

**LIBERTARIAN PARTY OF NEW YORK**  
**GUIDE TO MEMBER OUTREACH FOR COUNTY CONTACTS**  
**VERSION MARCH 1, 2021**

**INTRODUCTION**

This guide offers scripts to use when calling, texting, emailing, or mailing members (enrolled Libertarians) in order to help establish your County Affiliate.

**GENERAL TIPS FOR OUTREACH**

- Stay positive with an upbeat and excited tone - No one will want to talk to you if you sound bored and disinterested. Make sure you are calling with a smile on your face!
- Be confident in what you're saying. Rehearse the scripts prior to making your first call. Also make sure you read the name of the next voter out loud prior to making the call.
- Don't take rejection personally. Not everyone wants to be involved in politics; many people just want to vote. If someone doesn't want to help or participate with your affiliate, that's OK. Thank them and make sure they are linked with your social media or get them added to your email list in case they want to get involved in the future.
- It's OK if you don't know the answer to a voters question. Some voters will want information you aren't familiar with because you just got involved with the party yourself. Don't be afraid to let them know you aren't sure and reach out to the Local Affiliate Development Committee and we can likely answer their question or point you in the right direction.
- You don't have to use your personal number or email if you aren't comfortable. It is okay to set up a Google number to utilize for outreach. You can also be set up with your very own @lpny.org email address. However, most of the time it's perfectly fine to use your own email or phone number when doing outreach.

**KEEP YOUR CONTACT LISTS UP TO DATE**

When making calls, sending text messages, and sending emails, make sure to keep your lists up to date. Keep track of wrong/old phone numbers so you don't call or text them in the future. Keep track of non-working email addresses so you don't send email to them in the future. Also keep track of who doesn't want to be contacted again.

## OUTREACH BY PHONE CALL - INITIAL CALL

### Phone is Answered

Hello, (voter first name)?!?

- **If yes** - Hi (voter first name), this is (your first and last name) with the libertarian party. The reason for the call today (voter first name) is that we are organizing a Libertarian Party affiliate in (your county name) county! I wanted to reach out to you as a Libertarian voter and see if you would be interested in helping! *[LET VOTER RESPOND]*
  - **If interested** - Awesome! We will start by holding a few meetings to discuss what we need to do to accomplish that, what day/time would work best for you to meet with me and other libertarians in the county? *[discuss good meeting time, date and location then]*
    - Thank you for your time, I am looking forward to meeting you. Please make sure you follow our Facebook page (your Facebook page name). Have a good day! *[end call]*
  - **If not interested** - OK, I completely understand. Please make sure you follow us on our Facebook page (your Facebook page name) to stay up to date! Thank you and have a good day! *[end call]*
- **If no** - Oh sorry about that, is (voter first and last name) available?
  - **If yes** - Could I please speak with them? *[go back to beginning of script]*
  - **If no** - oh my apologies, have a good day. *[end call]*

### Answering Machine / Voicemail

“Hello (Voter First Name), this message is from (Your first and last name) with the Libertarian Party. I am calling because we are working to organize a county affiliate of the libertarian party here in (your county name) county. If you’re interested in helping please give me a call back at (your phone number)! Also please follow our Facebook page (your Facebook page name) to stay up to date! Thank you, have a great day!”

## OUTREACH BY PHONE CALL - MONTHLY MEETING

### Phone is Answered

Hello, (voter first name)?!?

- **If yes** - Hi (voter first name), this is (your first and last name) with the libertarian party. The reason for the call today (voter first name) is that we are organizing a Libertarian Party affiliate in (your county name) county! I wanted to reach out to you as a Libertarian voter and invite you to our next meeting on (meeting day of week and date) at (meeting time) on/at (name of location or video conference service)! Would you be able to attend the meeting? *[LET VOTER RESPOND]*
  - **If yes** - Awesome! We will discuss what we need to do to accomplish forming a county affiliate at the meeting. If you know any other county Libertarians, please invite them! Thank you for your time, I am looking forward to meeting you! Please make sure you follow our Facebook page (your Facebook page name). Have a good day! *[end call]*
  - **If no** - OK, I completely understand. Please make sure you follow us on our Facebook page (your Facebook page name) to stay up to date! We will be having meetings in the future as well! Thank you and have a good day! *[end call]*
- **If no** - Oh sorry about that, is (voter first and last name) available?
  - **If yes** - Could I please speak with them? *[go back to beginning of script]*
  - **If no** - oh my apologies, have a good day. *[end call]*

### Answering Machine / Voicemail

“Hello (Voter First Name), this message is from (Your first and last name) with the Libertarian Party. I am calling because we are working to organize a county affiliate of the libertarian party here in (your county name) county. We are having a meeting on (day of week and date of meeting) at (time of meeting) on/at (location or videoconference service). If you’re interested in joining us please give me a call back at (your phone number)! Also please follow our Facebook page (your Facebook page name) to stay up to date! Thank you, have a great day!”

## OUTREACH BY PHONE CALL - CONVENTION INVITATION

### Phone is Answered

Hello, (voter first name)?!?

- **If yes** - Hi (voter first name), this is (your first and last name) with the Libertarian Party of (your county name) county. The reason for the call today (voter first name) is that we are having our inaugural convention! I wanted to reach out to you as a Libertarian voter and invite you to join us on (meeting day of week and date) at (meeting time) on/at (name of location or video conference service)! Would you be able to attend the convention?  
*[LET VOTER RESPOND]*
  - **If yes** - Awesome! If you know any other county Libertarians, please invite them! Thank you for your time, I am looking forward to meeting you! Please make sure you follow our Facebook page (your Facebook page name). Have a good day!  
*[end call]*
  - **If no** - OK, I completely understand. Please make sure you follow us on our Facebook page (your Facebook page name) to stay up to date! We will be having meetings in the future as well! Thank you and have a good day! *[end call]*
- **If no** - Oh sorry about that, is (voter first and last name) available?
  - **If yes** - Could I please speak with them? *[go back to beginning of script]*
  - **If no** - oh my apologies, have a good day. *[end call]*

### Answering Machine / Voicemail

“Hello (Voter First Name), this message is from (Your first and last name) with the Libertarian Party of (your county name) County. I am calling because we are having our inaugural convention and I’d like you to come. The convention will be on (day of week and date of meeting) at (time of meeting) on/at (location or videoconference service). If you’re interested in joining us please give me a call back at (your phone number)! Also please follow our Facebook page (your Facebook page name) to stay up to date! Thank you, have a great day!”

### **TEXT MESSAGE - INITIAL OUTREACH**

“Hello (voter first name), this is (your first and last name) with the Libertarian Party! We are organizing a county affiliate in (your county name) county and I wanted to reach out and see if you would be interested in helping! Looking forward to hearing from you!”

### **TEXT MESSAGE - MONTHLY MEETING**

“Hello (voter first name), this is (your first and last name) with the Libertarian Party! We are organizing a county affiliate in (your county name) county and I wanted to invite you to our next meeting/zoom meeting on (date of meeting) at (time of meeting) at (name of location or zoom link). I hope to see you there!”

### **TEXT MESSAGE - CONVENTION INVITATION**

“Hello (voter first name), this is (your first and last name) with the Libertarian Party of (your county name) County! We are having our inaugural convention and I’d like you to come! The convention is (date of meeting) at (time of meeting) at (name of location or zoom link). I hope to see you there!”

**EMAIL - INITIAL OUTREACH**

Good (morning/afternoon/evening),

My name is (your first and last name) and I am reaching out on behalf of the Libertarian Party. We are working to organize a county affiliate of the Libertarian Party in (your county name county)!

As a Libertarian Voter I wanted to reach out and invite you to help! If you are interested please reply to this email and let me know so we can get started!

If you don't already, please follow our Facebook page (your Facebook page name/link)!

In Liberty,  
(Your Name)

**EMAIL - MONTHLY MEETING INVITATION**

Good (morning/afternoon/evening),

My name is (your first and last name) and I am reaching out on behalf of the Libertarian Party. We are working to organize a county affiliate of the Libertarian Party in (your county name county)!

As a Libertarian Voter I wanted to reach out and invite you to our next meeting! The meeting will be on (meeting day of week and date) at (meeting time) at/on (location of meeting or zoom link). If you are able to attend, please reply to this email and let me know! At the meeting we will discuss what we need to do to form a County affiliate of the Libertarian Party.

If you don't already, please follow our Facebook page (your Facebook page name/link)!

In Liberty,  
(Your Name)

## **EMAIL - CONVENTION INVITATION**

Good (morning/afternoon/evening),

My name is (your first and last name) and I am reaching out on behalf of the Libertarian Party of (your county name) County. We are having our inaugural convention and I wanted to invite you!

The convention will be on (meeting day of week and date) at (meeting time) at/on (location of meeting or zoom link). If you are able to attend, please reply to this email and let me know! At the convention we will be adopting rules, electing officers and talking about what we can do to push libertarian issues locally!

If you don't already, please follow our Facebook page (your Facebook page name/link)!

In Liberty,  
(Your Name)

## **MAIL OUTREACH**

**COMING SOON - We are working on templates to provide for meeting invite postcards.**