and how you need their help
6. Ask the right amount. People with money will be insulted if you ask them for \$25 for a membership. If they donated 5k last time, ask for \$2500-7500. That is an acceptable range.





# New Member Onboarding Script

## Things to keep in mind

- This person signed up. They WANT to be contacted
- Make these phone calls immediately after a welcome email blast
- Always address them by their name when they answer
- If they are busy, insist the call will only take a minute or two
- If they insist they are still busy, ask for a better time to call back. Get a date and time, not a general “later” response

Sample: “ Hey John, this is (Your Name) with the Libertarian Party of (Your County) county here in Texas. How are you doing today? (Response). Good to hear. Listen, I’m calling to make sure you are aware of what we are doing in (Your County) and to help you get involved however you feel works best for you. It shouldn’t take but a minute or two.

1. The (Your State) party is all about local activity, which means we need people running for office, managing campaigns, lobbying your city council/school board, helping with party activity, and helping to raise funds to make us more free locally.
2. Have you joined (Your state's) Discord channel? Discord is an application where 99% of the conversations and resources are happening to assist people throughout the state, plus we have amazing community discussion channels for everything from guns and outdoors to homeschooling and growing your own food.
3. Have you become a donor to the State party? This is how we fund local candidates, put on amazing events, and how we sponsor booths to promote the party and grow our influence to win more elections. I’ll send you a followup text with the Link. Donate what you can, whether it’s \$5 a month or \$100 a month. We cannot do this without money.

Lastly, what questions do you have for me?

# Fundraising Script

Things to keep in mind

- People give money to people they know, like, and Trust. Regular communication is key to building these relationships, and can translate into big money if cultivated right
- Have a specific event/reason for this fundraising call
- Use open ended questions

Sample: “Hey Ashley, this is (Your Name) with the Libertarian party of (Your State). I hope you are doing well. I just wanted to let you know about our upcoming event (insert event description). Do you think you can make it? (Response). Fantastic/No worries (depending on answer) We want our events to be as successful as possible and could really use your help.

(Now for the Pitch. Pick one)

- I noticed you aren’t currently a monthly donor to the county party. What can we do to help count you in as one of our monthly donors?
- We are looking to hit a monthly goal of X dollars. How much can we count you in for?
- We are doing a moneybomb to fundraise for (Insert goal). How much can we count on you for?
- How much is in your budget to assist the state party meet its goals?

Now PAUSE. Don’t fill the air, wait for them to answer.

Now close it out. “Whatever you can donate is appreciated. Do you have any questions?”

# Opening a Bank Account

Step 1: Call a State business meeting for the purposes of authorizing the opening of a bank account for your State party. It is best to have two people as responsible parties, usually the Chair and Secretary. Avoid using the Treasurer, as they are responsible for overseeing finances and too much overlap between spending and oversight can lead to a conflict of interest.

Note: If you are planning on opening a business account for your party, doubling the meeting for business and a social event is a great way to collect funds, as most business accounts will need a minimum deposit between 200-300 dollars to open them. You will need to take minutes of the business meeting and designate the officers with access to the account in the minutes, signed by the Chair and Secretary (if those positions are filled).

Step 2: Apply for Employer Identification Number from the FEC. An EIN is needed for opening business accounts and will be needed for your donation collection service later as well. You can file a request for an EIN online from the FEC website.

Step 3: Take your EIN, the signed minutes from your business meeting, and go up to the bank of choice with ALL responsible parties. You will be applying for a business account under a nontaxable 501c organization, under code 527f. Deposit money.

Step 4: Apply for Donation service. Anedot is the company that several States have used. There may be some delay, but once the account is established, set up a donation page with the settings you prefer.

Step 5: Fundraise! Share your link to your Facebook page and any Libertarian groups you may be a part of, embed it in your website, and add it to your email list.

# Using ChatGPT

Here's a step-by-step approach to using ChatGPT to write a speech for you:

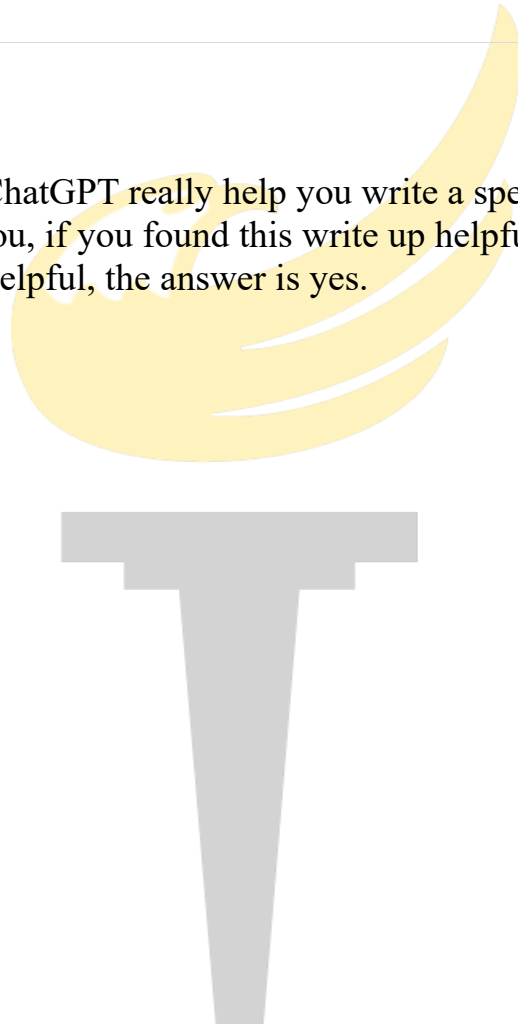
1. **Understand the purpose and audience:** Before starting to write a speech, it's important to clarify the purpose of the speech and identify the target audience. Consider the tone, style, and key message you want to convey.
2. **Gather information and outline the speech:** Begin by gathering relevant information about the topic. Conduct research, collect data, and identify key points you want to cover in your speech. Create a basic outline with an introduction, main points, and a conclusion.
3. **Start the conversation with ChatGPT:** Begin a conversation with ChatGPT by providing an initial prompt. You can introduce the topic, provide any specific details or context, and ask for suggestions or ideas to enhance your speech. For example, you can start with "I'm writing a speech about [topic]. Could you help me come up with some engaging opening lines?"
4. **Seek suggestions and input:** Engage in a conversation with ChatGPT, asking specific questions or seeking input on different aspects of your speech. You can ask for advice on structuring your speech, adding persuasive arguments, incorporating relevant anecdotes or statistics, or improving the overall flow and coherence.
5. **Refine and iterate:** As you receive responses from ChatGPT, carefully review and select the suggestions that align with your goals. Use the generated content to refine your speech, flesh out ideas, and add depth to your arguments. It's important to remember that ChatGPT's responses may not always be perfect, so use your judgment and critical thinking to evaluate and modify the generated content as needed.
6. **Polish the speech:** After incorporating ChatGPT's suggestions, review your speech and make any necessary edits to ensure clarity, coherence, and impact. Pay attention to transitions between ideas, logical flow, and the overall structure. Add any personal touches or anecdotes that you think will enhance the speech and make it more engaging.
7. **Practice and rehearse:** Once you have a draft of your speech, practice delivering it out loud. Focus on your tone, pacing, and gestures to effectively communicate your message. Rehearsing will help you identify areas that need improvement and allow you to become comfortable with the content.
8. **Seek feedback:** Share your speech with trusted individuals, such as friends,

family, or colleagues, and ask for their feedback. They can provide valuable insights, suggestions, and help you identify any areas that require further refinement.

9. Finalize and deliver the speech: Incorporate the feedback you received and make any necessary final edits. Rehearse the speech until you feel confident and ready to deliver it to your audience.

Remember, ChatGPT is a tool to assist you in the speechwriting process, but it's important to apply your own judgment, creativity, and critical thinking throughout the process.

Now the question is, can ChatGPT really help you write a speech or any thing else that you will need? I can tell you, if you found this write up helpful, ChatGPT wrote it for me. So, if you found this helpful, the answer is yes.



# Sending Mass emails

In today's digital world, effective email marketing is crucial for businesses and organizations looking to reach a large audience. Two popular tools that simplify the process of sending mass emails are Mailchimp and GMass.

Mailchimp is a comprehensive email marketing platform that allows users to create and send tailored email campaigns to specific audiences. With its user-friendly interface and robust features, Mailchimp enables businesses to engage with their subscribers, build customer relationships, and drive conversions.

On the other hand, GMass is an email marketing extension specifically designed for Gmail users. It seamlessly integrates with Gmail and empowers individuals and small businesses to send personalized mass emails directly from their Gmail accounts. GMass streamlines the process and provides tracking and follow-up automation options, making it a convenient choice for email outreach and marketing efforts.

Both Mailchimp and GMass offer unique advantages and cater to different user needs. Whether you're a small business owner, marketer, or a professional seeking to connect with a wide audience, understanding the capabilities and features of these platforms can help you make informed decisions about which tool best suits your requirements.

In this guide, we'll explore step-by-step instructions on how to use Mailchimp and GMass effectively, empowering you to create and send mass emails, engage with your recipients, and analyze the success of your email campaigns. Let's dive into the details of each tool and discover how they can enhance your email marketing endeavors.

## Using Mail Chimp for Your State's Emails

1. Sign up and create an account: Go to the Mailchimp website ([mailchimp.com](https://mailchimp.com)) and click on "Sign Up Free" to create a new account. Fill in the required information and follow the prompts to complete the registration process.
2. Set up your audience: Once you're logged in, you'll need to create an audience. An audience is a group of people you'll be sending emails to. Click on the "Audience" tab at the top of the Mailchimp dashboard and then select "Create Audience." Fill in the necessary details, such as the audience name, contact information, and other relevant details.
3. Import or add subscribers: After creating your audience, you can add subscribers to it. You have several options for adding subscribers: you can import a list of subscribers from a file, manually add subscribers one by one, or use Mailchimp's

built-in signup forms to collect subscribers. Choose the method that suits you best and follow the instructions to add your subscribers to the audience.

4. Create an email campaign: To send emails to your subscribers, you'll need to create an email campaign. Click on the "Campaigns" tab at the top of the dashboard and then select "Create Campaign." Choose the type of campaign you want to create, such as a regular email, automated email, or A/B testing campaign. Follow the prompts to set up the campaign, including selecting the audience, designing the email content, and setting the campaign's delivery settings.
5. Design your email content: Mailchimp provides a user-friendly drag-and-drop editor to design your email content. You can choose from various pre-designed templates or create your own design from scratch. Customize the layout, add images, text, buttons, and other elements to create a visually appealing email. You can also personalize your emails by inserting subscriber merge tags to include individual subscriber information.
6. Set up campaign settings: Before sending your email campaign, configure the campaign settings. This includes setting the subject line, sender name, reply-to email address, and other details. You can also preview how the email will look on different devices and email clients to ensure it appears correctly.
7. Review and send your campaign: Once you've designed your email and configured the settings, it's important to review everything before sending. Use the preview option to double-check the email content, links, and overall appearance. Make any necessary edits or corrections. Finally, click on the "Send" button to schedule or send the campaign immediately.
8. Track campaign performance: After sending your email campaign, you can track its performance using Mailchimp's reporting features. Monitor metrics like open rates, click-through rates, unsubscribes, and bounces to gauge the effectiveness of your campaign. This data can help you refine your future email marketing strategies.

That's a general overview of how to use Mailchimp. Remember, Mailchimp offers many advanced features beyond the basics mentioned here, so feel free to explore and take advantage of additional functionalities as you become more familiar with the platform.

## Using GMass for Your State's Emails

1. Install GMass: GMass is an email marketing tool that works as an extension for Gmail. Start by opening the Google Chrome browser and visiting the Chrome Web Store ([chrome.google.com/webstore](https://chrome.google.com/webstore)). Search for "GMass" in the search bar,



locate the GMass extension, and click on "Add to Chrome" to install it.

2. Connect your Gmail account: Once GMass is installed, sign in to your Gmail account. You'll see a GMass button in the top-right corner of your Gmail interface.
3. Compose your email: Click on the "Compose" button in Gmail to start creating your email. Write the subject line, compose the email content, and format it as desired. GMass supports both plain text and HTML email formats.
4. Personalize your email (optional): GMass allows you to personalize your emails by including recipient-specific information. To do this, create a Google Sheets spreadsheet with the recipient data. Include columns for the recipient's first name, last name, and email address. In your email body, use the format {Column Name} to insert the corresponding data from your spreadsheet.
5. Configure GMass settings: Once your email is ready, click on the GMass symbol in the "To" field to connect to a Google sheet with your contacts if you are personalizing your emails. If not, then you can enter individual email addresses, a Google Contacts group, or a comma-separated list of addresses.
6. Schedule or send your email: Next to the GMass button at the bottom of your composed email will be an arrow button, click that you'll find options for scheduling or sending your email campaign. You can choose to send the email immediately, schedule it for a specific date and time, set up automatic follow-ups, or adding an unsubscribe link.
7. Set up automatic follow-ups (optional): GMass allows you to automatically send follow-up emails to recipients who haven't responded to your initial email. To enable this feature, click on the "Automatic Follow-ups" tab in the GMass options. Set the number of days to wait before sending follow-ups, the number of follow-ups to send, and customize the content of each follow-up email.
8. Track your email campaign: GMass provides tracking features to help you monitor the performance of your email campaign. You can view metrics such as open rates, click-through rates, and reply rates directly within your Gmail account. In the GMass side panel, click on the "Reports" tab to access the tracking data. GMass will also send emails for every open, link click, and overall campaign updates that automatically get sorted into specific folders GMass will create.

That's a basic overview of how to use GMass for sending emails. GMass offers additional features and functionalities that you can explore as you become more familiar with the tool. Remember to comply with email marketing best practices and legal requirements, such as obtaining proper consent and providing an unsubscribe option, when using GMass or any email marketing tool.





# ROBERT'S RULES OF ORDER CHEAT SHEET

Robert's Rules of Order is a manual of parliamentary procedures that governs most organizations with boards of directors. Robert's Rules of Order are a provision of each of the SMPS chapter's bylaws normally stated as the following:

*"The rules contained in the most recent edition of Robert's Rules of Order shall provide the rules of procedure for the Chapter where they are not inconsistent with the provisions of the Articles of Incorporation or these bylaws."*

## TYPES OF MOTIONS

- **Main Motion:** Introduce a new item
- **Subsidiary Motion:** Change or affect how to handle a main motion (vote on this before main motion)
- **Privileged Motion:** Urgent or important matter unrelated to pending business
- **Incidental Motion:** Questions procedure of other motions (must consider before the other motion)
- **Motion to Table:** Kills a motion
- **Motion to Postpone:** Delays a vote (can reopen debate on the main motion)

## EVERY MOTION HAS 6 STEPS

1. **Motion:** A member rises or raises a hand to signal the chairperson.
2. **Second:** Another member seconds the motion.
3. **Restate motion:** The chairperson restates the motion.
4. **Debate:** The members debate the motion.
5. **Vote:** The chairperson restates the motion, and then first asks for affirmative votes, and then negative votes.
6. **Announce the vote:** The chairperson announces the result of the vote and any instructions.

TIP! If the board is in obvious agreement, the chairperson may save time by stating, "If there is no objection, we will adopt the motion to..." Then wait for any objections. Then say, "Hearing no objections, (state the motion) is adopted." And then state any instructions. If a member objects, first ask for debate, then vote and then announce the vote.

## REQUESTING POINTS OF SOMETHING

Certain situations need attention during the meeting, but they don't require a motion, second, debate or voting. It's permissible to state a point during a meeting where the chairperson needs to handle a situation right away. Board members can declare a Point of Order, Point of Information, Point of Inquiry, or Point of Personal Privilege.

- **Point of Order:** Draws attention to a breach of rules, improper procedure, breaching of established practices, etc.
- **Point of Information:** A member may need to bring up an additional point or additional information (in the form of a nondebatable statement) so that the other members can make fully informed votes.

- **Point of Inquiry:** A member may use point of inquiry to ask for clarification in a report to make better voting decisions.
- **Point of Personal Privilege:** A member may use point of personal privilege to address the physical comfort of the setting such as temperature or noise. Members may also use it to address the accuracy of published reports or the accuracy of a member's conduct.

## TIPS AND REMINDERS FOR CHAIRPERSONS

Robert's Rules of Order, which is also widely known as parliamentary procedure, was developed to ensure that meetings are fair, efficient, democratic and orderly. A skilled chairperson allows all members to voice their opinions in an orderly manner so that everyone in the meeting can hear and be heard. The following tips and reminders will help chairpersons to run a successful and productive meeting without being run over or running over others.

- Follow the agenda to keep the group moving toward its goals.
- Let the group do its own work; don't overcommand.
- Control the flow of the meeting by recognizing members who ask to speak.
- Let all members speak once before allowing anyone to speak a second time.
- When discussions get off-track, gently guide the group back to the agenda.
- Model courtesy and respect, and insist that others do the same.
- Help to develop the board's skills in parliamentary procedure by properly using motions and points of order.
- Give each speaker your undivided attention.
- Keep an emotional pulse on the discussions.
- Allow a consensus to have the final authority of the group.

Source: [www.boardeffect.com](http://www.boardeffect.com)



Action	What to say	Can speaker be interrupted?	Need a second?	Can this be debated?	Can this be amended?	Votes needed
Introduce main motion	“I move to...”	No	Yes	Yes	Yes	Majority
Amend a motion	“I move to amend the motion by...”	No	Yes	Yes	Yes	Majority
Move item to committee	“I move that we refer the matter to committee.”	No	Yes	Yes	No	Majority
Postpone item	“I move to postpone the matter until...”	No	Yes	Yes	No	Majority
End debate	“I move the previous question.”	No	Yes	Yes	No	Majority
Object to procedure	“Point of order.”	Yes	No	No	No	Chair’s decision
Recess the meeting	“I move that we recess until...”	No	Yes	No	No	Majority
Adjourn the meeting	“I move to adjourn the meeting.”	No	Yes	No	No	Majority
Request information	“Point of information.”	No	Yes	No	No	No vote
Overrule the chair’s ruling	“I move to overrule the chair’s ruling.”	Yes	Yes	Yes	No	Majority
Extend the allotted time	“I move to extend the time by _____ minutes.”	No	Yes	No	Yes	2/3
Enforce the rules or point out incorrect procedure	“Point of order.”	Yes	No	No	No	No vote
Table a motion	“I move to table...”	No	Yes	No	No	Majority
Verity voice vote with count	“I call for a division.”	No	No	No	No	No vote
Object to considering some undiplomatic matter	“I object to consideration of this matter...”	Yes	No	No	No	2/3
Take up a previously tabled item	“I move to take from the table...”	No	Yes	No	No	Majority
* Reconsider something already disposed of	“I move to reconsider our action to...”	Yes	Yes	Yes	Yes	Majority
Consider something out of it scheduled order	“I move to suspend the rules and consider...”	No	Yes	No	No	2/3
Close the meeting for executive session	“I move to go into executive session.”	No	Yes	No	No	Majority

\*A member may make a motion to reconsider something that was already disposed; however, the reconsidered motion may not be subsequently reconsidered. A motion to reconsider must be made during the same meeting and can extend to a meeting that lasts for more than one day.

# Libertarian Reading List

E	Ethics & Law		
	Novice	Against the State: An Anarcho-Capitalist Manifesto	Llewellyn H. Rockwell Jr.
		A Spontaneous Order: The Capitalist Case for a Stateless Society	Christopher Chase Racheles
		Libertarian Anarchy: Against the State	Gerard Casey
	Beginner	The Ethics of Liberty	Murray N. Rothbard
		The Machinery of Freedom: Guide to a Radical Capitalism	David D. Friedman
		The Market for Liberty	Linda and Morris Tannehill
	Proficient	The Economics and Ethics of Private Property: Studies in Political Economy and Philosophy	Hans-Hermann Hoppe
		Liberty, Games and Contracts: Jan Narveson & the Defence of Libertarianism	Malcom Murray
		Chaos Theory: Two Essays on Market Anarchy	Robert P. Murphy
		The Enterprise of Law: Justice Without the State	Bruce L. Benson
		Anarchy and the Law: The Political Economy of Choice	Edward P. Stringham
		The Privatization of Roads and Highways: Human and Economic Factors	Walter Block
		Against Intellectual Property	Stephan N. Kinsella
	Statism Critics		
	Novice	No Treason: The Constitution of No Authority	Lysander Spooner
		Anatomy of the State	Murray N. Rothbard
		The Anarchist Handbook	Michael Malice
		Socialism Sucks: Two Economists Drink Their Way Through The Unfree World	Robert Lawson, Benjamin Powell
	Beginner	The Problem of Political Authority: An Examination of the Right to Coerce and the Duty to Obey	Michael Huemer
		The Great Fiction: Property, Economy, Society, and the Politics of Decline	Hans-Hermann Hoppe
		Democracy – The God That Failed: The Economics and Politics of Monarchy, Democracy and Natural Order	Hans-Hermann Hoppe
	Proficient	The Myth of National Defense: Essays on the Theory and History of Security Production	Hans-Hermann Hoppe
		The Myth of the Rational Voter: Why Democracies Choose Bad Policies	Bryan Caplan, David Drummond
		Tragedy and Hope 101: The Illusion of Justice, Freedom, and Democracy	Joseph Plummer, Joshua Mackey
		Government Failure: A Primer in Public Choice	Gordon Tullock, Arthur Seldon, Gordon L. Brady,
		A Theory of Socialism and Capitalism	Hans-Hermann Hoppe
		Advanced Introduction to Public Choice	Randall G. Holcombe
		Against Politics: On Government, Anarchy and Order	Anthony de Jasay

Economics	Justice and Its Surroundings: The Works and Correspondence of David Ricardo	Anthony de Jasay
Novice	What Has Government Done to Our Money?: and The Case for a 100 Percent Gold Dollar	Murray N. Rothbard
	How an Economy Grows and Why It Crashes	Peter D. Schiff and Andrew J. Schiff
	Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics	Henry Hazlitt
	Economics for Real People: An Introduction to the Austrian School	Gene Callahan
Beginner	The Road to Serfdom	Friedrich A. Hayek
	The Ethics of Money Production	Jörg Guido Hülsmann
	Man, Economy, and State with Power and Market	Murray N. Rothbard
	Choice: Cooperation, Enterprise, and Human Action	Robert P. Murphy
	The Mises Reader	Ludwig von Mises
	Human Action: A Treatise on Economics	Ludwig von Mises
Proficient	The Use of Knowledge in Society	Friedrich A. Hayek
	Competition and Entrepreneurship	Israel M. Kirzner
	Socialism, Economic Calculation and Entrepreneurship	Jesús Huerta de Soto
	The Fatal Conceit: The Errors of Socialism	Friedrich A. Hayek
	Individualism and Economic Order	Friedrich A. Hayek
	Denationalization of Money	Friedrich A. Hayek
	Money, Bank Credit, and Economic Cycles	Jesús Huerta de Soto
Precursors of Anarcho Capitalism	Discourse on Voluntary Servitude	Étienne de La Boétie
	The Law	Frédéric Bastiat
	(general author recommendations)	Gustave De Molinari
	...	John Locke
	...	Ludwig von Mises
	...	Ayn Rand
Strategy & Tactics	An Agorist Primer: Counter-Economics, Total Freedom, and You	Samuel Edward Konkin III
	Sedition Subversion and Sabotage Field Manual No. 1	Ben Stone
	Crypto Anarchy, Cyberstates, and Pirate Utopias	Peter Ludlow
	The Sovereign Individual: Mastering the Transition to the Information Age	James Dale Davidson and Lord William Rees-Mogg
	A Plan to End the State: How to Create a Slow Revolution	Stephen Rose
	Swarmwise: The Tactical Manual to Changing the World	Rick Falkvinge
	What Must Be Done	Hans-Hermann Hoppe
	The Helicopter Pilot's Handbook	Phil Croucher

Other Good Reads

The Politics of Obedience: The Discourse of Voluntary Servitude

Socialism

The Socialist Phenomenon

Viking Age Iceland

Marxist and Austrian Class Analysis The Economics and Ethics of Private Property

Anarchy, State, and Utopia

The Structure Of Liberty: Justice And The Rule Of Law

Economic Science and the Austrian Method

Étienne de La Boétie

Ludwig von Mises

Igor Shafarevich

Jesse Byock

Hans-Hermann Hoppe

Robert Nozick

Randy E. Barnett

Hans-Hermann Hoppe

# Chapter 3

## Social Media

# Utilizing Twitter to Maximize Growth

Twitter isn't real life, but it shapes the news and the political narrative. The audience of Twitter is journalists, politicians and celebrities and potential members. Remember the people you are talking to could be the next donor, the person willing to volunteer or even your State's next chair. So, act accordingly. You want to maximize the outreach without turning future and current members off.

## Creating the Perfect Tweet

Twitter Blue is recommended to get your content seen by more users and be able to edit and create longer tweets. Each tweet needs to be relevant and offer value. One framework for writing an effective Tweet is:

- A one and two sentence headline
- Image, gif or video to go with headline (It's better to use images and then link to an article in the replies as links to articles don't get much reach on Twitter currently)

Try experimenting with different types of content like Twitter polls or a fill in the blank question to help build engagement.

Use relevant hashtags to libertarianism and trending topics to help expand reach and connect with other libertarians.

## How Often You Should Tweet

The cadence and frequency on Twitter is more fast-paced than most platforms, this means ideally you should tweet 5-7 times per day if possible. You can also share other people's content in the form of Retweets.

## Focus on Engagement over Promotion

It's important to remember that strictly promotional content doesn't perform well because it doesn't get as much engagement. You can achieve this by sharing informative, funny and educational content based on current events.

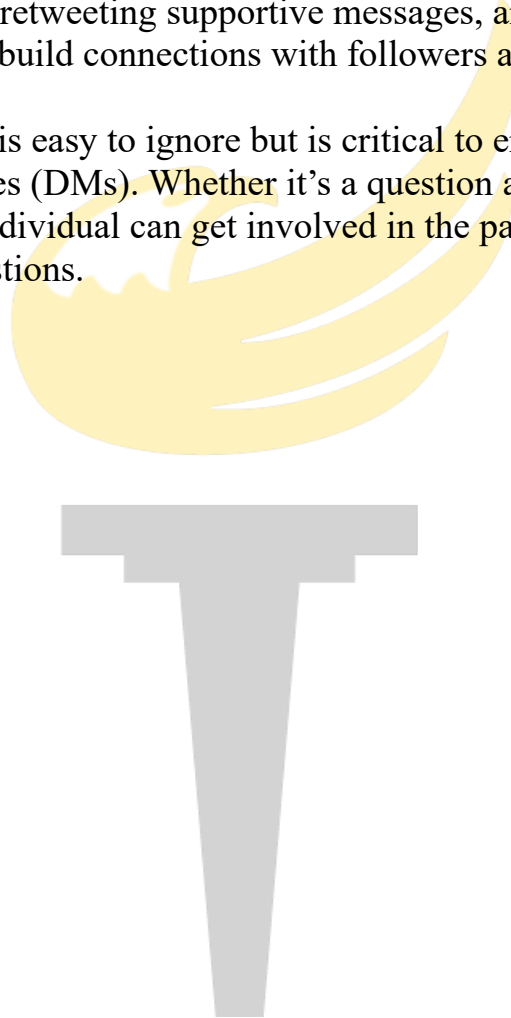
A few examples of this type of content:

- Liberty quotes
- Memes
- Your take on a recent news story

## **Be Social**

Engaging with followers and participating in relevant conversations is an effective way to foster a sense of community and establish the your state affiliate as a credible voice. Responding to comments, retweeting supportive messages, and initiating discussions on libertarian topics can help build connections with followers and attract new supporters.

One aspect of Twitter that is easy to ignore but is critical to engagement is responding to replies and Direct Messages (DMs). Whether it's a question about your stance on a specific issue or how an individual can get involved in the party, it's important to publicly answer these questions.





# Setting Up a Twitter Bot

Did you know the average life of a Tweet is only about 24 minutes? The shelf life of a tweet can vary significantly depending on various factors such as the content, timing, engagement, and number of followers the account has. The fast-paced nature of Twitter's timeline and the constant flow of new tweets make it easy for individual tweets to get buried quickly, However - it's important to note that popular or engaging tweets can have a longer lifespan as they may be retweeted, replied to, or shared by others, extending their visibility and reach.

Because the shelf life of an average tweet is relatively brief, you must emphasize the need for consistent and timely posting to maintain an active presence on the platform. Using a Twitter bot to achieve this by automatically making posts offers several significant benefits that make it an important tool to you as a county affiliate.

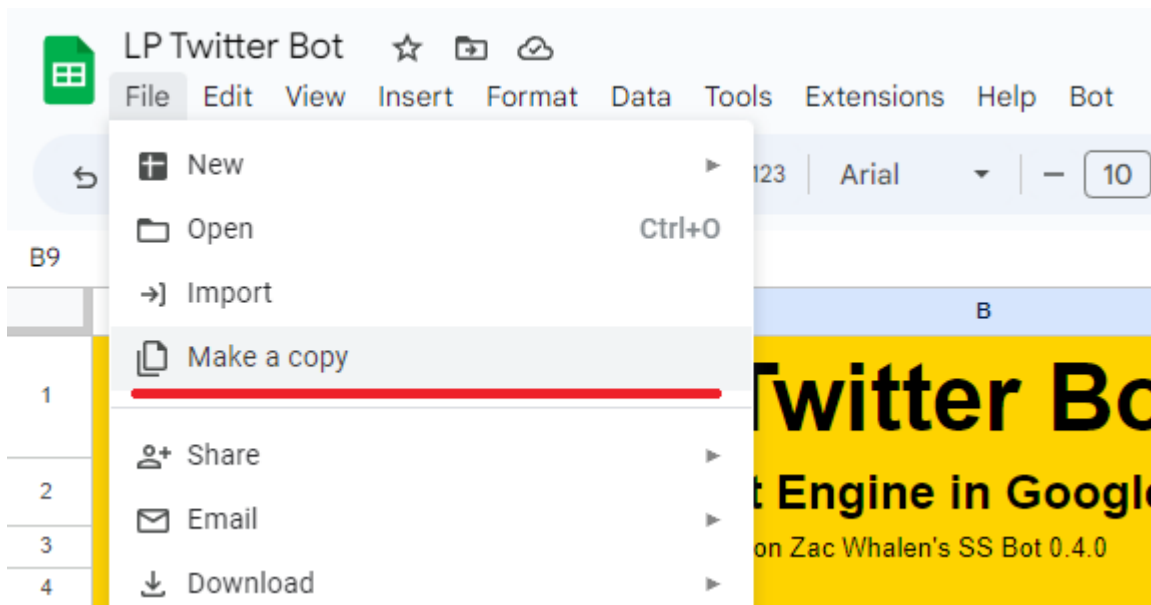
Automation saves time and effort by eliminating the need for manual posting, allowing you to maintain an active online presence without constant monitoring. A Twitter bot will ensure consistent and regular content delivery, enhancing engagement with your followers and increasing your accounts overall visibility.

In the following pages, we will give you step by step instructions on how to set up a completely free Twitter bot using Google Sheets, as well as some tips on how to get the most out of your bot.

*Note: You must have a Google Account to use this bot. You can use your own private account or create a burner account, it does not matter as the file will be private. If you ever wish to stop the bot, you will need access to this account.*

### Step 1: Make a copy of the Spreadsheet bot.

Go to <https://tinyurl.com/LPTwitterBot> and in the top left corner of the page and click (“File -> Make a copy...”). Name the copy whatever you want, but we suggest “LPcountynameBot”. Leave the default settings and click ‘Make a copy’.



### Step 2: Create a new Twitter account

Go to <https://twitter.com/signup> and click sign up at the bottom of the page. Click create account, and then create an account using an e-mail. Fill out the registration like you would normally - you can always change these settings like your name later. You'll need to verify your email address and mobile phone number. If you already have a Twitter account using your mobile number, you can de-associate the number from your original account, verify it with a new account, and then later, after the bot account starts posting, reverse the process to get the phone number back with your original account. You must have the account verified with a mobile phone number to get the process started. Enter your account name in your Spreadsheet bot under the row titled ‘Refer to Step 2: Create a new Twitter Account’.

### Step 3: Create a free Twitter Developer account

While logged into your Bot, go to <https://developer.twitter.com/en> and scroll down just a little bit until you see “Find the right access for you”. Click on the button labeled ‘Get Started’ under the ‘Free’ tier on the left most column. On the next page, click ‘Sign up for Free Account’ at the very bottom. After that, you will receive a prompt asking you to describe all of your use cases of Twitter’s data and API. You can come up with whatever you want, but here is a prompt that I have used without any issue:

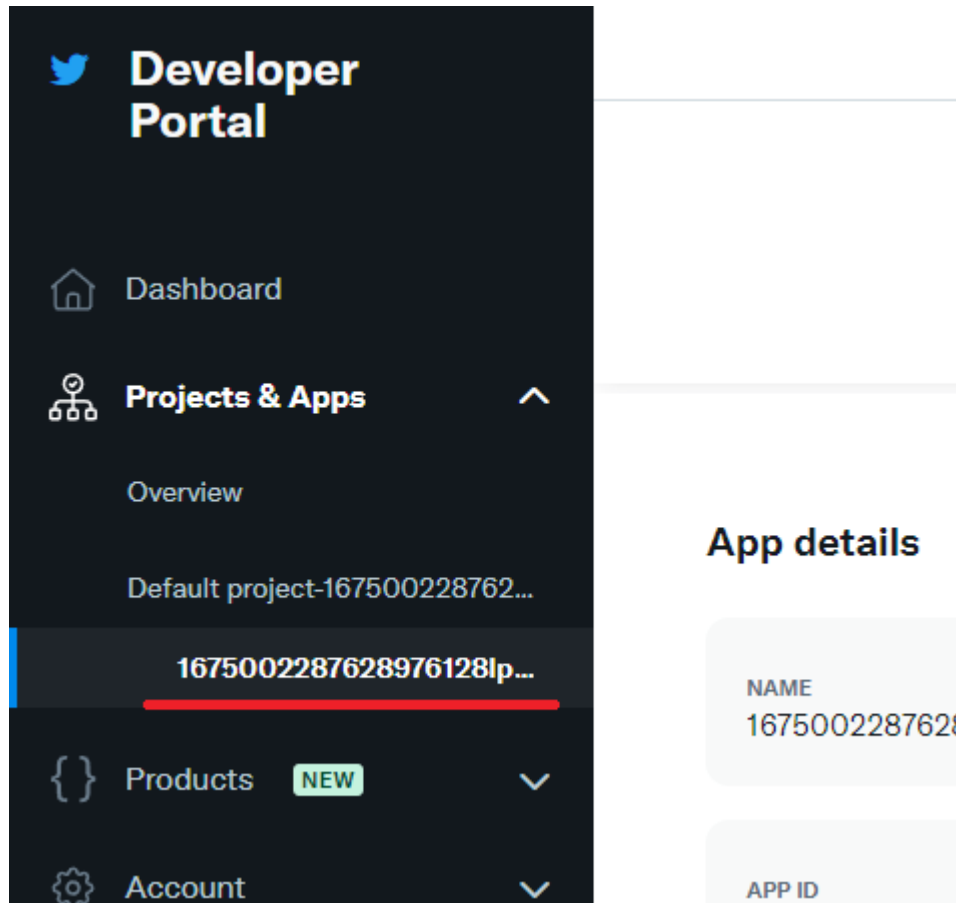
“I am a new developer who wishes to improve my skills by leveraging Twitter's data and API. I want to try to build an app where users can access specific types of Tweets, such as tweets on a timeline from specific users, or from a specific location. It would be good practice to access data and send data such as messages and media without having to open the Twitter application.”

Agree to all three prompts below your description, and click Submit. You will be brought to the Developer Dashboard.

*Note: There is somewhat of a break here. When you first create your developer account, it will bring you to the developer dashboard. Although it may appear that your account is fully functional, it often can take up to a week before the developer account works. If your bot does not seem to be working after you complete the next few steps, you may need to wait a few days and try again. During the creation of this manual, my developer account did not work upon creation, but did when I tried it nine days later.*

#### **Step 4: Create your Twitter Bot App**

When you arrive on the Developer Dashboard for the first time, Twitter will have already created a blank default project as well as an app. On the left side of the screen, under the tab labeled ‘Projects & Apps’, you should see your project titled ‘Default project-(random numbers)’, and nested below that, your application which should be titled as random numbers followed by your twitter handle. Click on that application.



When you arrive on the app page, click on ‘Keys and tokens’, then click ‘Regenerate’ in the box labeled ‘Consumer Keys’. You will be asked if you are sure you want to regenerate, click ‘Yes, regenerate’. It will show you two new keys, one labeled API Key, and another labeled API Key Secret. Copy both of them down and save them somewhere you will not lose them. If you lose the keys, you will have to regenerate them again, and you will need to plug them into your bot again. When you have ensured you have saved the keys, click ‘Yes, I saved them’.

1675002287628976128lpaffil

Settings

Keys and tokens

### Consumer Keys

API Key and Secret ⓘ

👁️ [Reveal API Key hint](#)

Regenerate

### Step 5: Copy the Keys into the Spreadsheet

Go back to your personal copy of the Spreadsheet Bot you created in Step one, and below the row titled “Refer to Step 5: Copy the Keys into the Spreadsheet”, insert your API Key and API Key Secret into the fields as they are labeled.

Refer to Step 5: Copy the Keys into the Spreadsheet

*Take your API Key and API Key Secret and plug them into the two fields below.*

**Consumer Key (API Key):**

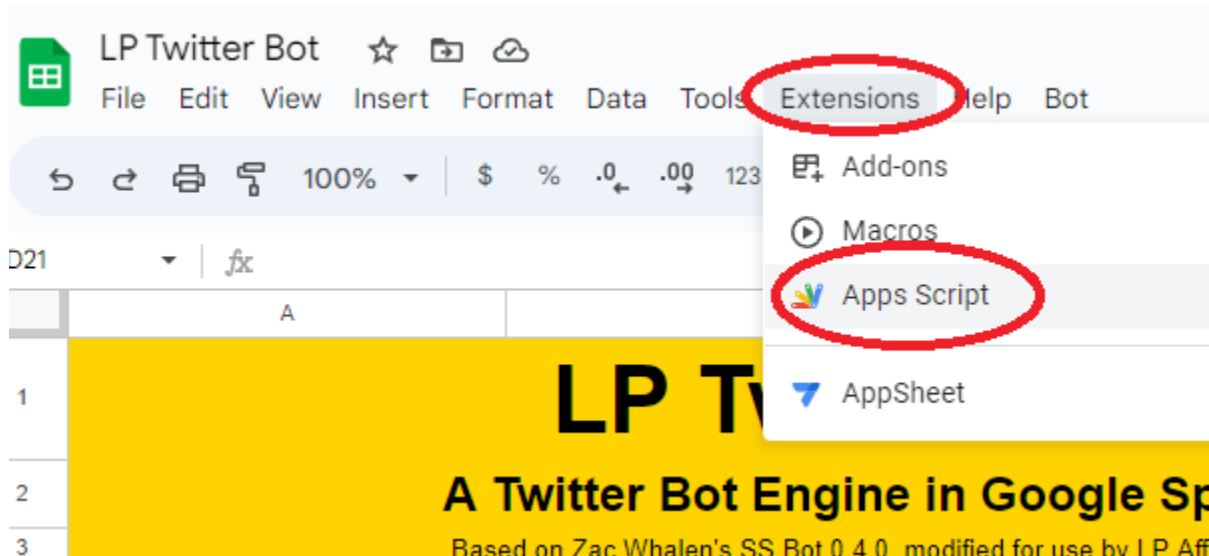
2dl4EMY5Fui8C7R2qXjCHUmCv

**Consumer Secret (API Secret):**

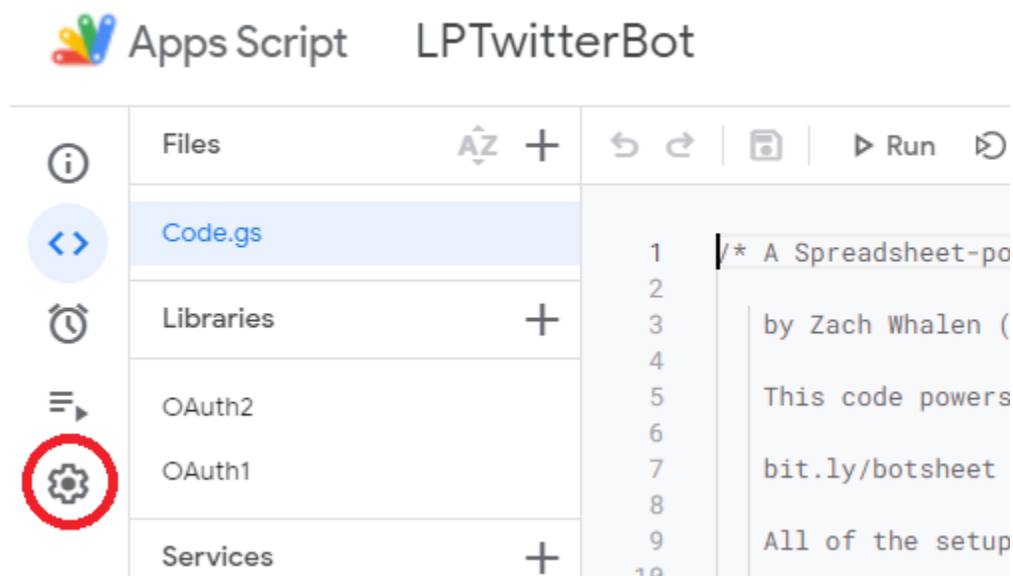
CYewMLVTdzW8xnZ8156fHnu2kyd0G1ZMk7WqDN6U

### Step 6: Locate your Google Spreadsheet's "Project Key"

While on your Spreadsheet, go into the script editor by clicking ("Extensions -> Apps Script...") at the top of the sheet.



Go to the 'Project Settings' by clicking the picture of the cog on the left hand side.




You should see something titled 'IDs', and below that, a Script ID with a copy button. Click the Copy button to copy your Script ID.

## IDs

IDs are the unique identifiers of your Apps Script project.

---

Script ID	1v_iJC8PlmI2TM3Ci8cRVMU3g_8AMwHcQNc
-----------	-------------------------------------


 Copy

---

Go to ‘Refer to Step 6: Find your spreadsheet's "Project Key"’ on your spreadsheet and input the Script ID into the field labeled ‘Project Key’.

**Refer to Step 6: Find your spreadsheet's "Project Key"**

*Go into the script editor ("Extensions -> Apps Script...") and then find the Project Key field on the right hand side. You should see something titled 'IDs', and below that, a Script ID below.*

 **Project Key:**  
1v\_iJC8PlmI2TM3Ci8cRVMU3g\_8AMwHcQNc

## Step 7: Set callback value in Twitter App settings

Go back to your Twitter App. If you can't find it, you can use the following link:

<https://developer.twitter.com/en/portal/projects-and-apps>


Refer back to Step 4 if you need to see how to find your App from this page.

When you get to your Twitter App, Scroll down to where you see the box titled ‘User authentication settings’ and click the ‘Set up’ button.

## User authentication settings

### User authentication not set up

Authentication allows users to log in to your App with Twitter. It also allows your App to make specific requests for authenticated users.



Set up

On the next page, under App permissions, check the box labeled ‘Read and write’.

## App permissions (required)

These permissions enable OAuth 1.0a Authentication. ⓘ

- Read  
Read Tweets and profile information
- Read and write  
Read and Post Tweets and profile information
- Read and write and Direct message  
Read Tweets and profile information, read and post Direct messages

Under Type of App, check the box labeled ‘Web App, Automated App or Bot’.

## Type of App (required)

The type of App enables OAuth 2.0 Authentication. ⓘ

- Native App ⓘ  
Public client ⓘ
- Web App, Automated App or Bot ⓘ  
Confidential client ⓘ

Finally, under App info, paste in your Callback URL that should have been generated under ‘Refer to Step 7: Set callback value in Twitter App settings’ on your spreadsheet.



It is required to have a website URL, but it isn't a requirement that it is a real or working URL. If you would like to use your affiliate website, you can do so.

## App info

Callback URI / Redirect URL (required) ⓘ

[https://script.google.com/macros/d/1v\\_iJC8Plml2TM3Ci8cRVMU3g\\_8AMwI](https://script.google.com/macros/d/1v_iJC8Plml2TM3Ci8cRVMU3g_8AMwI)

+ Add another URI / URL

Website URL (required)

<http://lpaffiliatebotexample.org>

*Note: If for some reason your callback URL was not automatically generated, it is very easy to fix. Simply input your Project Key from Step 6 into the following format and use that instead.*

`https://script.google.com/macros/d/_<YOUR PROJECT KEY>_/usercallback`

After you click 'Save', it will prompt you with 'Here is your OAuth 2.0 Client ID and Client Secret'. You do not need these keys, and you can regenerate them in the future if you need them for any other purpose. Click 'Done'. It will prompt you again, click 'Yes, I saved it'.

### Step 8: Generate a Preview of your Tweets

Go back to your spreadsheet. At the top of your spreadsheet there is a menu titled 'Bot'. Click ("Bot -> Generate Preview...").

LP Twitter Bot ☆ 📄 ☁

File Edit View Insert Format Data Tools Extensions Help **Bot**

↻ 🖨 📄 100% | \$ % .0+ .00 123 | Arial | -

37 | fx Select "Generate Preview" from the "Bot" menu above, then

A	B
	kF8hnPITbnyct6bV2L2Bwtqvd
	<b>Consumer Secret (API Secret):</b>
	w0GEc7XeR4TF8tunCRAzpHiZUw3goS

Generate Preview  
Send a Test Tweet  
Revoke Twitter Authorization  
Start Posting Tweets  
Stop Posting Tweets

Refer to Step 6: Find your spreadsheet's "Project Key"

If this is your first time Generating a Preview, you will be prompted ‘Authorization Required’. Click ‘Continue’. You will then be prompted to choose an account, choose the account that you made your copy of the spreadsheet on. Then, you will be notified ‘Google hasn’t verified this app’. Click ‘Advanced’

!

**Google hasn't verified this app**

The app is requesting access to sensitive info in your Google Account. Until the [\(lpaffiliatebot@gmail.com\)](#) verifies this app with Google, you shouldn't use it.

Advanced BACK

Directly after clicking ‘Advanced’, click on ‘Go to (whatever your copy is named) (unsafe)’.

Continue only if you understand the risks and trust the developer  
([lpaffiliatebot@gmail.com](mailto:lpaffiliatebot@gmail.com)).

[Go to Copy of Bot \(unsafe\)](#)

You will be notified that the script wants to access your Google Account. Don't worry, the bot only has the ability to make Twitter posts. Your copy of the script can only be changed by you. It is only a few hundred lines and there is nothing malicious inside of it. If you have any concerns, consider using a burner Google account instead of your primary account. Scroll down to the bottom and click Allow. Click ("Bot -> Generate Preview...") once again, and this time, you should be brought automatically to the sheet titled 'Preview Output', and it should begin to populate with data from the sheet titled 'Tweets'.

### **Step 9: Complete and Test Twitter Authorization**

Almost done! From the 'Bot' menu at the top of your spreadsheet, select 'Send a Test Tweet'. If everything has been set up correctly, you should see a popup inviting you to authenticate with Twitter. Do so, and then run "Send a Test Tweet" again to see if it works.

*REMINDER: It often can take up to a week before your developer account works. If your bot does not seem to be posting the test tweet but you were able to authenticate, you may just need to wait a few days and try again.*

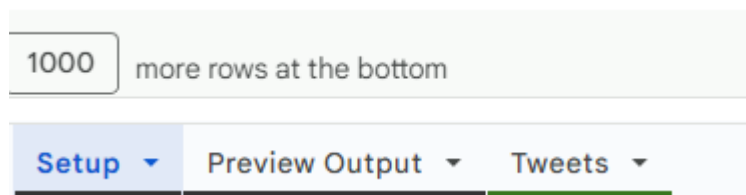
### **Step 10: Set your Timing**

Simply select how often you would like your bot to Tweet from the drop down menu.

We highly recommend you stay between every 4-6 hours as any more than that could possibly get you banned.

### **Step 11: Start adding Tweets to your list**

At the bottom of your spreadsheet, select the sheet titled 'Tweets'. There are a couple of example tweets in there, feel free to use them. We recommend trying to curate around 400-500 unique messages.



### **Step 12: Run your bot!**

We made it! To have your bot start posting tweets, click on ("Bot -> Start Posting Tweets..."). You can add new Tweets into the 'Tweets' list at any time without stopping the bot, but if you ever need to stop it, simply click Click ("Bot -> Stop Posting Tweets...").

### **Tips**

- Don't @mention people who haven't specifically asked to be
- Don't use a pre-existing hashtag, especially currently trending ones. Make those posts manually and not through the API.
- Don't post too frequently using the bot, you will get banned.
- Don't go over the free limit of 1500 Tweets per month using the API.
- Twitter is a Marathon, not a sprint. Slow and steady will outperform spamming.
- Use proper grammar and punctuation to improve your chances of getting picked up by the Twitter algorithm.

# Effectively Using Facebook to Grow Your Party

## 1. Develop a Content Strategy:

- Define your page's goals and target audience.
- Research your audience's interests, preferences, and online behavior.
- Plan a content strategy that aligns with your goals and appeals to your audience.
- Determine the types of content you'll create, such as text posts, images, videos, links, or live broadcasts.
- Establish a content calendar to maintain a consistent posting schedule.

## 2. Create Engaging and Relevant Content:

- Craft compelling and informative text posts that resonate with your audience.
- Utilize high-quality visuals, including images, videos, or infographics, to enhance engagement.
- Include calls-to-action (CTAs) to encourage users to like, comment, share, or take desired actions.
- Provide valuable and shareable content, such as tips, tutorials, industry news, or entertaining posts.
- Be authentic, personable, and use a consistent brand voice.

## 3. Engage with your Audience:

- Regularly monitor your page for comments, messages, and mentions.
- Respond promptly to inquiries, feedback, and complaints.
- Encourage conversation by asking questions and initiating discussions.
- Like, share, and comment on relevant user-generated content.
- Show appreciation to your audience for their support and engagement.

## 4. Utilize Facebook Page Features:

- Explore additional features like Events, Offers, Shop, or Groups that align with your page's objectives.
- Create and promote events to generate buzz and encourage attendance.
- Utilize Facebook Groups to foster a community around your page's niche or topic.
- Consider using Facebook Messenger to provide customer support and build relationships.

## 5. Leverage Facebook Insights:

- Regularly analyze Facebook Insights to gain insights into your page's performance.
- Monitor key metrics like reach, engagement, likes, and follower demographics.
- Identify trends, patterns, and content that resonates with your audience.
- Adjust your content strategy based on the insights to optimize engagement.

#### 6. Utilize Facebook Advertising:

- Consider using Facebook Ads to expand your reach and promote your page or specific content.
- Define your advertising objectives and target audience.
- Create compelling ad creatives and copy that align with your page's messaging.
- Set a budget and monitor the performance of your ads.
- Optimize your ads based on engagement, conversions, and ROI.

#### 7. Collaborate and Cross-Promote:

- Collaborate with other relevant pages or influencers to cross-promote each other's content.
- Participate in Facebook groups or communities to connect with like-minded individuals and extend your reach.
- Engage in partnerships or guest posts to tap into new audiences.

#### 8. Monitor and Respond to Feedback:

- Regularly review and analyze feedback from your audience.
- Pay attention to comments, messages, and reviews.
- Address negative feedback or complaints promptly and professionally.
- Use feedback as an opportunity to improve and refine your page's offerings.

#### 9. Stay Up-to-Date with Facebook's Policies and Guidelines:

- Familiarize yourself with Facebook's terms of service, community guidelines, and advertising policies.
- Stay updated with any changes or updates to Facebook's algorithms or features.
- Comply with guidelines to avoid penalties or restrictions on your page.

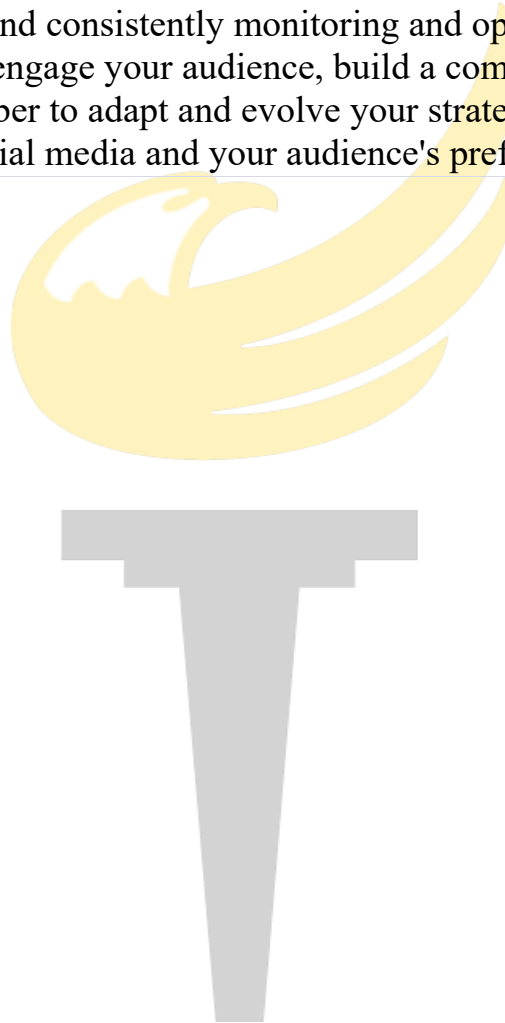
#### 10. Regularly Evaluate and Adjust:

- Continuously evaluate your page's performance and metrics.
- Analyze engagement rates, reach, and audience growth.
- Use the insights gained to refine your content strategy, posting schedule,

and tactics.

- Experiment with new approaches, content formats, or engagement techniques to keep your page fresh and engaging.
- One way to research your target audience is to find content creators related to yours and read the comments. Their followers can let you know what is a hit and what is a miss. This can allow you to adjust your messaging to attract a bigger audience.

By following these steps and consistently monitoring and optimizing your Facebook page, you can effectively engage your audience, build a community, and achieve your page's objectives. Remember to adapt and evolve your strategies based on the ever-changing landscape of social media and your audience's preferences.



# Using TikTok to Reach New Members

TikTok is the newest, most popular social media. It has been a top performer on both IOS and the Google Play Store for awhile and it doesn't seem to be letting up. We encourage you not to ignore TikTok, because this is a huge outreach tool. Running a TikTok account effectively involves several key steps. Here's a step-by-step guide to help you:

1. **Set up your account:** Download the TikTok app and sign up for an account using your email, phone number, or social media account. Choose a username that reflects your brand or content. User name and picture needs to be clear. When engaging with comment sections of other content creators, you want users to know who you are.
2. **Define your target audience:** Determine who your target audience is, including their interests, age group, and preferences. This will help you tailor your content to appeal to your desired viewers.
3. **Develop a content strategy:** Plan your content strategy by identifying your niche or theme. Decide on the type of content you want to create, such as lip-syncing, dance videos, comedy skits, tutorials, or educational content. Be consistent with your content to build a recognizable brand.
4. **Create engaging content:** Use TikTok's features, including filters, effects, and music, to enhance your videos. Pay attention to trends and challenges, and consider participating in them to increase your visibility. Aim for entertaining, informative, or visually appealing content that resonates with your target audience.
5. **Optimize your profile:** Write a catchy and concise bio that tells viewers what your account is about. Include relevant keywords and hashtags to improve discoverability. Choose an attractive profile picture and add links to your other social media accounts or website, if applicable.
6. **Consistent posting schedule:** Establish a consistent posting schedule to keep your audience engaged and attract new followers. Regularly upload content to stay active and maintain visibility on the platform. Consider posting at peak times when your target audience is most active.
7. **Engage with your audience:** Respond to comments and direct messages from your followers to build a sense of community. Like and interact with other users' content, follow accounts related to your niche, and collaborate with other TikTokers to expand your reach.



8. Use trending hashtags and challenges: Stay up to date with trending hashtags and challenges and incorporate them into your content. Participating in popular trends can help your videos reach a wider audience and increase engagement.

9. Analyze your performance: Utilize TikTok's built-in analytics tools to track your video performance, audience demographics, and engagement metrics. Analyze this data to identify trends, learn what works best for your audience, and make adjustments to your content strategy as needed.

10. Stay informed and experiment: Stay informed about updates, new features, and algorithm changes on TikTok. Be open to experimenting with different content formats, styles, and techniques to keep your content fresh and engaging.

Remember, building a successful TikTok account takes time, consistency, and creativity. Stay authentic, have fun, and engage with your audience to cultivate a thriving TikTok community.

### Additional Tips

The algorithm will send your video to more viewers based on engagement and % length of view. Grab viewers attention in the first 2 seconds of the video, and keep most videos between 8-13 seconds. Your goal is to have the video loop. Comments, likes, shares, and reposts will boost your video - so find content that engages discussion in the comments. Interact with mostly positive comments.

Draw viewers from other channels to your page. Find content creators with viewers similar to your target audience - engage in their comment section by either replying to other's comments or simply going through the comment section and liking every relevant comment. Duet, stitch, and repost videos from creators who reach your target audience.

Follow trends. Find a few avid TikTok users who might reach your desired target audience and have them send you videos with current trends. The algorithm is specific and no one's For You Page (FYP) is the same. TikTok is mostly a feel good app, which makes it unique to other social medias. Trends keep it light and participating is an easy way to gain views and followers.

CapCut is a free editing tool which makes it easier to edit videos plus stay on top of trends. Most trends will have an icon in the bottom left corner that says "CapCut - try this template". Clicking this will redirect you to CapCut from TikTok, and will automatically edit your videos to fit the trend. Make sure to crop out the CapCut logo from your final video, logos from external apps (including IG) tends to hinder views.

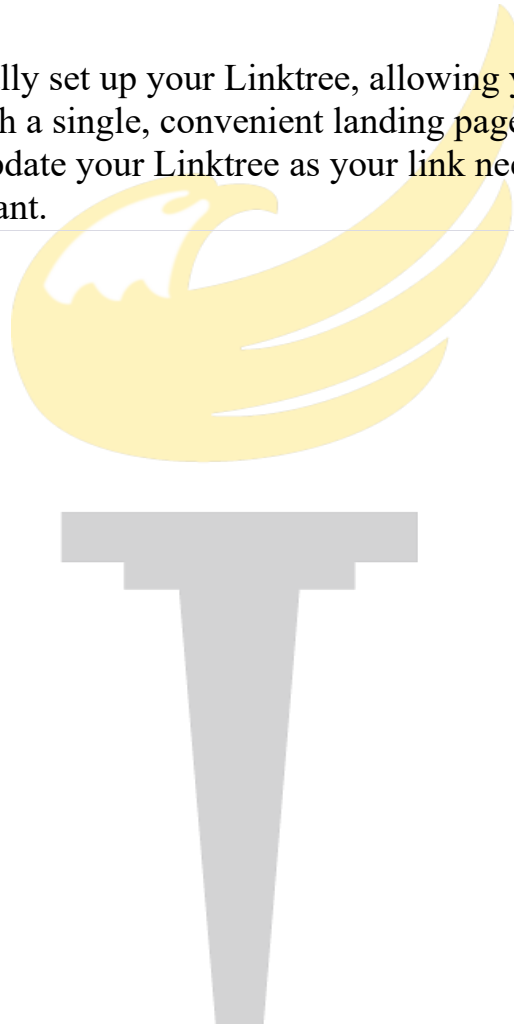
# Creating a Link Tree

In a world where online presence and sharing multiple links are essential, Linktree offers a simple and efficient solution. Linktree allows individuals and businesses to consolidate various links into a single, customizable landing page. By using Linktree, you can streamline your online presence, improve user experience, and provide easy access to all your important links with just one click. In this guide, we'll explore the benefits and steps to set up a Linktree, empowering you to enhance your link management and simplify sharing multiple destinations. Here is a quick guide on how to set up a link tree to help grow your state party.

1. Sign up and create an account: Visit the Linktree website ([linktr.ee](https://linktr.ee)) and click on "Sign Up" or "Get Started" to create a new account. You can sign up using your email address or by connecting your existing social media accounts.
2. Customize your Linktree profile: Once you've created an account, you'll be prompted to set up your Linktree profile. Provide the necessary details such as your name, username, and a brief bio. You can also upload a profile picture or logo to personalize your profile.
3. Add your links: The primary purpose of Linktree is to create a single landing page where you can add multiple links. To add your links, click on the "+ Add New Button/Link" button. Enter the title or label for the link and the corresponding URL. You can include links to your website, blog, social media profiles, products, or any other relevant destinations.
4. Customize the appearance: Linktree allows you to customize the appearance of your link page to match your branding or personal style. Click on the "Appearance" tab to access various customization options. You can choose a theme, change the background image or color, modify the button styles, and even add your own CSS for advanced customization.
5. Rearrange and edit links: To rearrange the order of your links, simply click on the handle icon (three horizontal lines) next to each link and drag it to the desired position. If you need to edit a link, click on the pencil icon to update the title or URL.
6. Enable additional features (optional): Linktree offers additional features to enhance your link page. For example, you can enable a "Subscribe" button to capture email addresses or integrate with platforms like Shopify or YouTube. Explore the "Features" tab in your Linktree dashboard to enable and configure these options as per your requirements.

7. Preview and save your Linktree: Once you've added and organized your links, click on the "Preview" button to see how your Linktree will appear to visitors. Make any necessary adjustments to ensure it looks and functions as expected. Once you're satisfied, click on the "Save" button to make your Linktree live.
8. Share your Linktree: With your Linktree set up, it's time to share it with your audience. Linktree provides a unique URL for your link page. You can share this URL across your social media profiles, email signature, website, or any other channels where you want to provide easy access to multiple links.

That's it! You've successfully set up your Linktree, allowing you to share multiple links with your audience through a single, convenient landing page. Remember to periodically review and update your Linktree as your link needs evolve or new destinations become relevant.



# Chapter 4

## Templates

# **LIBERTARIAN** Party Branding Aides

We are here to help you. Below are several designs for all kinds of uses, use the links below to open a Canva template for the graphics displayed. These can be easily edited for your State Party or passed on to your State's County Parties.





# Branding Aides

The time will come when you will need to make your own graphics. This could be for banners, decals, handouts and a million other things. The nice thing is that national has all of the logos you will need at [LPAction.org](http://LPAction.org). All you have to do is go to the website (or scan the QR code below). Then click on branding at the bottom files of the page and you will have everything you need to make the graphics for any project. On the website you can find what colors and fonts are used in LP branding as well as what fonts to use on different projects and different parts of documents. If you have a design in mind, this website will help you make it happen.



# Business Meeting Minutes

Date: \_\_\_\_\_ Location: \_\_\_\_\_  
Notice Posted At: \_\_\_\_\_ Date of Posting: \_\_\_\_\_

## Presiding Officers:

Chair: \_\_\_\_\_ Vice Chair: \_\_\_\_\_ Secretary: \_\_\_\_\_  
Treasurer: \_\_\_\_\_ Other: \_\_\_\_\_

## Member(s) Present:

- |          |           |
|----------|-----------|
| 1. _____ | 7. _____  |
| 2. _____ | 8. _____  |
| 3. _____ | 9. _____  |
| 4. _____ | 10. _____ |
| 5. _____ | 11. _____ |
| 6. _____ | 12. _____ |

Additional Members Attached

State Chair Calls the Meeting to Order

First Order of Business: \_\_\_\_\_ Motion Made By: \_\_\_\_\_  
Motion/Nomination/Resolution

Text of Motion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did It Pass? Yes / No (Circle One)  
If Counted Vote For \_\_\_\_\_ Against \_\_\_\_\_

Additional Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



\_\_\_\_\_ Order of Business: \_\_\_\_\_ Motion Made By: \_\_\_\_\_

Motion/Nomination/Resolution

Text of Motion:

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Did It Pass? Yes / No (Circle One)

If Counted Vote For \_\_\_\_\_ Against \_\_\_\_\_

Additional Notes:

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\_\_\_\_\_ Order of Business: \_\_\_\_\_ Motion Made By: \_\_\_\_\_

Motion/Nomination/Resolution

Text of Motion:

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Did It Pass? Yes / No (Circle One)

If Counted Vote For \_\_\_\_\_ Against \_\_\_\_\_

Additional Notes:

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\_\_\_\_\_ Order of Business: \_\_\_\_\_ Motion Made By: \_\_\_\_\_  
Motion/Nomination/Resolution

Text of Motion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did It Pass? Yes / No (Circle One)  
If Counted Vote For \_\_\_\_\_ Against \_\_\_\_\_

Additional Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ Order of Business: \_\_\_\_\_ Motion Made By: \_\_\_\_\_  
Motion/Nomination/Resolution

Text of Motion: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Did It Pass? Yes / No (Circle One)  
If Counted Vote For \_\_\_\_\_ Against \_\_\_\_\_

Additional Notes: \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_

Meeting Adjourned: \_\_\_\_\_ (Time)

## Additional Members Present

- 13. \_\_\_\_\_
- 14. \_\_\_\_\_
- 15. \_\_\_\_\_
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- 46. \_\_\_\_\_
- 47. \_\_\_\_\_
- 48. \_\_\_\_\_




# Chapter 5

## Campaigning

# Campaigning Templates

During your campaign, handouts and marketing will be one of your biggest tools. Leaving potential supporters with something to tell them who you are and what you stand for can be the thing that firmly changes them from a maybe to a yes. We have included a template for both a door hanger and a card to hand out. When you go door knocking, you can hand a card to those who open the door and leave a door hanger for those who don't answer. When you are hosting a booth or set up outside voting locations, you can pass out the cards. Most people will forget your name within minutes of you walking away. Give them something to remember who you are.

Door Hanger: <https://bit.ly/3Cwkglo>



Hand Out: <https://bit.ly/469avqT>



# Petitioning and Signature Collecting

## **Boots on the Ground**

-Getting as many people to help as possible is key to a successful drive.

-Spending the beginning of the drive organizing and engaging with potential volunteers can pay big dividends in the long run.

-It's recommended that you engage with all of your friends and family asking for assistance. You might be surprised at who is willing to support you.

-Coordinate your efforts with your local and State Libertarian affiliates.

Local parties will be able to assist in finding you volunteers as well as help guide you through the laws governing petitioning in your area.

WARNING: Rules for petitioning can vary drastically from State to State. Make sure you are getting petitions signed in a manner that is LEGAL in your State.

-Volunteers: Always be grateful for volunteers' help.

They are working for free, often in the sweltering heat or bitter cold. Anything a volunteer can do is better than nothing. Sometimes business decisions must be made and managing or coordinating with a particular volunteer can take up more time and resources than that volunteer is giving back. Remember to be kind and courteous in any way decide to separate from said volunteer.

WARNING: Often times volunteers who perform poorly one day, or don't show up or perform at all, will disappear for the rest of the effort. They feel like they let the team down and/or are too ashamed to show their face again. A frank conversation about this very problem at the onset of the efforts, reassuring volunteers that ANYTHING they can do to help is much appreciated, can reduce losses of volunteers in this manner.

-Paid Petitioners: Sometimes it makes sense to pay petitioners.

The generally acceptable rate of pay for a petitioner as of 2023 is anywhere from \$2-\$4. These rates can vary based on circumstances and local economies. At one point Kanye West was paying out \$8 per signature in 2020.

WARNING: Higher rates of pay incentivize higher rates of fraud. Petitioners get paid based on the signatures they hand in, NOT the signatures that get counted as "valid signatures" by officials. For that reason, you want to ensure you can trust anybody that you agree to pay for petition work, or you could end up paying out loads of cash for very few valid signatures, or in some cases, 0 valid signatures.



## Getting Signatures

There are 4 basic methods of getting petitions signed: Peer to Peer, Canvassing High-Trafficked Areas, Working Events, and going Door to Door. Petitioning in public is almost always better in pairs. Teams are able to keep each other motivated and honest.

-Peer to Peer Petitioning is when you approach people you already know and ask them to sign your petition.

This is by far the most effective method for getting high rates of yeses and good clean signatures that are sure to be accepted as "valid." The problem with this method is that it's usually very slow and time-consuming. Sometimes our friends and family don't realize how much time they are taking up. If you drive out of your way to visit a friend to get them to sign your petition, you will spend time driving back and forth AND you will most certainly spend time "catching up." At the end of the transaction you will have wasted hours of petitioning time and only have 1 signature to show for it. NEVER go to meet individuals for them to sign. Explain that you don't have time to go to them and instead, ask them to meet you wherever you are. Taking your petition papers to parties or family gatherings you were already planning on attending can help minimize the time you are coordinating with friends and family. You can maximize the effects of Peer to Peer petitioning by asking your friends and family to take extra petition papers and having them gather signatures from their own friends and coworkers. A friend who works at a retail store could possibly have customers sign. Just make sure they are gathering signatures in accordance with the law in your area.

-Canvassing High-Trafficked Areas can include standing outside of a grocery store or walking around a highly trafficked area such as a park, a bus station, or commercial zone.

Different grocery chains have different rules for petitioners. Some are more favorable to petitioners than others, you can ask the folks at your local Libertarian Party affiliate about which organizations are the most amenable in your area. It's best to speak with the manager before canvassing on private property. As long as you are respectful of their customers and your personal hygiene is intact, you shouldn't have too many problems finding accommodations. Google now has a feature that shows you how busy places are at certain times. You can use that to figure out when the best time to go is.

-Working Events can be very hit-or-miss.

You can use social media to find out what public events are happening in your area. I do not suggest paying much to get into an event you are planning to canvas. Canvassing events can be much more fun than standing outside a grocery store, but it is a bit more aggressive in nature. At a grocery store you ask people walking by to sign your petition. Often at events there isn't a clean enough funnel to engage with high numbers of people, so in order to be effective you have to walk around and approach people, often while they are engaged in conversation. On top of that, as opposed to grocery stores, at events

it's probably better to ask forgiveness than permission. Not too many event organizers are likely to give you express permission to canvas their event, but it's rare to be told to stop collecting signatures once you've started. Obviously, being presentable and courteous goes a long way in not ruffling any feathers.

-Door to Door Canvassing can be intimidating, grueling, and unproductive.

Unfortunately, sometimes it's necessary. In some places districts are gerrymandered into long squiggly lines so canvassing the local grocery store will get you signatures from all over the place. If you need signatures to get a candidate on the ballot in such a district, going door to door is basically the only way to get valid signatures. In such situations, good hygiene, a can-do attitude, and a strong work ethic will get you through it. If you can avoid going door to door, avoid going door to door.

### **Engaging People Effectively**

-Be clean and appropriately dressed.

Nobody wants to talk to a smelly person and if they don't want to talk to you, they won't sign your petition. Good personal hygiene can be difficult when standing in the sun for hours at a time. It's worth the effort to make sure you aren't offensive. Dressing appropriately can also go a long way with getting signatures. You can both be under dressed and overdressed, so don't think wearing a suit to the beach will get you many signatures.

-Keep an outwardly visible positive attitude.

These are called S.E.E. factors: Smile, Eye Contact, and Enthusiasm. You will get far more signatures if people like you. Forcing yourself to look positive also has a weird psychological effect on you actually maintaining your positivity. "Some will, some won't, so what, next person."

-Talk Fast.

It signals to people that you respect their time. This is all relative, however. Talk slightly faster than the locals. If you are from fast-talking New York and you're canvassing in a much slower-paced Alabama, you might need to actually slow down your speech, but if you are canvassing where you live, pick up the tempo slightly.

-Your pitch should be short, concise, and as vague as possible.

One of the biggest mistakes canvassers make (aside from appearing bored, aggravated, or insecure) is trying to explain everything. "Hi, my name is Elijah Jon Gizzarelli. I came all the way from Rhode Island to help the Libertarian Party here get on the ballot! Have you ever heard of the Liber-"... and they walked away. TRY TO EXPLAIN AS LITTLE AS POSSIBLE! A good pitch should sound like, "Howdy! Think you could give me a quick signature to help get my friend on the ballot?" Even that could be shortened to "Help me out with a signature real quick?" The shorter the better. Truth be

told, people honestly don't care about your petition. They care about their time and how they see themselves. Nobody wants to be the type of person who wastes their time listening to some random person ramble on outside of a Market Basket. They DO want to be the type of person who graciously gave a signature to that nice man outside for a cause he obviously cared about. Canvassing is NOT the time to evangelize. Keep it simple, get the signature and move on.

-While Petitioning, understand that people are always watching and judging you. It's important that people like you when you ask them to sign. If somebody says no or is rude to you, DO NOT get upset (or at least don't show it). NEVER argue with people while canvassing. Just say something like, "I'm sorry you feel that way" and move on. If you get a 'No' it becomes easier for the next person to say, "No." This phenomenon can lead to long strings of 'No's (Not 2 or 3, but 10 or so). If you notice this happening, take a break from asking for signatures. You can take a drink of water, check your phone, or talk to your partner for a minute. Once enough people have passed by hop back on the horse with a fresh new start and don't forget to smile the whole time -- After all, people are watching you.

-Avoid distractions and excuses.

Collecting signatures isn't fun. Sometimes it might seem like a good idea to engage in a philosophical debate outside the grocery store. It's not a good idea. This doesn't mean that there's no room for discussion, it simply means that any and all discussions should be minimized. The reason you are there is to collect signatures. If somebody really wants to know more about the Federal Reserve you can invite them to the next Libertarian Party meet-up in the area.

As covered previously, it's a waste of time to take a drive to get a few signatures from friends or family, however standing outside a Market Basket can be exhausting, so you might start thinking that it wouldn't be THAT BAD to go get a signature from Grandma... after all, she can't come out to the store just to sign a petition, now can she? Well, I'm not telling you you can't go visit your Grandmother, I'm just informing you that what you're doing is a VISIT and NOT petitioning. Discipline will help you meet your goals, don't let yourself rationalize excuses. DO THE WORK.

# Running for Local Office

Running for office is a rewarding experience, but it can also be a challenge. As a candidate, you will get out roughly what you put in effort wise, so decide on what type of campaign you're wanting to run before you begin. Detailed below are some key items that you need to think about before deciding to run, and while running. If you're running unopposed, then congrats, most of the following won't apply. For everyone else, read on through.

## Things to consider before running

Each state handles local elections differently, but in some states local elections are non-partisan. For the sake of this guide, we'll only be covering non partisan municipal and school board elections candidates.

You will need to check with your city or school board to see when seats will be available. Usually each municipality and school board writes their own by-laws for determining how long terms are and how many terms an individual can be seated for. If you're unable to find this information on your school or city's website, then try reaching out to your city secretary.

### Step 1

The first thing you should do, before running, is to start attending the regular meetings for the position that you're interested in. This will give you a better idea of who's who, common procedures and if it's really something you want to do.

### Step 2

Once you've attended meetings and decided that you still want to run, find out when the next available seats will be up for election. In most states, interested parties are allowed to submit to have their name on the ballot as early as January (exact date is variable). Some areas may also allow you to request a packet of information the December before, which would contain information regarding rules and regulations for running. Ballot sign-ups close in February (please double check you local rules to verify these dates in your state and localities), and if you've made it this far, then your name will appear on the ballot!

## Running your campaign

Now that you have your name on the ballot, you need to start promoting yourself. What options you choose are weigh heavily based on the demographics and size of your voter base. There are two methods for promoting; Active campaigning and Passive campaigning.

### Bank Account

Before you get started spending money, make sure to set up a separate bank account specifically for your campaign. This is where you will accept donations and pay expenses from.

### Passive Campaigning

Passive options for campaigning allow residents to find information about you without you having to engage directly with them. Below are some suggested options for passive campaigning:

- Road Signs: These signs should be big (4'x4'); contain not much more than your name, website and tag line, and be readable from a good distance. Check with your city ordinances to determine where you can place them, and make sure to reach out to property owners to place them on their land. Ideally, you would want a road sign at every major intersection within your voting area. Make sure to shop around when ordering these, as prices can vary widely based on the quantity you order.
- Yard Signs: You will want enough yard signs for at least friends and family that live in your area. If you plan on running an active campaign, you will also want additional signs to hand out to people that you engage with. Some private businesses may let you put yard signs on their property even if they don't let you put the larger road signs, so this is something else the consider when ordering. Ideally, you'd order these from the same business that does your road signs so that they already have your graphic on file, but it wouldn't hurt to shop around for these as well.
- Facebook Page: For an online presence, you're going to at least want a Facebook page. This does require that you have a Facebook account, but you can keep that account private. When setting up your page, you can list it as a political page and start posting from it. Follow as many local leaders as you can and also look for local groups to join or follow. Some groups may not like political discussions in them, but there are plenty of political oriented groups to join.
- Website: While intimidating at first, there are many options to setting up a website. The easiest, but most costly, solution is to find a service that will build and host a website for you. This could easily cost several hundred if not thousands of dollars to do, but is the most hands-off approach. If you're technical enough to build a website yourself, or if you have a volunteer that can help, there are many hosting websites that will host your



site, but let you build it yourself. These can run as cheap as \$3/month, but require a lot more work to set up.

- Online surveys: Some counties/cities may have surveys put out by different groups. You should make it a goal to fill out as many of them as possible, and if invited, attend any interviews or forums.

## Active Campaigning

If you're really serious about winning, then this is what will make or break you. Active campaigning requires a lot of leg work, but the rewards can be very rewarding.

- Block Walking: Block walking is probably the first opportunity for the voters to meet you, and the icebreaker to throw their support behind you. The first thing you'll need, is a voter list. This can be obtained from your county for a fee. These lists can be broken down by precincts as to help consolidate your block walking routes. If you are targeting Republicans or Democrats with your messaging, then these lists can be further broken down based on which primary the voters voted in. Once you have your lists, you can either use an app or print them out and get walking. You will want to have an ample quantity of door hangers to leave for people that don't answer.

- Meet & Greets: You can host a meet and greet at restaurants or even your own home. This is entirely up to you. At a meet and greet, you'll want to have a short speech prepared to thank everyone for attending and let them know why you're the best candidate. You should also use this time to answer any questions that people may have and a time introduce yourself to people you haven't met before. Bring yard signs to hand out to anyone that wants one and have a way to receive donations.

- Public Speaking: This is where the true test of your speaking skills come into play. Start attending meetups with groups that are allowing candidates to speak. Have speeches prepared, and be ready to answer questions if asked.

- Mailers: Your largest expense will be mailers. You can utilize the same block walker list, or target all voters, to send physical mailer cards to. There are multiple online services that let you design your cards, upload a list, and have them sent out without a lot of effort. Try to schedule the deliveries at least a week before the polls open to give people enough time to look you up.

## At The Polls

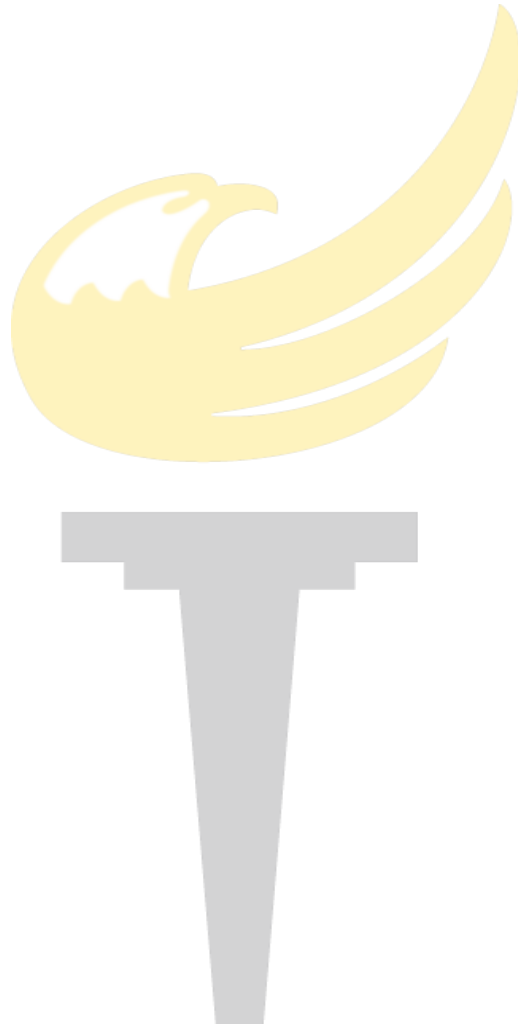
Once the polls open, you want to make an effort to be at the polling locations during active polling hours. Below are some things you can have ready for voters when they show up.

- Sample Ballot: You can print out sample ballots, highlight your suggestions, and hand them out to voters when they show up to the polls. If there are other people on the ballot,

other than those running against you, consider partnering with them to recommend each other when handing out your ballots. You can keep these small by printing 4 copies to a sheet and then cutting them out.

- Yard Signs: Have extra yard signs available for people to take home and show off in their yards.

- Other Handouts: Have any leftover handouts with you to provide with your sample ballots.



# Running for County and State Legislative Office

When considering a run for a partisan office, the first thing you need to decide is your desired outcome. If you are merely running to give voters a Libertarian alternative on the ballot, the amount of effort and resources you expend will be minimal, comparatively speaking. If you do not have the expectation of winning but you want to use your candidacy to promote libertarian solutions and perspectives (and hopefully to attract others in your district to the liberty movement), it will require considerably more time and effort and financial outlay on your part. Lastly, if you realistically hope to be victorious on Election Day, that will require the greatest amount of strategy and planning, and you can expect your candidacy to be a “full-time job” for you throughout the campaign.

## Laying the Groundwork

Regardless of whether you are intending on running an “active campaign” or not, it is important to get yourself ready to be on the ballot in the first place.

1. **Be involved and visible in your local county affiliate.** Every election cycle, many people around the state who have minimal (or even zero) history with the Libertarian Party seek to be the Libertarian candidate on the ballot. There is a chance that someone else is seeking the Libertarian nod for that office, and even you have no human opponents at convention, NOTA (“none of the above”) is also a candidate for nomination by default. The best chance you have of being the Libertarian nominee for office is to have history with those who will decide whether to vote for you or not.
2. **Decide on the office you will want to run for.** The message you will be crafting will need to be tailored to the role and the sphere of influence that goes along with that office. For example, a county judge has different power and responsibility than a state senator. What issues are you wanting to focus on in your campaign? Is there a particular officeholder you want to challenge?

If you intend to fight for a victory, you must also consider the rest of the field. Are you challenging an incumbent, or is the seat an open one? Will you be running against candidates from both large parties, or will it likely be a two-way race with you on the ballot? Also, how big is the geographic area you will need to cover in your campaign? Your district might comprise of a



fraction of the major city in which you live. You would need to reach fewer voters in that race than if you were running for a county wide office. For people in more rural areas, the reverse is likely the case. All of these things should be taken into account if your goal is to be elected.

3. **Comply with your State's Election Code.** Every state is different. Reach out to your state's ethics committee or secretary of state. There might be petitions involved, filing fees and the need for a campaign treasurer. Every state is different so make sure you know the guidelines before, during, and after a campaign, not doing so could mean a warning, a fine or even jail time. So please research what the requirements are in your state.
4. **Draft your team and begin amassing your war chest.** The two most vital components to any active campaign are your personnel (staff and volunteers) and the money that you have at your disposal. While reasonable Libertarian candidates must accept the fact that they will be outnumbered and outspent by any Republican or Democratic opponent, it is also true that “change” or “challenge” candidates go anywhere in accomplishing their campaign goals on their own. Evaluate the level of support that you will have for your campaign, adjust your expectations accordingly, and begin recruiting the right people to do some of the “heavy lifting” along with you. In particular, seek a campaign manager to coordinate all of the moving parts of your campaign and to get you in front of voters, as well as someone who will take the lead on fundraising for the campaign.
5. **Start campaigning!** Do not wait until the filing window to launch your campaign. In many respects, filing for nomination, while an essential step, is just paperwork. As soon as you have identified the office you will be seeking, have appointed a campaign treasurer, and have gathered initial support, get out there and make your intentions known and your voice heard!

## Getting on the Ballot

Your efforts during the campaign will vary depending on your desired outcome. If you are merely seeking to be a Libertarian “choice” on the ballot, that comes down to formally filing your candidacy with the Secretary of State (and paying the filing fee, if applicable, if you do not want your candidacy challenged), and then securing the nomination of the Libertarian Party at convention. This part will need to be taken up with your local county Chair or the state Chair. Every state is different

and needs to be addressed with them to find out the nomination process in your state.

## **Crafting Your Campaign Message**

Obviously, the principles of liberty address larger economic and geopolitical issues as well as matters of personal freedom and choice. If you are like most libertarians, you have thought-out, passionately held positions on a great number of these topics. However, as a candidate, you will want to focus and refine your message to 3-5 “bullet points” that will be easy for voters to remember as they head to the polls. You do not want to overwhelm them with a lecture on Austrian economics or the history of the Fed or the entire history of CIA involvement in the affairs of other sovereign nations. Your message needs to be concise, impactful, and memorable. In crafting this message, focus on two key areas:

**1. What will be the sphere of influence you have, if elected?** If you are running to be a county sheriff, you would have a great deal of influence law enforcement in your county, but you would be powerless to change state laws, themselves. While you may very much be in favor of ending the Fed, that would be irrelevant to office you are seeking. What would *you* do in the office you seek? Those are the talking points that matter in a political race.

**2. What do the voters in your jurisdiction care about?** Yes, libertarianism benefits everyone, but some issues are going to resonate with those who can cast a vote for you more than others will. If you are seeking to represent an urban, majority-minority district in the state legislature, criminal justice reform and libertarian solutions to provide economic opportunity are going to gain more traction than issues that primarily affect farmers or high-wealth individuals. This “reading of the room” -- understanding their pain points and providing libertarian solutions to them – is essential to getting a hearing and being remembered.

Once you have settled on your main points, they will become the centerpiece of your campaign. They should be included, front-and-center, in all your campaign literature and be the topics you lead off with in any interaction you have with your potential constituents and the press. Driven home, this clarity and conciseness will clearly communicate “what you are about.”

## Getting Out the Message – and the VOTE

Now that you have your message crafted and boiled down to an easy-to-remember format, it's time to start getting your message to as many people as many times as possible, assuming that your goal is to actively promote libertarianism during campaign season and/or to win the seat.

That formula is key: in order to make a measurable impact, you will need to reach as many voters as you can multiple times. Many marketing and advertising models show that the average person needs 7-8 “impressions” before they are significantly motivated to act. This is especially true in political campaigns that are down-ballot. Everyone will be talking about the presidential race or the gubernatorial race. However, you are going to not only have to make them care about the county commissioner race you are running in, but also convince them to remember you and to vote for you on Election Day. You are not going to win by awakening some “silent libertarian majority” in your district, and you absolutely cannot count on a victory by convincing enough traditional non-voters to show up on election day to vote for the Libertarian candidate. To have the greatest impact in your campaign, you will have to make people who traditionally vote Democrat or Republican care enough about your name and your message to vote for the Libertarian (at least in *your* race).

Obviously, that is no easy task, and it will require time, effort, personnel, and money. If you have assembled a good team as previously suggested, this will make the task far less daunting. You will want to develop a three-pronged strategy to accomplish it:

**Advertising.** This consists of all print and media vehicles for delivering your message and your name – your website, social media accounts, email lists, push cards, door hangers, press releases/letters to the editor, road signs, display ads, etc. These should be consistent and well-coordinated to raise awareness about you, your campaign, and your message. All online accounts should be kept up to date by you and your team, and you should use them to interact with those who visit and to drive your campaign message home again and again (remember the 7-8 impressions needed to be remembered by a voter).

**Responding to press inquiries, surveys, etc.** This is “free advertising for you.” Whenever you are given the chance to respond to a reporter or to fill out a survey from a newspaper or special-interest group, take that opportunity. Answer their questions, while keeping the focus on your message.

**In-person encounters.** This includes all situations in which you meet with voters face-to-face. This includes any candidate forums/debates, block-walking done by you and your team in your district, townhalls or rallies, and – very importantly – your appearance at events, neighborhood association meetings, and other opportunities put on by others at which you can make an appearance and meet voters and bring your message.

I cannot stress enough the importance of having a team in place to help organize your appearances, social media posts, and block-walking. The chance of burnout is much greater if you do not have the committed personnel to help you in your campaign. As you interact with voters, make it a matter of routine to ask for their vote and their contact information. You will use the latter to give them updates on your campaign (reinforcing your name and your message) and to offer them opportunities to contribute and volunteer themselves. Once you get someone's attention with your campaign, the task is to keep their attention through Election Day. Think of it as the "ABC" lifestyle: **Always Be Campaigning**. It is the full-time job of you and your team to keep your name out there, to hammer home a relevant, libertarian solution, and to call the voter to action.

Lastly, enjoy yourself! Personally, campaigning can be one of the most exciting and rewarding experiences of your life: meeting new people, talking to them about things that all of us care about, and offering solutions to the issues that affect all of us. We wish you success in bringing the message of liberty to those who rarely hear it from their candidates.