



40 Candidates For Freedom  
LPC Region 67 Candidate Recruitment Drive For The  
November 2003 Elections

~Candidate Information Packet~

**So you've decided that you're tired of the status quo** in local government, and you want to do something about it. You've been active in the local LP, worked outreach booths, talked up your neighbors...but now it's time to do more. It's time to run, to do the job better than the person doing it now. It's time to end eminent domain, to fight taxes that penalize property ownership, to end curfew laws that just desensitize minors to the idea of a police state...in short, it's time to be one of the **40 Candidates For Freedom**.

**Why should I run?**

Good question. Libertarians are almost always interested in federal and state politics, never local issues. But consider what you can do if YOU, a Libertarian, were in even the most seemingly insignificant elected office.

**Water boards** can tax and steal property through eminent domain. You could stop all that, and move the water boards towards privatization and profitability.

**School board and community college board members** have even more power. Sure, most Libertarians want to privatize education, so what good is a Libertarian in the belly of the beast?! As a Libertarian on a school board you can make sure there are no eminent domain thefts, no property tax increases, no bond measures. You can make life much easier for private and homeschooled kids and their parents. You can help cut administration bureaucracy, fight oppressive curfews, zero tolerance policies, dress codes, and police spying on our children in the name of the War On Drugs. You can even move things in the direction of privatization by encouraging private, voluntary donations to schools rather than forced, one-size-fits all bond measures. Think it can't be done? Most successful high school marching band programs have budgets in excess of **\$50,000** a year-yet the music program budget is typically a few thousand at best. Where does all that money come from? From effective fundraising and private, voluntary donations. You can encourage this.

**City Council members** have a huge amount of power. From the ever popular eminent domain thefts, to property and sales taxes, to zoning regulations, to sign restrictions, to curfews, to business licensing, to police-the list goes on and on. A Libertarian on a city council can be a powerful voice for property and other civil rights. Even just one vote on a city council could be enough to turn the tide on many issues. They say you can't fight City Hall, but with a Libertarian inside, it just might be possible.

**Sounds great, but I don't have a lot of time. What exactly will I need to do, and how much will I have to raise to do it?**

That's ok. There are two types of candidacy, and both are welcome.

**Educational candidates** run purely to give Libertarians someone on the ballot to vote for and to raise awareness of the Libertarian message, not to win. Being an educational candidate costs either nothing or \$300-\$400 for the candidate statement in the ballot. This statement is optional although preferred by the LP, and cost varies by jurisdiction. Time demands are minimal as well-educational candidates are expected only to attend the simultaneous filing (one weekday morning), have a headshot picture taken for media purposes (1 hour at most), to optionally have a campaign website (free hosts are fine), and to answer all candidate surveys sent to them by the local media and public service organizations such as the League Of Women Voters. Although since this is our first time running

local candidates in an organized fashion we don't know exactly how many to expect, it probably won't be more than 2-5 and will probably only take you a few hours total to complete them all.

**Serious candidates** are just that-serious. Serious candidates will run active campaigns, participate in debates and candidate forums, have a well designed website, advertise, walk their precincts and talk to voters, make public appearances, and in short try as hard as possible to win. Based on the experience of other local campaigns, winning campaigns at the local level typically spend \$500-\$1000 and make it a point to talk personally to every registered voter in the jurisdiction.

### **What is required to be a Region 67 candidate? *What if I say or do something really stupid on the campaign trail?***

All candidates shall be registered Libertarians in good standing, and will agree, in writing, to uphold Libertarian principles while campaigning and in office. This is including, but not limited to-no eminent domain seizures, no tax increases and actively working for tax decreases and repeals, no gun control laws, and strong support of property rights. Dues paying members are preferred but not required.

Candidates will be given the chance to (briefly) address the membership at the April meeting, and will be granted the endorsement of the party by a simple majority vote of the members present.

**Disendorsement** shall only be taken when a candidate's conduct is grossly unbecoming, incompetent, or reflects badly on the party. In the interest of expediency and recognizing the necessity of speed, disendorsement shall be taken in one of two ways, depending on the circumstances-

\*A simple majority vote of the officers of Region 67, with 1 week of public comment via email, and/or, if it exists, the Region 67 discussion list or discussion group. Notice of the disendorsement vote shall be posted on the website and the membership notified via email and/or discussion list. The week period of public comment shall be considered to have started when the notifying emails have been sent.

\*A unanimous vote of the Region 67 officers with no public comment period.

### **If I run, what will Region 67 give me?**

Region 67's resources are limited at the present time and so we can't give much individual support to candidates. However, we will provide the following-

\***A list of all registered Libertarians in your jurisdiction.** These will be the best place to start recruiting campaign volunteers and donations.

\***Mention in our all-candidate mailer**-We will send out a postcard mailer to all registered Libertarians in the area listing our endorsements for every available elected office right before election day. The Libertarians will know who you are.

\***Candidate education seminars on public speaking and campaigning** staffed by William Cwirla, Marian Smithson, and anyone else we can get our hands on.

\***Information on Libertarian PACs and organizations** that might be able to help your campaign.

\***Concentration of outreach events in YOUR jurisdiction**-If you're a serious candidate, we will coordinate and concentrate our outreach events in YOUR jurisdiction towards election day.

\***All-Candidate Public Appearances**-We will be sponsoring as many All-Candidate charitable events as possible, where all of the Libertarian candidates clean a park, help improve a school, or some other public service activity. This will build lots of free press, show that voluntary, Libertarian solutions work, and do good for the community.

## Sounds good. Where do I sign up?

Contact chair \_\_\_\_\_ at ( ) / \_\_\_\_\_ or Outreach Director Bryan Lackey at [phone number]/[email address] and we'll get you started. Be prepared to start talking to the membership at the next meeting and know whether you want to be a serious or educational candidate. If you want to be a serious candidate, **START GOING TO YOUR JURISDICTION'S MEETINGS.** Learn the issues facing your community and start thinking of Libertarian solutions to the problems. The general issues of eminent domain and taxation are all well and good for Libertarians, but if you want to win you'll need to be a bit more specific. We have information on the meetings of all local governments and will be happy to provide it to you.

## How can I run a successful campaign?

Based on the experience of previous successful Libertarian candidates, here are some pointers to help you run a successful campaign.

- \***A list of all registered Libertarians in your jurisdiction.** These will be the best place to start recruiting campaign volunteers and donations.
- \***Be polite, professional, and articulate at all times, unless you have a very good reason not to be.** Remember that you are representing the Libertarian Party as a whole in addition to your own campaign, and that local politics is generally a lot nicer than state or federal politics. Try and avoid “this is bad” and go more with “they've been good, but here's how I can do it even better”.
- \***GO TO THE MEETINGS OF THE GOVERNMENT OF YOUR OFFICE AND SPEAK UP.** If you want to win, you need more than just the typical Libertarian “eminent domain bad, private sector good”. You need to be knowledgeable about every issue facing your jurisdiction, and you need to have better solutions to them. Also, just being a presence at these meetings is a great way to network with potential voters who are also dissatisfied with the status quo.
- \***Have a website and make sure it's detailed, accurate, and updated frequently.** Having someplace to send prospective voters for more information is always a plus, and it helps get you an audience for your speaking engagements. If you don't know how to set up a site, make getting someone who does a top priority when recruiting volunteers.
- \***Fill out every candidate survey as completely as possible.** “Too complex to address in this short a space” is NOT an acceptable answer. Make sure to check and have someone recheck spelling and punctuation. Do the best you can with what you have, and make sure that every one gets filled out and returned quickly. Every one is free publicity and a chance to increase awareness of your and the LP's views.
- \***Have business cards and flyers printed and with you at all times.** Never miss an opportunity to plug your campaign and your positions. And on that note-
- \***Take every opportunity you can get to speak in public.** Contact Kiwanis, Rotary, and Lions Clubs, Toastmasters, Boy Scout troops, gun clubs, community fairs-anywhere that will let you address an audience. Especially in a local race visibility is key to victory.
- \***Recruit volunteers first, but don't stop campaigning while you're recruiting.** You'll need help to get speaking engagements, knock on doors, plan strategy, and so on. Volunteers will also be the way you finance a campaign, and expect to need \$500-\$1000 to win.
- \***Keep your party(ies) informed of what you're up to.** We're here to help. Make sure to talk with the regional officers throughout your campaign and to always ask for agenda space at every meeting. File frequent press releases with the local media as well as the regional, county, state, and national newsletters. We're here to help, but we can't if we don't know what's going on.
- \***In the event of attack, stick to your guns.** Libertarian local candidates have been known to meet with serious opposition and attack ads once their viewpoints become known. It's ok. Just respond honestly and truthfully, stick to your principles, and don't take anything lying down. This is our first time out and a lot of the effort is just getting the message out. That, and the dirty little secret of politics is that money gets spent on the most local level first. Every excess dollar spent to attack you is one less for the stats to spend on a Congressional

race, or a state Assembly contest.

**And finally and most importantly,**

**\*Make it your business to talk personally with every voter in your jurisdiction.** Simply put, Libertarians don't have a lot of money or publicity, and from what we've gathered almost every successful Libertarian candidate anywhere won by talking to every registered voter in their district. Knock on every door and ask people to listen to you, and then to vote for you. People will know you, they'll be able to trust you better, you'll build massive visibility, and most people will be completely shocked when a candidate actually asks them personally for support.

**Candidate Resources.** These are PACs, organizations, and individuals that offer campaign services you may find useful. Use of any of these services is entirely optional .

**The Libertarian Victory Fund.** <http://libertarianvictoryfund.com/> This is a Libertarian PAC that concentrates on local elections. They may be able to provide your campaign with financial, strategic, and graphic design services.

**Matthew [ ] [phone number].** Matthew is an amateur film director with crew and equipment, and is available for the production of television commercials. His rates are highly negotiable.

**Joseph [ ] [phone number]/ [email address]** Mr. [ ] is LPLAC's resident protest expert and a master propagandist. He offers graphic design and outreach material design at very reasonable rates.