

— A PUBLICATION OF THE LIBERTARIAN NATIONAL COMMITTEE, INC. —

Libertarian Party **CANDIDATE** **RECRUITMENT** **MANUAL**



HOW TO RECRUIT AN
ARMY OF CANDIDATES



A publication of

THE LIBERTARIAN PARTY

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INTRODUCTION

The purpose of the Libertarian Party is to move public policy in a Libertarian direction by fielding and electing Libertarian Party candidates. It follows that the *more* candidates we have and the *better* those candidates are, the *further* we will move policy along the path towards freedom.

A debate has long raged in the LP as to which is the best strategy. Should we:

- ★ Run as many candidates as we can, *or...*
- ★ Concentrate our resources on one or two candidates?

The answer to both parts of the question is *yes*. The media and the public pay attention when we run a full slate of candidates. Opportunities arise with full slates that we would be shut out of if we had not filed a candidate. We have even had paper candidates go on to win elections under the right circumstances. And since we can't always tell in advance which races or candidates will perform the best, we need full slates in order to be sure of having a few races that deserve concentration of resources.

In order to eventually elect a *lot* of Libertarians; we have to first elect a *few*. We have to demonstrate that it can be done, and we have to demonstrate that our ideas will work once put into practice. So Libertarians do need to concentrate their efforts on the races that have the best shot at victory. Some aspects of the best races to target, such as swing districts or open seats, can be determined far in advance. But such things as death of or scandal by the incumbent can arise late in a campaign, presenting opportunities for victory we can only capitalize on with full slates.

Remember: The only thing that will *ensure* that a Libertarian doesn't win an election is for a Libertarian to not run in the race.

Another strategy question is:

- ★ Should we run national level and state-wide candidates for outreach, *or...*
- ★ Run local candidates where we have a chance to win?

Again, we should take *yes* for an answer. National level and statewide campaigns do provide the most bang for the buck in terms of free media, outreach, and short-term membership growth for the party. But winning local elections is crucial to our long-term success. We must build a support base for our candidates by winning locally to set the stage for larger victories later. By having a strategy which encourages lots of candidates at all levels, our candidates will be able to run in the races which are important to them, setting the stage for them to do the best job possible.

This manual is written from the standpoint of a state where ballot access and filing fees are relatively reasonable. There will be little difference in recruiting techniques if your situation is more difficult — but your success rate will naturally be somewhat less, and you will have to concentrate your resources more.

I hope this manual is helpful. Good luck in recruiting your army of candidates.



Ron Crickenberger
Libertarian Party Political Director

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SECTION ONE

The Critical Importance of Libertarian Recruitment

The purpose of a political party is to advance its political agenda by running candidates for office. Yet in a small, growing party where ballot status is not automatic and the chances of losing the election are great, finding people willing to run as Libertarians is often a serious problem. It takes courage for a person to understand that his or her effort may bring little immediate reward, but is instead a stepping stone toward long-term success.

But, of course, it is a *vitaly important* stepping stone. The party needs thousands of credible, energetic, articulate candidates each year, both to spread our message in a political context, and to set the stage for future electoral victories by convincing voters that the Libertarian alternative belongs in the mainstream of political discussion.

Our past experience shows that the more candidates a state runs, the higher the average vote for all of their candidates, the higher the top of the ticket scores, and the more wins they get. For example, in 1988, the three states with the lowest number of votes for Ron Paul were New York, Kentucky and Tennessee with two, none and two candidates respectively. California, Texas and Utah had the most candidates, and the highest percentages for Ron Paul. When New

Hampshire followed a strategy of running as many candidates as possible, they gained and retained their ballot status for several cycles. When they decided on the alternate strategy of concentrating on just a few candidates, they lost ballot status. In 2000, California ran three times as many candidates as any other state, and had three times as many wins.

By running only a few candidates we aren't seen as much of a threat. With a lot of candidates, the media takes us more seriously. Even if not all of those candidates run active campaigns, Saul Alinsky's *Rules for Radicals* applies — "Power is not only what you have, it's what your enemies *think you have*." And when they take us seriously, they have to respond to our agenda.

Here, then, is a guide to perhaps the most important Libertarian Party activity other than being a candidate: recruiting candidates. We'll show you how to locate and convince the best men and women to run, and thereby turn your state party into a political force to be reckoned with.

Why Run?

A Libertarian Party that contests over half the seats up for election to a particular legislative body — Congress, a state legislature, a city council or county commission — has become, overnight, a threat to the Establishment. Maybe the party doesn't have a lot of money, but that doesn't

change the fact that suddenly, the potential is there for a massive redistribution of power in the upcoming elections. It's something that even the most ignorant reporter can understand and explain in 30 seconds. "What kind of a threat is the Libertarian Party this year? Well, if elected, they would control the State Legislature." Even if they disagree with our platform, a ballot packed with Libertarians forces the media to address Libertarian ideas.

It also exposes our opponents to Libertarian ideas, and often moves them, or at least the debate, toward the side of freedom as they campaign. Ask almost any experienced Libertarian candidate, and they will tell you that at least one of their opponents began moving toward at least some Libertarian positions during the course of the race. In some cases our candidates have caused the Republicans and Democrats to argue over who was the most libertarian. At the very least, our opponents are forced to debate Libertarian positions. Win or lose, Libertarian campaigns do *make a difference*.

Another argument for a ballot packed with freedom fighters is very practical. It's a question of the huge amount already invested on ballot access. Gaining ballot status can cost a state as much as \$100,000 (by ballot access expert Richard Winger's estimate.) Putting *individual* candidates on the ballot is usually an inexpensive process, from \$15 to \$250 depending on the office, and the state. The big money has already been spent. Why waste such a large investment?

Finally, having more candidates naturally generates more money and energy. People who run for office develop loyalty to the party. A candidate is more inclined to spend time and money on himself than some other candidate. For example, the candidate may be reluctant to donate more than \$25 to a

presidential candidate, but would think nothing of spending \$200 or \$300 for his own signs. Running lots of candidates creates a sense of momentum, and gives the state party leadership some bragging rights. The overall effect is to increase involvement in time, effort and money.

The Party-Building Benefits of Candidate Recruiting

For the most part, Libertarian candidates are made, not born. Few of the thousands of candidates the party has fielded would have run at all if left to themselves, and many who were willing to have their names put on the ballot would never have run active campaigns.

But when candidates are recruited, developed, and supported by their fellow Libertarians, this support can make the difference between mediocre and effective campaigns — and can bring vast benefits to a state party. Here are a few examples of how state parties mobilized to recruit candidates, and the benefits they received for their work.

Vermont Runs One-In-Three Members for Office

In 1996, the Vermont Libertarian Party ran six candidates who received a total of about 20,000 votes. Their highest vote was 3.2%. In 1998 they ran 44 candidates and received more than 80,000 votes. They elected two Libertarians, including state Representative Neil Randall, and set the stage for additional victories the next spring.

What was the secret to their success? A whole lot of elbow grease on the part of a few party leaders, and a previous version of this very *Candidate Recruiting Manual*. "I followed the plan and used all the arguments, and it

worked,” said State Chair (1997-'98) Chris Costanzo. “Using the manual was instrumental in recruiting our record slate of candidates.” Fully one-in-three party members in Vermont stood for office in 1998.

Costanzo explains the rest of their remarkable improvement:

“In 1994, the Vermont LP was moribund. It had no more than a score of members, mostly inactive. Revitalization efforts led to six candidates in 1996. Four of these candidates were for statewide office, so the name of our party showed up on all ballots. Most did not run very active campaigns, yet the showing of about 20,000 votes indicated that electoral support for Libertarians *is* possible in Vermont.

“In 1997, we reorganized ourselves as an established party under Vermont law. This called for caucusing and forming town committees in at least 10 towns throughout the state. We ended up caucusing in 20 towns, and got considerable publicity for doing so. To achieve this required making it as easy as possible for the Libertarian caucusers. Party leadership did most of the paperwork for each caucus, and guided the caucusing committees every step of the way by periodic mailings, telephone calls, and visits.

“Buoyed up with success in caucusing in 1997, the party’s leadership was able to ride the momentum and recruit a large number of candidates in 1998. The Vermont leadership never asked anyone to run for office. Such a request usually evokes a negative reaction in terms of time, money, energy, public appearances, speeches and debates. Instead, we asked party members for permission to put their names on the ballot as passive candidates, pointing out that their mere presence on the ballot, with the word ‘Libertarian’ after their names, would offer

Vermont voters a real alternative, and would in itself be a noble effort for liberty.

“Here too, party leadership did most of the tiresome bureaucratic paperwork for each and every candidate, and submitted it to the Secretary of State’s office by the required deadlines. It was a big effort but it made it easy for the candidates. Originally, only a few of us planned to run active campaigns. But once officially nominated, many who did not plan to be active candidates got inspired and ran actively also.

“The need for party leadership to shoulder the burden, and maintain frequent contact with the rank and file on these projects, is an absolute *must*. If one acts on the principle that party leadership should merely outline what needs to be done and then step back and let the rank and file do it their own way, little or nothing will happen. Leadership requires work, and cannot be achieved by personality alone.

“When I became State Chair of the Vermont Libertarian Party shortly after we ran six candidates in 1996, most people treated our party with patronizing indifference. After announcing a slate of 44 candidates in 1998, the change was almost palpable. If a party runs a broad slate of candidates, their very presence on the political landscape makes the party hard to ignore, and draws attention on a continuous basis. The press began dealing with our party with far greater respect. We got many more opportunities for public appearances and there was an increase in press play. And, as State Chair, I was approached at least two or three times a week by some legislator or candidate from another party who suddenly wanted to be my friend and who wanted to persuade me that he, too, was a libertarian albeit with a small ‘l.’

“Running candidates is what parties do. If you run a lot of candidates you become a factor. It’s as simple as that. If you do not run

a lot of candidates you become a joke, and you are rendered pathetically silly on the political landscape. If you run lots of candidates, your party membership grows, you gain influence, and you generate curiosity about your message. If you do not run a lot of candidates, nobody gives a diddly-damn about you. There is no getting around this truth.”

The Pennsylvania Experience: Ballot Driven Recruiting

Pennsylvania’s long history of running many Libertarian candidates has been fueled in part by their state’s ballot laws. Ballot status there requires considerable petitioning each election cycle, but candidates at different levels can combine petitions to achieve both their individual status and contribute to the status of other candidates where their districts overlap. Thus, candidate recruitment became a fundamental part of their organizational efforts.

According to Pennsylvanians who organized their early candidate recruitment drives, achieving the goal of recruiting as many candidates as possible had several benefits. Gaining ballot status was much easier, since so many had a personal stake in the effort. Local activists were more enthusiastic because they had their own “favorite” to cheer for. And the news media took note of the fact that so many candidates were running, treating the party as a whole with greater respect.

The Indiana Experience: Increased Visibility, Credibility, Momentum

In 1998, one-in-five Libertarian Party members in Indiana put their principles on the line by putting their names on the ballot — a record total of 89 candidates in all. Two

Libertarians were elected in contested, *partisan* contests. In their target district of Jefferson Township, top-of-the-ticket Secretary of State candidate Steve Dillon received more votes than either the Democrat or Republican candidates.

State Executive Director Sara Cotham Chambers recounts their recruiting success:

“Rob Shuford, State Chair, was the leader of the recruitment effort in 1998. He put a focus on running more candidates than ever, especially since this was the year for our crucial Secretary of State (ballot access) race, and we needed to improve both our visibility and credibility in the eyes of the media and voters. He contacted county-level leaders and called many candidates himself to ensure that we had key positions filled. Two counties — Marion and Washington — really came through for us by filling their ballots with candidates. Most of them were simply lineholders/paper candidates, but several became serious and excited about the race, thus garnering coverage and momentum for the LPI. Rob and I spent the week before the August filing deadline calling candidates, proofing election forms, and answering questions. People are interested in running, but the election code covering the LPI is incomplete and sometimes inconclusive, so they are discouraged from taking a stab at it. Our tenacity and focus got the job done.”

Asked about the importance of running as full a slate as possible, Sara outlined the following benefits:

■ **Visibility:** “Most newspapers run low-level coverage of all candidates. Active candidates get more column inches and appearances in forums. Each voter sees ‘Libertarian’ on their ballot.”

■ **Credibility:** “More candidates equals real growth. The media recognizes this and

remembers it in future election cycles. We had several hundred media hits between September and November of 1998. Our coverage is amazing this year since we made such a showing in 1998! Voters remember the names and impressions of active candidates and want to join or volunteer if they like what they saw.”

■ **Internal momentum:** “We feel better about ourselves because we know we worked hard and succeeded on several levels. Members have proven to become more involved, donate more money, and be prouder of their party affiliation this year.”

Asked the secret of recruiting so many candidates Sara simply said, “The obvious: *just ask*. In the Marion County 1999 example, they divided the membership/prospect lists according to City/County Council district and asked five members to call everyone on the list and ask them to run. It worked. I also sent out a statewide press release asking for candidates that received over 100 media hits. It is working. We are already discussing the formation of a statewide Candidate Recruitment committee to work closely with active counties and intensely cover the less active ones in 2000. As a side note, active candidates are including their non-Libertarian pals to help manage their campaigns, thus increasing our membership and future candidate lists. Our secret was to successfully co-opt the Nike slogan: *Just Do It.*”

California’s Ted Browne: 600 Candidates and Counting

Ted Browne has not only run for office 10 times himself, he has headed up California’s recruiting efforts for more than a decade, personally recruiting more than 600 candidates.

“As a political party, the best way to come onto the voter’s radar screen is to run candidates,” said Ted. “Most people aren’t interested in politics and would not have a reason to look at us — except during election season.”

Ted’s “secret” echoed our other champion recruiters: “Persistence,” he said. “I research which of our members live in which districts, then check to see if they are legally eligible to run, then I call through the membership list. Many people never thought of running until I ask them to do so. If there’s no phone number listed, I try to obtain it; if still no luck, I write a letter. I try to reach all eligible Libertarians before giving up.”

The bottom line

Fielding as full a slate of candidates as possible brings *more* media, *more* manpower, *more* money, and *more* credibility for your state or local party. Most importantly, it moves us all a little further on the path to Liberty.

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SECTION TWO

Finding Mr. & Ms. Right

Before we get into the specifics of how to get candidates to agree to run, let's take a moment to discuss who should run. The ideal candidate would have the money of Ross Perot, the name recognition of Clint Eastwood, and be able to campaign full time for a year and a half before the election. And if you develop a theory that your minimum requirement for a candidate is that they be a college professor, able to explain the finer points of Austrian economics, and willing to invest a minimum of \$10,000 and 20 hours a week on campaigning, you probably won't have many candidates.

A better theory holds that most Libertarians are potentially good candidates, and that they should be solicited, recruited, developed, and supported on a systematic basis. Putting this theory in action, rather than waiting years for the "right" candidate, results in more Libertarian candidates to spread the Libertarian message and build political credibility and support.

It's best to avoid complex screening processes. In the previous examples, the individual judgment of those soliciting candidates determined whether prospective candidates were good spokespersons for the party. The attitude was that it was preferable to have *many* candidates, even if a few were

bad, rather than have only one or two *perfect* candidates.

That doesn't mean that all potential candidates are equal, however, or that all are equally suited to run for the same offices. A candidate who is well-known but doesn't plan to run an active campaign may be able to create a media buzz simply by running for a higher office. A candidate who doesn't have a huge name but is well known in their own community and plans an active campaign is better suited to a smaller race, where there is a chance of winning or bringing in a substantial percentage of votes.

Minimal Requirements

As for the candidates, here are some minimal requirements that should leave you with a wide field of potential candidates. Even strictly paper candidates should be willing to do all of the following:

- ★ Answer any **media calls** promptly.
- ★ Fill out and return all **candidate surveys**.
- ★ Get a **good head shot photo** taken.
- ★ Fill out any **required legal paperwork**.
- ★ Attend any **candidate forums** for which they receive invitations.

When you move from paper to informational level candidates, you may wish to add more minimums.

- ★ Most candidates should be able to

raise at least **some amount of money** to finance their campaign. For too long, Libertarians have been satisfied to make false “votes per dollar” comparisons. Too many say, “My opponent spent \$50,000. I only spent \$200 and I got 5% of the vote.” As long as we are outspent by those margins, we will always get 5% of the vote. This underscores the previous point, that a candidate with less money should consider which race may be the best use of their resources. Factors such as the candidate’s community ties and whether it is a two- or three-way race should be factors in the decision.

- ★ Candidates should be **mature, responsible members of the community**. Ideally, they should have a history of community involvement. To whatever extent possible, local

candidates should personify the demographic profile of the community.

- ★ Candidates should be **generally articulate**. They should have the ability to answer questions about the party’s positions in a clear, knowledgeable fashion.
- ★ Candidates **should not have embarrassing marks** on their past. These would include actions involving fraud or force.

One note: Successful Libertarian candidates do not always come from the party’s ranks. There are many people who fit the Libertarian profile, yet aren’t party members. Often, they will be recommended to you by current party members. They should still meet the above qualifications, and once recruited, they should be encouraged to join the party and take part in its other activities.

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SECTION THREE

How to Recruit Libertarian Candidates

You're ready to turn your local LP into a credible political force by fielding a team of candidates. But before you begin recruiting, it pays to do your homework to identify in which races a Libertarian candidate can be the most effective.

Think about *every* elected position at *every* level of state and local government, including county commission and school board races. This process is called "political mapping."

Focus on open seats. They offer the best opportunities for electoral victories. It can also be a good strategy to run LP candidates in races left unchallenged by the non-incumbent party. If the Democrats won't bother to challenge the entrenched Republican candidate, the race needs a Libertarian. Two-way races against an entrenched incumbent, while they may be even more unwinnable for us than for the major party that has already given up on that seat, provide avenues for extra exposure, and increased vote totals over what we could expect for the same effort in a three-way race. They also get people in the habit of voting Libertarian.

Find out what's important to voters in the district. Research the area's demographics, including voting patterns,

socioeconomic status, ethnic groups, etc. You may discover weaknesses of your opponents, or come across a race that would be perfect for a particular candidate.

OK, you know which races to target. Here, then, is a suggested strategy for preparation, recruiting, and follow-up in putting Libertarians in the race for our country's future.

1 The state leadership must lead. It is much easier to recruit candidates if you are already a candidate yourself (assuming, of course, you meet whatever legal residence requirements prevail in your area).

2 The state leadership must prepare. The preparation process includes:

- a. Getting maps of all the appropriate electoral districts.
- b. Identifying which districts have possible candidates (subject to the guidelines below).

This is done by matching the addresses of your people with the appropriate spots on election maps. In Utah, the party's database has five informational fields that relate to candidate recruiting purposes. Each member's information includes: district number, state senate district, state representative district, congressional district, and county. The membership list can be sorted by any of these

items to facilitate candidate recruiting.

c. Selecting a first, second, and third choice (if possible) for each office.

d. Plenty of lead time is required. If the candidate filing period opens in March, potential candidates should get their first recruiting letters by January.

e. Putting together a candidate recruiting team. Depending on your circumstances, three or four people may be enough. If your state is large and spread out, you may want to assemble local or county level recruiting teams. The definition of an effective county party includes their ability to recruit their own candidates, apart from the state effort. Any help you can get will allow you to concentrate on weak areas.

3 Prepare a timetable and quantify your goals. For example: Preparation and homework will be done by X, letter will be written by X and mailed by X. Second letter will be sent on X and a follow-up meeting or telephone call will be completed by X. The person(s) responsible are X, X, and X. A total of \$X will be required to complete this process. This money is already (a) in the party treasury, or (b) must be raised by X date. A rough draft of a candidate recruiting timetable is outlined later.

4 Quantifying your goal is a most important part of the recruitment process. If people are going to put their names on the line for us, we have to prove to them that simply filing for an office will do something useful for the party. Thus, “Your commitment is important because we are trying to field candidates for 100% of the legislative seats up for election this year. This will bring the party credibility and help us become a threat to the special interest parties.”

Set this goal high — low enough to be within reach (at least theoretically) but high enough to make you work. Publicize this goal and create a bandwagon effect.

5 Create an environment supportive of running a lot of candidates. The farmer plows before he plants. Every time you communicate with your party members, talk about this numerical goal and how important it is to run a lot of candidates. Run articles in your newsletter — mention it in fundraising letters — write about it in your “Chair’s Column.” Build the bandwagon effect — and when you think everyone has heard enough about it, keep on truckin’ and talk some more.

6 Make a full slate part of your party strategy. Filling ballots with Libertarians should be part of a larger plan for victory. In turn, more candidates will be attracted by an organized effort that supports their own efforts.

7 Once you have finished your preparation, completed your homework, agitated the pot, plowed the field, run it up the flagpole, and counted the number of salutes, **implement the recruiting process.** Get everyone out of the frying pan and into the fire and see how things hop. The implementation phase should look something like this:

a. Ninety days in advance of the candidate filing period opening, the first letter goes out from the state chairman, inviting the person to consider running for office. This letter will be two or three pages, to allow enough space to explain why the candidate is important to the campaign and may include a one page “recruiting flyer” prepared by either the national HQ or your state party. The one page flyer is to address general questions of strategy.

b. Follow-up letter encouraging the candidate to run for office.

c. Personal follow-up. This phase is crucial. It's a good idea to telephone the potential candidate to get a sense of his or her feelings. If they don't say yes right away:

- ★ **Find out exactly what their objection is.** Attached is a list of common objections and suggested responses.
- ★ **Secure a commitment to “keep thinking about it.”** Above all, on this first telephone call, avoid an outright “No.” As long as they are still on the hook, you have a chance to get them in the boat.
- ★ **Set up a time to meet with them personally.** If they are resistant to this, don't push it. Tell them you will call them back in “a few days.” At all times and at all costs, don't let them say “No” to more follow up. Remember: As a major survival skill in 20th Century America, we all have strong and effective defenses against people who are trying to talk us into doing something new, strange, unusual, and possibly risky. Included with the objection list are a couple of ideas for breaking through those defenses.
- ★ **Immediately, send them a letter (same day!) thanking them** for the opportunity to speak with them and answer — again! — their main objections. Mention your progress to date (“of the 120 candidates we are trying to recruit, 35 have said yes”). Depending on the circumstances, you may want to contact someone else in your local party to follow up with another telephone call or another letter. If they are acquainted on a friendship or business basis with someone already committed to run, have the friend contact them. This can

be very effective, as it is harder to say “No” to a friend than it is to some faceless party official on the telephone.

- ★ **Follow up a second time with a telephone call.** At this point, you'll find that about one-third sign up immediately, having thought about it a second time. For those still holding out, remember that “the third time is a charm.” Send them another letter of thanks and explanation (these follow-up letters should never be more than one page) and a third call. If they are still sitting on the fence — and assuming you have a backup — ask if they mind if you fall back and talk with your “second choice” for the office. “Understand, Mr. Smith, we want you to run — you are our first choice — but we do have some deadlines that are fast approaching, and since running a full slate is so important for us this year, we have to talk with a couple of other people to see if they are interested.”

Some will sign up at that point. Others will be relieved that they are “off the hook” for the moment. Complete the recruiting process with your second and third choices. If you still don't have success in filling that slot on the ballot, return to the original candidate and try again.

Once the candidate filing period has opened, send another letter out to the “final holdouts” for races you still haven't filled and give them another phone call. If you have time, call them on the last day of the filing period — give them the current statistics, and turn on the emotion — “*We really need you* — you can be more help to the cause of liberty than ever before, and it's for doing nothing, really, just going down and putting your name on the ballot. You won't have to do

anything else — we'll handle it." You may get one or two more candidates that way. Never give up until the filing period is closed. Frankly, the success rate after three follow-ups is not that great — but it has occasionally proven useful, particularly when you are just short of a goal.

8 Once committed, send them a letter of thanks. Include with this letter any of the legal information (such as candidate reporting requirements) etc., and how the state organization is going to help the candidate handle this requirement. For line candidates, you should offer to file the required reports for them. You may want to offer a monthly class for active candidates.

9 All the preparation in the world does little good without follow up and follow through. Candidates have been lost simply because they didn't make it to the filing office by 5 PM on the final day the period was open.

a. The week before the candidate filing period is to start, send a letter to each confirmed candidate noting the beginning of the filing period. Give them the place and times that they can file. Schedule two or three "mass filings" where several candidates could get together and go down in a block to file. For many of your people, this will be the first time they have run for office — and they may, understandably, be a little uncertain as to the actual mechanics of finding their way through a maze of bureaucrats in order to complete the required paperwork. You can also offer to find a volunteer to go with them, if such support is available. Make sure that each candidate has two phone numbers to call if he or she has problems with the filing bureaucrats.

b. On the first day of the candidate filing period, meet with your candidate recruiting

team. If you have teams in several areas, try to bring them all in for a face-to-face meeting. If this isn't possible, call them on the telephone. Since all of you are running for office (remember?), one good choice for a meeting location is a coffee shop close by the candidate filing office. Every candidate recruiter should file for office on the very first day, unless strategic reasons dictate otherwise. Copies of the "Status Sheet" should be distributed to all concerned and assignments checked.

c. During the first week of the filing period, contact everyone by telephone to remind them of the deadline.

d. Someone should check with the appropriate clerks every day and the status sheet should be updated.

e. On the first day of the last week of the filing period, everyone who has not filed should be personally contacted — with a sense of urgency — about filing. Offer to get them a ride, etc., and make sure they haven't changed their mind and are trying to back out. Schedule another "mass filing" for this week.

f. For the final day, anyone who has not filed should be called the night before AND in the morning. Clerks should be checked at 1 PM, following the lunch hour, and more calls made to those who still have not filed. Offer to go and pick them up — right then — if possible.

g. Determine the required travel time for each holdout, and contact the clerks appropriately to find out if they have filed. If not, call them — *immediately* - and get them on the road.

It is disheartening to work hard to recruit candidates — and then have people flake out

on you at the last minute. Avoid this by getting everyone filed as early as possible. We do not have so many candidates that we can afford to lose even one.

10 Honor your candidates. Send them another “thanks” letter once they have filed. Print their names in your newsletter and tell everyone else to thank them. Don’t recruit them, file them, and forget *them*. *Keep in touch* — preferably, with a regular party candidate’s newsletter of some sort.

11 Use candidates as a source for suggestions for other candidates. If they say yes, tell them what areas in which you are still looking for candidates and ask if they know anyone who might be interested in the area. If they say no; ask them if they can suggest someone. You may find a lot of apolitical libertarians that way — principled people who simply are not party people.



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SECTION FOUR

The 2000 Experience

In 2000, the LP ran over 1,400 candidates, far more than its previous record of 840 in '98. Several factors came into play to bring about this dramatic increase.

■ In consultation with state parties, a very aggressive national goal was set.

■ With the national Libertarian Party's urging and assistance, some states that would have gone for individual candidate status petitions, instead went for the more difficult full party route.

■ Some innovative recruiting techniques brought forth large numbers of new candidates.

Ohio's Full Party Factor

BY STATE CHAIR DENA BRUEDIGAM

Ohio ran 70 candidates in 2000, which is more than the total number of candidates we ran between 1982 and 2000. The most important recruitment tool was being on the ballot as a full party for the first time in 18 years, and being able to take advantage of the reduced signature requirements for filing.

The major benefit of running lots of candidates was increased visibility of the party; especially press coverage and general awareness of the Libertarian Party. Our phones rang off the hook and we received a record number of information requests. This spurred increased fundraising. We raised

enough money to run a statewide TV ad campaign, something we had never done before, in addition to what our candidates raised for their campaigns.

We had to put a lot of effort into recruiting candidates. Here's what we did:

1. Set a goal of 100 candidates — reasonable but not outrageous.

2. Personalized the recruitment materials by adding Ohio district maps, Ohio petitioning requirements, candidate requirements, blank petitions, etc.

3. Set up a campaign committee and designated them as the "head recruiters." Their job was to study the recruitment materials and then take them to the regions and teach the region leaders how to recruit candidates.

4. Call, call, and call some more . . . we encouraged the region and county leaders to get on the phone and CALL people and ask them to run for office. This was a very important step and we found out that there are people out there who will run if they are asked.

5. We set up an LPO-Candidates e-mail list and included people (with their permission, of course) who were still unsure if they wanted to run as well as people who were sure and kept them informed of filing dates, filing fees, petition requirements, etc. (This later became a discussion/support list

for campaigns and was very effective.)

6. We set up a website for the recruitment team to keep track of which candidates had filed in which districts, and where more work was still needed.

7. We offered to pay filing fees for anyone who could not afford it.

8. In areas where there was no organization or where the leaders could not/would not recruit, the state chair (me) made the calls and I followed up with a personal letter or note.

One thing I found out early on was that a lot of people would say they wanted to run and would then back out for various reasons. At one point it actually looked like we would hit our 100 goal, but we lost about 25%. Lesson learned is to get commitments from 25% more candidates than you want/need.

It also helped that our national political director came out to assist in our efforts.

For 2002 we'll use the same approach but, should add a few things, such as having a more organized work force to help with the signature gathering, and making better use of past candidates as recruiters.

Colorado 2000: More Candidates Than the Democrats

BY STATE CHAIR BETTE ROSE SMITH

In 2000 we ran 88 candidates for office, which was more than 3 times the number (27) we ran in 1998, and 14 times the number of candidates (6) we ran in 1996. We actually ran more candidates for the state level offices than the Democrats and were 3 short of running more than the Republicans.

The one thing that helped us most was the passage of the Minor Party Bill that one of our members worked to get passed into law. This allowed us to nominate candidates to the ballot without petitioning. The law went into effect in April 1998, but it was difficult to get enough candidates that year since we had less than 3 months to do it.

In 2000, we had a new member — angry with our governor's turn-around on the gun bill — make phone calls to everyone we had phone numbers for, asking them to be part of our drive to run more candidates than either of the major parties. He was able to fill every open seat with the exception of two districts. One did not have any Libertarians in it and the other only had two current members. Six people failed to get the paperwork in to the SOS after agreeing to run.

The benefits that we got from all of this was much more press coverage, most of it very good; the Republicans opening a real dialogue with us; a better feeling among our members; many more volunteers and some excited activists; over 1000 NEW Libertarian registrations; and finally, 4 new county affiliates.

To repeat what we did, I would suggest:

1) Setting a reachable goal that is attractive to your membership. In 1998 we set a goal of "Half a Slate in '98" which would have been about 42 candidates. We managed 27. In 2000, we set a goal of having more candidates than either of the other two major parties for state level races. We managed to beat the Democrats and could have beaten the Republicans if we would have gotten all the paperwork in on time. In fact, 22 of these races would have gone unopposed if not for the Libertarians.

2) Have someone who is a good salesman make the calls to people you

would like to recruit. If you have a good, attractive, reachable goal, this part of the sale will be much easier.

3) Have someone who is willing to drive out and pick up paperwork at the last minute, no matter how far way. I drove more than 8 hours in one day to pick up paperwork from 3 candidates, and more than 12 hours another time to pick up paperwork from 2 other candidates.

4) Give good support in terms of how to deal with paperwork, how to answer questionnaires, and how to create press kits. Training classes are very helpful as well. Forming campaign teams would be especially helpful.

5) If possible, get legislation passed to reduce or eliminate petitioning.

Washington: In-Person Interviews and the Bandwagon Effect

BY BRETT WILHELM

In 2000, the LP of Washington State recruited 3 times as many Libertarians for partisan office as all the other third parties combined. Our 69 candidates in 2000 were also more than the LPWA fielded in the prior 10 even-numbered year elections combined.

The best recruiting results came from in-person interviews. Our Executive Director set appointments for a volunteer to meet with members who were willing, typically on a weekend at a coffee shop near their home. Appointments were scheduled for 30 to 45 minutes but frequently lasted 60 to 90 minutes as tends to happen when kindred folks get to talking.

Some members were too new to the

libertarian philosophy to be viable candidates but most were good to excellent prospects. We typically promised that volunteer activists would do the heavy lifting of petitioning for ballot access, fundraising for filing fees, filing campaign disclosures, etc., if the member would “just lend us their name to go on the ballot.” A small group of activists and the Executive Director worked overtime and then some to deliver as promised.

A Voter’s Guide is mailed to all registered voters in Washington State. Our interviewers painted a mental picture of filling the Voter’s Guide with coordinated Libertarian candidate statements — each like a different chapter in the same book — to introduce voters to the features and benefits of liberty. We emphasized how the Guide gave us incredible leverage because voters would be reading about liberty “at the point of decision.”

An amazing discovery was that recruiting got easier as the number of candidates grew. Once we had candidates for most of the statewide and congressional races members eagerly jumped on the bandwagon to help create a full slate. I think we could have utilized the bandwagon effect earlier if we had known of its existence.

The LPWA won major party status in Washington state for the first time ever with three statewide office candidates garnering over 5%. In the process we earned credibility that resulted in our best news media coverage to date.

Our efforts also put the lower Washington state house and the U.S. Senate into a tie. As the March 19, 2001 *National Review* article pointed out, “. . . hardly anybody has noticed how Libertarians have put Republicans on the brink of losing the Senate. In both 1998 and 2000, a Republican candidate for Senate lost to a Democrat by a margin much less than the

Libertarian's total vote. The most recent victim was Slade Gorton of Washington. In a final tally that took weeks to add up and confirm, he lost to Maria Cantwell by 2,228 votes. A Libertarian candidate, Jeff Jared, hauled in 64,734 votes.”

There were some frustrations too. One candidate appeared at several forums dressed in a T-shirt and shorts. Two candidates withdrew after the primary and endorsed their Republican opponents. We are considering drafting a contract for future LPWA nominees to prevent a reoccurrence of those problems.

Other 2000 Experiences

Texas exceeded its goal of 100 candidates by 12, more than doubling its previous record. They mailed every member a letter outlining the reasons for and obligations of running, along with the necessary forms for filing as an official candidate. The forms were also posted on the party's website. More than twenty candidates filed just from the recruiting letter alone. The state chair, county chairs, and others made follow-up phone calls. They also established a website for recruiting team members to keep track of who had filed for what offices, and what races still needed candidates.

North Carolina reported good results using personalized emails, followed up with phone calls. Copies of the TX recruiting letter and NC email are included in the next section.

One recurring theme from state party recruiters was that recruiting a lot of candidates made it easier to recruit even more — the bandwagon effect. This is particularly true when you are close to filling a slate. One of the best ways to utilize the bandwagon effect is with a website showing the recruiting campaigns progress, with

information on who has filed where, what spots still need to be filled, and the progress of petitioning, if necessary. Frequent email updates to drive your membership to check out the website can result in more full slates.

California: Operation Breakthrough 2000

REPORT PREPARED BY LPC EXECUTIVE
DIRECTOR JUAN ROS AND LP POLITICAL
DIRECTOR RON CRICKENBERGER

The California LP's Operation Breakthrough was an extremely innovative project. The project used standard recruiting techniques, but employed commercial contractors to do much of the work normally done by volunteers. Expanding the recruiting labor to contractors led to the recruitment of 162 candidates in only one month. Fourteen went on to win their elections.

Although the cost per candidate was much higher than typical volunteer based efforts, there were numerous side benefits of the program. Candidates were recruited largely from registered Libertarians instead of just LP members, creating scores of new activists. Some of the money for the project came from new donors, as the recruiting prospects were solicited for funds as a “backup” request if they did not agree to run. And a large pool of recruiting prospects for future elections was also created.

■ CONCEPT

The basics of the plan were as follows:

1. Identify all possible local races for the Fall 2000 elections.
2. Determine the 10,000 registered Libertarians with the highest voting propensity, and who had current phone numbers available. Data match the Libertarians to the available races.

3. Mail the 10,000 registered Libertarians a recruiting piece, tailored to the specific races they were eligible to run for.

4. Hire a telemarketing company to phone all 10,000 Libertarians to do an initial screening for interest, and solicit contributions as a backup request.

5. Have LPC staff follow up with all prospects to confirm they will run and shepherd them through the filing process.

■ COST

Operation Breakthrough Expenses:
\$22,647

\$4,359 for the project came through contributions solicited from the recruiting prospects, plus another \$1,100 for 44 new memberships. The rest of the project was funded through targeted donations.

■ RESULTS

162 candidates for non-partisan office were recruited as a direct result of Operation Breakthrough. That is a cost of \$140 per candidate recruited. 14 winning candidates were recruited at a cost of \$1,618 per win.

19 additional candidates qualified for various non-partisan races in the Fall, recruited earlier in the year. 181 total non-partisan candidates for the general election, plus 113 partisan candidates = 294 Libertarian candidates for the general election.

Of these, six “won” their election — by being appointed to office because not enough candidates filed for those offices.

That leaves 288 candidates who were on the fall ballot. 14 candidates ran for office in the Spring, but four also filed for both partisan and non-partisan races.

That gave the LPC a year-end total of 294 + 14 - 4 duplicates = 304 Libertarian candidates in 2000 running for 312 offices

(eight candidates filed for two offices).

Eight Libertarians won their races on November 7. Together with the 6 who won uncontested races, and with Tom Tryon’s re-election bid in the spring, the total number of California Libertarians elected in 2000 was 15.

■ HOW IT ALL HAPPENED

Top Notch Data, the voter data firm we contracted with, dropped 9,707 letters on July 14, three days before the opening of candidate filing. Prospects for the mailing were selected based on being high-voting-propensity registered libertarians with valid phone numbers who lived in one or more special districts. {Note: Special Districts are local governing bodies designed to deal with issues such as fire control, water distribution, airports, and hospitals. Many have budgets in the many millions of dollars.}

Almost immediately the LPC office was flooded with calls from interested prospects. 85 inquiries were initially generated from the mailing alone.

On July 25, Action Marketing — the telemarketing firm — began making the follow-up phone calls to all members of the list. Action Marketing callers were trained by staff on the LP, LP positions, organizational structure, and the goal of the campaign. The goal of callers was to filter out those Libertarians who expressed an interest in running for office from those who had no interest at all. Those who had no interest were then solicited for a contribution.

393 hours of calling (at \$28.00 per hour) produced 221 Hot Prospects and 290 Warm Prospects. Staff had to follow up with all these prospects. Staff estimated they spent 480 person hours on the project.

On August 1, LPC hired temporary staff to

assist in processing the prospects identified by Action Marketing. The temp turned out to be a quick learner and was very good at closing many “sales” to prospects who were not sure about running for office. The temp worked approximately 100 hours, for a total fee to the agency of \$1,617.35. This was in addition to the staff time mentioned above.

Action Marketing completed phone calls on August 5 after saturating the list to 54.4%.

Filing closed on August 11 for most offices. Those offices where an incumbent did not file by August 11 had their filing periods extended to August 16.

It took staff an additional two weeks to verify that all the candidates who claimed to have filed actually filed. In some cases candidates who thought they had filed had only taken out papers without returning them to the Registrar’s office, resulting in the loss of a few candidates. But other candidates previously unknown to us came forward and announced that they had qualified, mitigating the attrition from other candidates.

In addition, LPC discovered about a half-dozen elected Libertarian officeholders previously unknown to us. Further, 230 prospects that could not run this time expressed an interest in being contacted again for future elections.

■ PROBLEMS ENCOUNTERED

Too many inquiries. LPC staff was unprepared for the positive results of the mailing and the follow-up phone calls. Incoming and outgoing calls overwhelmed the office. Staff (including temp) was working at peak capacity for two weeks. Many prospects did not receive follow-up phone calls during appointed times set by Action Marketing. Next time LPC should have temp staff lined up and trained much sooner.

Bad information from the counties. In compiling data from the counties to forward to Top Notch Data, errors were made as a result of bad information provided by counties. For example, San Diego County had a typo in their list of special districts that read “County Water District.” Hundreds of Libertarians received a letter telling them they are eligible to run for this office, when no such office exists. The information should have read “Cambridge County Water District.” Similarly, Santa Clara County’s list of offices up for election included “Santa Clara Water District,” which held elections in the Spring.

Not enough information. LPC had trouble obtaining district-specific information to provide to prospects, such as: when and where the district meets, how often, how much compensation board members receive, if any, how much the candidate statement costs, and who pays for the candidate statement. Some districts thought to not require petition signatures ended up requiring signatures. Staff was forced to give only general district information to the prospect and make the prospect responsible for uncovering the specific information relative to the district being considered.

No control over recruitment. LPC had no control over how many candidates ended up filing for any one office. In fact this is impossible to control given the procedures used. For instance, LPC cannot stop a Libertarian who receives the mailing from filing for office without informing us (this happened). Similarly, LPC cannot control a candidate who ends up filing for a different office than the one originally committed to (this also happened). Having too many Libertarians in one race can jeopardize the chance for Libertarian victory in that race (votes are split, giving any incumbents an advantage).

No candidate screening. LPC had no control over the quality of candidates. Our goal was quantity. While some small amount of screening took place during follow-up phone calls, it is far from perfect. Some prospects, for example, did not receive further follow up after telephone conversations revealed that the prospect displayed behavior likely to embarrass the party or was not in alignment with LPC positions. But it is quite possible that some candidates slipped through this minimal screening effort and don't adhere to the Libertarian philosophy despite their voter registration.

Little opportunity for follow up or support. Aside from receiving the standard candidate package from the national office, recruited candidates received little support from the LPC. Many were first-time candidates.

Poor fulfillment on contributions. Action marketing obtained \$20,623 in pledged contributions and memberships from their "backup" solicitation for funds. Only 26.5% of this (\$5,459.00) actually came in. This ratio could be greatly improved with better oversight of the telemarketers, and more follow-up fulfillment reminder letters.

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SECTION FIVE

The Art of Persuasion

You've got the plan, now it's time to make the call. There is an art to persuading *potential* candidates to be *committed* candidates. When recruiting, keep in mind that most people will not respond to generic appeals to "run for office." The most productive appeal is directed to a *specific* person asking them to file for a *specific* office. This lets the potential candidate know that there is some strategy behind the request. It clearly defines the parameters of the request.

Remember, most people are flattered when asked to run for office. The worst they will say is no. Here are some arguments you'll hear — and suggested ways of turning a *no* into a *yes*.

1. I just don't have the time or money to run for office.

"John, no one ever has enough time or money for running. But we aren't asking you to spend a lot of time or a lot of money — the filing fee is only \$50.00, and we'll guide you through everything else! We'll prepare a guide to filling out the questionnaires you'll get, as well as for the financial reporting requirements. It will probably take you an hour to go downtown to the County Clerk's office and file the papers. Painless and easy, John, there is nothing that you could do that would take so little time and as little money that would help us more than you filing for that office, and that's the truth."

2. I wouldn't feel right just filing for the office and then not running a real campaign.

"Jane, I'm telling you right now that since we don't have an active candidate for your race, you can really help us out by putting your name on the ballot. Our top of the ticket candidates are running really active campaigns — but if we only have two or three other candidates on the ballot, we're going to hand the media an issue to attack us on. No one is going to notice that you aren't running an active campaign. They *will* notice that we have packed the ballot with libertarian choices — making our top of ticket campaigns that much more effective. Besides, if you file and then want to do something — but not *everything* — we'll help you. You don't have to do anything, remember, but if you want to make yours a semi-active campaign, maybe go to a couple of candidate's nights or fill out your own questionnaires, that's fine. We're easy, we can work with you."

3. What if I get elected? I don't have time to go to the legislature.

(This objection is heard more often than you may think.)

"John, I promise you: You won't get elected unless you decide to run a very active campaign. Besides, I think you'd make a great legislator. If that miracle happens and you do get elected, it will probably be part of a

Libertarian landslide! Then you get to be part of the new Libertarian majority in the state senate. Give us two weeks, and being a legislator will be something you do part time — maybe one weekend a month — sort of like being in the National Guard. But really, you won't get elected without a heavy duty campaign and spending lots of money. I promise you. I'm the state chairman, I know these things."

4. I don't think it does us any good to run candidates who don't do any campaigning.

"Jane, I agree, it would be better for us to have active or at least semi-active candidates in every race. But look, we're just getting this started, we're still learning — we're still looking for people. We just don't have the people to run for every race in the way that we should. Since we can't do everything, we have to do something.

"No one will notice if most of our candidates aren't active. They will notice that their election ballot is full of Libertarians. Politics can be real funny sometimes—things can add up in unexpected ways. No one takes a party seriously that runs only a few candidates — even if those candidates are tremendous people spending a lot of money. People will take us seriously when they see us becoming a serious threat—and a ballot packed with libertarian choices is a serious threat.

"Besides, we can't leave our other candidates sitting out there on a limb by themselves, can we? If we can't pack the ballot behind them, we are letting them down. The media will pay more attention to our candidates when they can stand up and say they have 5,000 Libertarian candidates behind them. I'm running, everyone on the State Central Committee is running—and we need you too. Political power isn't what you have,

it's what our enemies think we have. And if we can field a full slate of candidates in 2004, we will have power with a capital 'P.'

"And besides, do you think that every Republican or Democratic candidate on the ballot is an active candidate? They know the importance of running a full ballot and they recruit a lot of people who don't do much more than we're asking of you."

(Point out that even if the candidate starts as a paper candidate, there is always the option of getting more involved later, should they decide to do so.)

5. I'm afraid my career might suffer.

"Actually, your career may be enhanced. Most people admire those who dare to make a difference. And you'll likely meet plenty of people who turn out to be excellent business contacts. You'll certainly enhance your community visibility."

6. Do you really think that I'll do any good?

"Absolutely. Without a doubt. Our top of ticket candidates will get more votes because we have a full ballot than they would if they are the only people on our ballot. We will get more, and better, media attention. This is part of our long-range strategy to bring about freedom in our time. It's not much that we're asking, John. And I know you're a Libertarian — you've been supporting us faithfully for ten years. I think you're under-rating yourself here, telling yourself that you really can't do any good. You can — and you are our choice. I'm the state chairman — I know these things. That's why I got elected, so I could make crazy phone calls like this and harass you about running for office (*humorously*). In 1776, they weren't sure of success either, but look what they started!"

Some Additional Recruitment Strategies

Humor is an excellent method for breaking through barriers. When people are laughing with you, it is harder for them to say “no” and keep their defenses up. As important as humor is the *image*: Projected confidence, positive expectation. You are, after all, the state chair. Presumably, you know something about politics, otherwise how did you get to be the “chief agitator” for your state? Thus, when you, as the state chair, tell the potential candidates that what they are doing is *important*, it means something.

If you don’t know what you are doing, at least sound like you do — which means doing your homework. Make sure they know that their race is part of a coherent national strategy for victory for the Libertarian Party. Their choice has not only local consequences, it has *national* consequences.

- ★ **Use emotion.** Don’t be afraid to wrap yourself in the flag and stand on the platform of the American Revolution (“We need to recruit Minutemen for the ’90s”). It may sound hokey, but people expect politics to be hokey. Most do not do things for rational reasons — they do them for emotional reasons. If they have children, appeal to their sense of duty as parents.
- ★ **Consider using any argument or tactic, as long as it is not un-libertarian.** Appeal to emotion, reason, religious values, business hopes. Point out that there are advantages to being a candidate, such as name recognition, respect, media attention, and advancement within the Libertarian movement. Study your people, figure out where the buttons are, and push them. If they have a favorite issue — persuade them with the fact that they will be able to promote that issue in the press.
- ★ **Persistence is a virtue.** “Hi, it’s me again, your friendly neighborhood libertarian

chairman, calling to pester you about running for the state legislature.”

- ★ **Look for objections within objections** — and beware of someone who tells you “Yes” to get you off his/her back with no intentions of following through. When it’s time to get to the filing office, you can’t afford no-shows.
- ★ **I will also admit to appealing to the vanity of the person recruited.** “Jane, we simply don’t have anyone else. You are our last and best hope. The ball is in your court and you have all the cards. You can really make a difference this year.” Maybe you don’t have anyone else because no one else was crazy enough to want the job, but don’t tell them that.
- ★ **Finally, don’t hesitate to use bribes.** If you must, offer to help the candidate move, clean out his garage, put up storm windows, or whatever it takes. If it will put another Libertarian on the ballot and move us one step closer to a Libertarian society, it’s worth it!
- ★ **Use every means possible to ask people to run** — newsletter, email, meetings, and a personalized mailing to every member outlining the overall strategy and asking them to run. But recognize that almost all of your “closed sales” on candidates will come from one-on-one, personal requests.
- ★ **Create a “Bandwagon Effect”** by constant announcements of newly announced candidates. Create a website for party members and recruiters to track the recruitment campaign’s progress.
- ★ **Make sure every party member and every other prospect gets full information on running**, including filing forms, petitions, and other qualifying information. Make the forms and information readily accessible on the Internet.
- ★ **Start Early!** A few candidates on board early will jumpstart the recruiting process.

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SECTION SIX

Key Points on Recruiting & Developing Libertarian Candidates

Putting Libertarian candidates before the voters is such an important step on the road to freedom that it's worth reiterating these central principles. Keep them in mind as you build a winning team of candidates.

1 Develop a consensus among party activists that running candidates is an important and integral part of party activities.

2 All potential candidates should be asked to run. Comparatively few will *volunteer*, but many will agree if approached.

3 Avoid complex screening procedures for candidates. It uses precious time and is usually unnecessary. It is better to have *many* candidates — with a couple of bad candidates — than to end up with only one or two good candidates.

4 Demonstrate to potential candidates that the party is willing to support their efforts with volunteers, money, materials, or advice. Prove your commitment — in writing if necessary.

5 Hold training sessions for all of the candidates in the area. They'll hone their skills, and they'll feel like they're part of a dedicated team.

6 Don't reject "paper" candidates if a more serious candidate isn't available. Lineholders often evolve into active candidates.

7 Use *every* means possible to ask people to run — newsletter, e-mail, meetings, and a personalized mailing to every member outlining the overall strategy and asking them to run. But recognize that almost all of your "closed sales" on candidates will come from one-on-one, personal requests.

8 Create a "Bandwagon Effect" by constant announcements of newly announced candidates. Create a website for party members and recruiters to track the recruitment campaign's progress.

9 Make sure *every* party member and every other prospect gets full information on running, including filing forms, petitions, and other qualifying information. Make the forms and information readily accessible on the Internet.

10 Start Early! A few candidates on board early will jumpstart the recruiting process.



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SECTION SEVEN

Sample Recruiting Letters & Scripts

Texas Recruiting Letter

December 13, 1999

“Now is the time for all good men to come to the aid of their party”

Dear Fellow Libertarian Texan:

Remember this sentence from high school typing class? It seemed really stupid back then, but it sure makes sense to me right now! Now IS the time for all good men (and women, of course) to come to the aid of the Libertarian Party of Texas.

Nationally, the Libertarian Party set a goal of 2,000 candidates in the year 2000. The Texas Libertarian Party set a goal of 100 candidates to do our part here in Texas. To do our part, we need your help now.

If we want liberty, we'll have to win a lot of elections. To win elections, we have to run candidates. We need candidates for offices high and low, local, state and national, partisan and non-partisan. But we especially need partisan candidates. And in order to run for just about any partisan race in Texas, you are going to have to file before January 3rd.

Why am I writing to you? Because you can help the Libertarian Party and the cause of liberty by becoming a candidate. Because you might be the person whose candidacy will save the Libertarian Party more than \$100,000 (read on to find out how). Because no matter how little time, money or experience you have, your candidacy will help the cause of liberty.

The National Libertarian Party just budgetted \$1,000,000 for advertising in the year 2000. Harry Browne, one of our presidential hopefuls, has already raised more than \$1,000,000, most of which he intends to use in advertising. Who knows how much more he will raise in 2000. The Texas LP already has \$30,000 in the bank, and hopes to have \$60,000 to \$75,000 available for advertising by the fall. The Libertarian message will be heard in 2000 like never before. And every Libertarian candidate in the country will benefit from the coattails of our presidential candidate.

But how will we benefit if we do not run candidates? The answer is — we will not. Only if we run candidates at every level. Only if we run as many candidates as possible. Only if you help us out. Be a candidate. And we'll be there to help you every step of the way. We'll keep it as painless as possible.

We must achieve a 2% vote total in the presidential race in Texas, or 5% on any statewide race to maintain ballot access for the 2002 election. If we fail, we'll need to

collect over 75,000 signatures, at a cost of more than \$100,000. Your candidacy could make the difference. Will you help us achieve this?

We need active candidates. Candidates with the time and initiative to get out there and spread the Libertarian message. And even though we are legally forbidden from donating money to your campaign, we can provide support in the form of assistance with filings, party and issue specific literature, non-candidate media, web pages, software, training, advice, etc. We'll do everything we can to help you out.

We need placeholder candidates. These people need only file and hold a position on the ballot. Then, we can put in a replacement where the results will be most promising, such as in a race with only one Democrat or Republican.

We need paper candidates. Lots of them. Just seeing lots of names on the ballot with that "Lib" next to them helps the party out. Every election we receive feedback that people have not only voted for us, but investigated the party because of our ballot presence.

We especially need lawyers. If every lawyer that meets the office requirements would sign on as a placeholder, we'd only need one or two serious judicial candidates to give us a really good shot at 2002 ballot access. Please call me if you meet these qualifications so we can talk it over.

If you can help, here's what to do:

1) If you will run for a county, State Senatorial or State Assembly position; or, if you will run for your own Congressional district; or, will run an active statewide race:

(a) Decide which race you want to run for from the enclosed list. If Public Weigher is your choice, check with your County Clerk

to make sure the position exists in your county.

(b) Determine whether to file with your county chair or the state chair from the enclosed 2000 Public Office list. If you file with your county chair, call them first to let them know you are running. If for some reason you cannot contact them, call me immediately.

(c) Fill out the enclosed Application for Nomination form.

(d) Have the Application for Nomination form notarized.

(e) Mail the form to the appropriate chair, making sure your full return address is on the form (for proof of timely submission). If you are not sure, or your county is not listed, call me and we'll assist you.

2) If you will be a paper candidate or a placeholder in a Congressional or statewide race, please call me so we can discuss where your candidacy will best help the party. Remember: you do not have to live in a congressional district to run for the position.

Please think it over — but not for too long. All applications for nomination must be received by January 3, 2000. That means the forms must be mailed in 1999. You can make a big difference by running.

If you have questions, feel free to call me at 512-280-6540 (home) or 512-465-1875 (work).

Yours in Liberty,
Geoffrey J. Neale, State Chair
Libertarian Party of Texas

PS: We also need campaign managers and workers. Call me to volunteer, and we'll match you up with candidates in your

area. Or e-mail me at liber8or@texas.net ·

PPS: Even if you can't run, you can still help. We need your emotional, inspirational, and financial support, now and throughout the coming election cycle. Your donations are always welcome, and will be put to good use. Just mail any contributions to the Houston P.O. Box. You'll be helping the cause of liberty.

Ohio Recruiting E-mail

Ohio Candidate Recruitment Update
From Political Director Ron Crickenberger
Reply to: RonCrickenberger@compuserve.com

Record slate already announced — more candidates sought.

Filing Deadline: January 7

Dear Ohio Libertarian,

Nationwide, more than 500 Libertarian candidates have already announced they will run for office in 2000, putting us on mark to run 2000 candidates across the country next year.

More than 90 Ohio Libertarians have announced they will run — already a record slate, and we expect to top 100 candidates before the deadline.

But the deadline for filing — January 7 — is fast approaching. And there are still more spots on the Ohio ballot without a Libertarian candidate than with one. Candidates are now being actively recruited for all offices from State Representative to statewide.

Wouldn't you like to see a Libertarian candidate in every spot on your ballot next November? Don't you want the chance to vote for a candidate:

- Who truly understands the Constitution and the Bill of Rights?
- Who believes that freedom works and freedom is right?
- Whose stand on the issues matches your own — pro-freedom — every issue — all the time.

That candidate could be you! Without your help, the LP's goal of running 2000 candidates for the 2000 elections is only a goal, not an achievement. Declaring your candidacy will turn the words into action.

Filling the Congressional slate is especially important in Ohio. The Libertarian National Committee has adopted the goal of running at least 218 candidates for the US House of Representatives as one its most important goals for 2000 — putting it on the same level of importance as 50 state ballot access. 218 US House candidates — if all were elected — would constitute a new majority in the House of Representatives. No third party has been able to challenge a majority of House seats in 80 years. Just their presence on the ballot will present a threat to the political establishment — and is sure to draw the attention of the media.

Ohio is one of the easiest states in the country for Libertarians to get on the ballot. Some states require as much as 25,000 petitions and \$4,000 in filing fees just to get one Libertarian Congressional candidate on the ballot. In Ohio all that is required are 25 valid signatures of registered voters, and an \$85.00 filing fee. Every candidate opportunity not taken in Ohio will have to be made up elsewhere at a much higher cost.

While we would like to see active, competitive campaigns in every district, there is still great value in filling every possible slot. Fielding full slates brings more media, more manpower, more money, and more credibility

for the LP. Time after time we see that the more candidates a state runs, the more media they get, the better the average vote for all their candidates, the better the top of the ticket does, and, most importantly, the more Libertarians they elect. You will greatly help our total effort even if your campaign activities are limited just to putting your name on the ballot.

A political party exists for the purpose of moving public policy by fielding and electing candidates to public office. The more candidates we have, and the better campaigns they run, the further we will move policy along the road to freedom.

Our campaigns are the first exposure to Libertarian ideas that most Americans get. Without candidates and campaigns, we are invisible. Running for office is the single most effective way to promote the freedom philosophy.

Don't stand by and let big government just keep getting bigger and bigger. Give your neighbors the chance to vote for a candidate they really want, instead of a choice between two evils.

Make sure your ideal candidate is on the ballot. Join Team 2000 as a Libertarian candidate.

But do it now. The opportunity for recruiting partisan candidates in Ohio ends January 6.

For more information about running for office in Ohio, contact:
Dena Bruedigam Chair, Ohio Libertarian Party
Bruedigam@yahoo.com or (614) 444-2493

North Carolina Recruiting Email

Howdy Brian! I hope the New Year is treating you well. I know that you're probably busier than ever, but this year, more than ever, we need you to put your name in for public office. Do you think I could interest you in a spot on the ballot for NC State House?

Brian, it really won't be that difficult to run. The requirements are minimal, and most of them would be more fun than work. The things you would need to do are:

- File for office before February 7th at noon, and pay the filing fee of \$208;
- Answer the questionnaires you receive from the media and various political groups (wouldn't you enjoy the opportunity to tell everyone what you really think?);
- Return reporters' phone calls in a timely manner (just think, they may actually write news articles on you and your Libertarian views);
- And of course, if you win, be willing to serve (but frankly that's not likely unless you try really, really hard).

We are getting ready here at the state party level to give you the help you need. We can help you put together a press packet, fax your press releases, and otherwise give you the training and information you'll need to run as effective a campaign as you want.

I know I'm asking for a significant contribution of your time and effort (and a little money). But think of the payoff. Think of every voter in Charlotte having a Libertarian choice for State House. Think of how your campaign can help bring more

people into the Libertarian Party. Think of the impact when voters across the state see Libertarians running for every office from President to Soil & Water Commissioner. They'll know we are for real. By helping the Libertarian Party establish a strong ballot presence, you will be hastening the day when voters see us as a legitimate choice on election day. And you know what the next step is after that — elected Libertarians all across North Carolina!

Brian, please think it over and let me know if you are willing to make this commitment to building the Libertarian Party in North Carolina. Let me know if you have any questions or concerns, and I'll be happy to answer them. Thanks for your consideration, and for your support of the Libertarian Party!

Yours in liberty,
Sean Haugh, Chair, Libertarian Party of NC

Marion County (Indiana) Phone Script

Hello, this is _____ with the Libertarian Party of Marion County. Hi! Is this an okay time to call you? Is it okay to ask you a few questions?

[If this is not a good time for the person to talk, find out when to call him or her back]

I'm calling because we are looking for candidates for the ___ election. We have over eighty positions to fill just our local ballot— everything from two Congressional races down to contests at the township level.

Have you ever considered running for political office?

[This is leading question intended to engage the callee. It is assumed that everybody has

“considered” running for political office— some more seriously than others. Responses will range from “yes” to “not really.”]

In your area of Marion county there will be state and local elections for:

[Read this information from computer printouts]

Would you consider running for one of these offices?

[This question could elicit a “yes” response, in which case you should continue with the CANDIDATE SCRIPT directly below; or it could elicit a negative response, in which case you should go to either the LINE-HOLDER SCRIPT or the VOLUNTEER SCRIPT, depending on the nature and brevity of the callee’s negative response]

■ CANDIDATE SCRIPT

[At this point, your goal is to gauge the quality of this potential candidate in terms of such factors as enthusiasm, commitment, libertarian understanding, personality, and respectability]

That’s great news. It sounds as if you have already given the question some thought. Let me tell you about some of the qualities we are looking for in candidates, and then ask you about your particular interests and level of commitment.

First, understand that we are committed to recruiting the best and most active candidates for the most prominent and important races, such as for Indiana House and Senate seats. And we are committed to training these candidates to be the best they (or you) can be. Thus, to run for a rather prominent office, such as for State House or Senate, requires greater commitment than to

run for a township or school board office.

Now, with that said, tell me a little about yourself. (Don't grill them, but ask such questions as:) Where are you from? How long have you lived here? Where did you go to high school, college? What class were you in? What degrees did you attain? What do you do professionally (or *non*-professionally)? Do you like what you're doing? How (and when) did you become a libertarian? Are you fairly-well versed on the libertarian philosophy? Do you read libertarian books and materials? What do you regularly read?

What particular office appeals to you? State House? School Board? Why?

Do you have much time to spare on behalf of your candidacy? Would you be willing to:

Attend and participate in bi-monthly (twice a month) candidate training sessions (tentatively scheduled for the first and third Wednesday evenings each month),

Devote at least ten hours per week to your campaign (particularly in August, September, and October),

Ask friends and relatives for contributions of time and money for your campaign,

Work with others in coordinating volunteers and electors in your campaign?

I will share this information and your interests with the Candidate Committee at our next meeting. When is a good time to call you back? Please expect another call from the Candidate Committee during the next couple of weeks. Thanks.

■ LINE-HOLDER SCRIPT

[Employ this script when the callee responds unfavorably to being an active candidate.]

You understand that our party wants active candidates for the major offices, but for the smaller races, we'll settle for being represented on the ballot. Would you consider representing the party merely as a line-holder on the ballot, without commitment or obligation to actively campaign?

[If the answer is "no," go to the VOLUNTEER SCRIPT. If the answer is "yes," find out for which office(s) the person is most interested and appropriate, confirm the person's name and address, and try to get some volunteer commitment.]

That's great news. Do you have a preference of running for a particular office? What is your second preference? As well, may I put you down as a volunteer for the ____ election? The Libertarian Party is always looking for people to leaflet and canvass their neighborhoods, to help get out the vote, and to be our eyes and ears at the polls. Can I let our volunteer coordinator know you will help? Thanks. Please expect to hear from our volunteer coordinator soon.

■ VOLUNTEER SCRIPT

[Use this script when the callee refuses to be any kind of candidate. You may wish to substitute this final part with a request for funds to help your candidates.]

Yes, I certainly understand. Not everyone has the time, means, or desire to run for public office. Nonetheless, can I put you down as a volunteer for the ___ election? The Libertarian Party is always looking for people to leaflet

and canvass their neighborhoods, to help get out the vote, and to be our eyes and ears at the polls. Can I let our volunteer coordinator know you will help?

YES ENDING: Thanks. May I confirm your name and address? Please expect to hear from our volunteer coordinator soon. Thanks.

NO ENDING: Well, I am grateful for your time. May I confirm your name and address? Don't forget to support the Libertarian Party this year. Your contributions of time and money are always appreciated. Thanks again.



“The purpose of the Libertarian Party is to move public policy in a Libertarian direction by fielding and electing Libertarian Party candidates. It follows that the more candidates we have and the better those candidates are, the further we will move policy along the path towards freedom . . . The only thing that will ensure that a Libertarian does not win an election, is for a Libertarian to not run in the race.”

*From the Introduction by Ron Crickenberger
Libertarian Party Political Director*

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