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BALLOT DRIVES

The Clark for President campaign has hit the critical period in its drive to win ballot status in all 50 states plus the District of Columbia.

Within a few weeks of each other, major ballot drive efforts have begun in Florida, Maryland, Georgia, Pennsylvania, Massachusetts, and West Virginia -- all of which are among the most difficult states for a new party to attempt ballot access. The total signature requirement in these states alone is over 375,000!

In addition, the Clark campaign in finishing up ballot drive efforts in many other states, and is looking ahead to other difficult efforts in several others beginning in March, April, and May.

In virtually every difficult state, a full-time ballot drive co-ordinator has been hired to manage the enormous number of volunteer and paid petitioners who must be found for the effort to succeed. These co-ordinators are under the supervision of Field Co-ordinators Marion Williams and Riki Strandfeldt of the National Headquarters.

Ballot drives such as these are enormously expensive, since many of the signatures are obtained by paid petitioners and administrative costs are considerable.

At this moment, nationwide ballot status is the Number One priority. The Clark campaign has the people and the ability to execute successful ballot drives in every state. What we need is the money -- and we're appealing for major contributions to the Clark campaign and to the National Libertarian party to assist in this enormous, but vitally important undertaking.

INFORMATION FOR ACTIVISTS

A Clark for President campaign Workbook has been produced and distributed to all Clark State Chairs. The Workbook -- a looseleaf, three-ring notebook -- is designed as a reference manual for the entire campaign which can be expanded upon, added to, and used effectively by each State Clark for President Chair.

The Workbook includes sections for General Information, Strategy, Organization, Projects, Finance, Goals, Ballot Status, and "How To." The "How To" section will include papers prepared by National Headquarters detailing methods and techniques for the successful implementation of specific campaign activities, such as fundraising, neighborhood gatherings, rallies, literature distribution, etc.

The Clark campaign is completing the process of selecting individuals to serve as State Chairs for the Clark campaign; in most instances, the Clark State Chair will be different from the Libertarian Party State Chair, in order to achieve as much division of labor as possible. The Clark State Chair is responsible for setting up his or her own state organization and for assigning responsibility to key coordinators in the areas of finance, media, outreach, and ballot status, as well as to regional or local coordinators.

Many of the materials in the Workbook are written for use by any and all Libertarian activists. Information such as "How To" publications will be distributed as they are produced, for addition to the Workbook. If you are interested in receiving these materials, let National Headquarters know.

DOING YOUR OWN FUNDRAISING

All too often, would-be political activists appear to be stymied by lack of funds. Yet the solution to this problem often is readily available.

One of the goals of the Clark campaign is to provide an opportunity to turn active volunteers into successful, confident fundraisers -- to raise money both for the national campaign and for local projects.

The secret to raising funds successfully is simple: You have to ask people to give money. There are many ways to do this, but the most effective involve personal solicitations of other individuals, either face-to-face or over the telephone.

For the first-time fundraiser, this can be a challenge. Few of us are accustomed to asking others for money. We think we might offend someone, or we think we'll be rejected. We'd rather approach the problem obliquely, and hope that people will give money without being asked.

This doesn't happen very often. Instead, people assume that their contributions aren't needed, because they haven't been asked directly to contribute. So their contributions are small or nonexistent -- not because they're unwilling to give more, but because they haven't been asked to give.

Libertarians all over the country are facing up to this situation and are systematically organizing personal fundraising efforts. The results have been astounding. In state after state where this has been done, the amounts of money raised have been orders of magnitude more than any amount ever raised in the past.

Ballot drives in difficult states like Maryland, Georgia, Oklahoma, and Oregon are now under way because volunteers in each state were willing to make personal solicitations of other Libertarians for money to run the drives.

The tools you need are readily available. You need a list of prospective contributors -- your state or local Libertarian mailing list plus lists of names

which are available from National Headquarters; phone numbers for these names; and people to systematically make the calls.

Most important, you need a specific reason to raise funds: it could be a ballot drive, radio ads for Clark, a state headquarters, or any of literally hundreds of projects which will enable you to reach out to the voters in your area.

Libertarians have only scratched the surface of our potential to raise money for the Clark campaign and associated activities. You can be a part of the national finance effort, and benefit both the national campaign and your own state and local activities.

You don't need a textbook to raise funds successfully -- it's really a matter of deciding to do it and then doing it. But if you'd like some helpful tips, examples, and techniques learned from other successful fundraising efforts, contact Clark National Headquarters.

A LOOK AT ACTIVISTS

(Insider will regularly feature a look at successful activists for Ed Clark around the country. We regret that we can't mention all of the dedicated Libertarians who are contributing so much of their time, energy, and resources into this campaign.)

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How do you snatch victory from the jaws of defeat? Ask ERIC O'KEEFE, the Clark for President Chairman in Michigan. Michigan law requires new parties to collect over 18,000 valid signatures to qualify for the primary ballot; the party name then appears and, if three-tenths of one per cent of the voters cast their vote for that party and no one else, then its candidates may appear on the general election ballot in November.

In 1978, the LP of Michigan failed in its attempt to qualify for the primary ballot; morale was down and membership had dropped. In late 1979, O'Keefe, who had just been elected to the LP National Committee, decided to change all that. He

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organized a successful petition drive which collected over 26,000 signatures by the first part of January, four months before the legal deadline, and the Michigan LP became one of the first state parties to meet its ballot status requirements.

Membership in the LP has increased dramatically, and enthusiasm has returned. "most Libertarians didn't think we could collect the signatures we needed by May, let alone by January," O'Keefe says. "it's really made a big difference in our attitude."

What about getting the required vote in the August primary? Says O'Keefe, "I don't think we'll have much trouble with that."

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If you're interested in doing the "impossible", get some advice from KENT GUIDA and JANET NELSON, a husband-and wife team from Annapolis, Maryland. Guida, the Chairman of the Maryland LP, faced a ballot access requirement which was the most difficult in the country: a total of 100,000 signatures, divided between two petitions, and 45,000 of which was due by March 3.

This staggering requirement called for extraordinary action if the Maryland LP was even to attempt a ballot drive. Guida, Nelson, and other Marylanders agreed to attempt a drive to raise \$20,000 in four weeks; then to co-ordinated a ballot drive effort to meet the early deadline.

The result? Nearly \$16,000 was pledged -- with an average pledge of \$125 -- from Maryland Libertarians, enough to start the drive. By March 3, over 45,000 signatures had been submitted after a ballot drive of seven weeks, and all signs indicated that the remaining portion of this "impossible" ballot drive would be successful.

"I never really thought that we couldn't do it," says Guida, "because we didn't have any choice. Either we did it or Ed Clark wouldn't be on the ballot this year."

COMMUNICATIONS CORNER

When Ed Clark was in Washington, D.C. for the opening of his national headquarters, a five-person camera crew was with him for the entire day. They were hired to complete the filming of a fifteen-minute campaign film that has been underway for the past few months. Filming in Washington included Ed's news conference at the National Press Club, the open house festivities, and "candid" comments on the campaign by various members of Ed's headquarters staff.

The purpose of the film, which is being supervised by Communications Director, Ed Crane, is primarily for fundraising. It concludes with a three minute statement by Ed Clark, looking directly into the camera, in which Ed discusses the opportunities we have in 1980 and why we need money to take advantage of them.

There is considerable footage of the national convention at the beginning of the film, including comments from several Libertarian luminaries. This film, in addition to its fundraising role, will be a useful campaign tool at neighborhood meetings, coffee klatches, and state conventions.

We plan to produce twenty prints of the film so its availability should be no problem. Editing is now in process with a scheduled completion date of April 5.

During February, Ed Clark taped individualized sixty-second radio spots for each of the fifty states. The tapes will be available at no charge to any state or local Clark organization that wishes to raise money to air them.

Ed Crane has notified the three television networks that the Clark for President Committee intends to purchase from each of them twenty five-minute prime-time ads beginning in June and gradually accelerating toward election day. That assumes a \$1.2 million television budget -- so let's raise some money!

Paid for by the Ed Clark for President Committee, Ray Cunningham, Chairman. A copy of our report is filed with and available from the Federal Election Commission, Washington, D.C.

KOCH MAKES THE NEWS

The following is a reprint of an editorial titled "Mr. Koch on Target," from the Anchorage Times, published a few days after Libertarian Vice Presidential candidate David Koch's visit to Alaska:

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In all of the attention being given presidential politics these days, there is not a hint that anybody seriously thinks the candidates of the Libertarian party have a ghost of a chance of winning election in November.

Neither, we assume, do the party's nominees for president and vice president, Ed Clark of California and David Koch of New York.

When Mr. Koch, the No. 2 man on the Libertarian ticket, was in Anchorage for a couple of public appearances, he confessed to being a realist about the whole affair.

Nonetheless, he is so dedicated to the idea that uncontrolled government growth represents a danger to this country that he is willing to spend a year or so tramping the country preaching the need for fiscal restraint. Along the way, he says, he and those who campaign under the Libertarian banner hope to attract several million votes -- not enough to win, but enough to help deliver a message to the new president and the new Congress.

One of the messages he delivered here had special interest for Alaskans and it's worth recording that this New York businessman -- who also happens to be a minor party candidate for vice president -- is aware of one of the major problems faced by the people of the 49th State.

Addressing the annual public affairs dinner meeting of the Alaska chapter of the Society of Petroleum Engineers, Mr. Koch described the Alaska land situation as a prime example of excessive government regulations.

Rather than seek continued and expanded withdrawals of public lands here, he said, the nation -- in its own self-interest -- should be actively promoting development of natural resources in Alaska

and assisting in placing more land in private ownership.

Mr. Koch won't become vice president of the United States. But when it comes to understanding Alaska's land problems, he's right on target.

CLARK, KOCH APPEARANCES

The Libertarian ticket of Ed Clark and David Koch has hit the campaign trail with appearances in several key cities in the past month.

Clark took a campaign swing through the Phoenix, Arizona area in early February, followed by a major speech at the Libertarian party of California banquet in Orange County on February 17. He spoke at an anti-draft rally in Manchester, N.H. the following weekend, and before a large audience of businessmen in San Diego a few days later. He ended the month in Jersey City with a media tour and speech related to the New Jersey Libertarian party state convention.

The month of March opened with a Clark tour through Northern California, in Santa Clara and Marin Counties, where fundraising dinners in both places drew over 100 people each. That swing was followed immediately by a trip to Anchorage, Alaska, where Clark appeared before a meeting of Commonwealth North, a group of prominent business and political leaders, and spoke about Libertarian solutions to Alaskan issues. Clark toured the Chicago, Illinois area on March 21 and 22, speaking at an anti-draft rally and before the LP state convention, and flew down to Ames, Iowa on March 23 to put in an appearance at the Iowa LP gathering there. Clark rounded out the month with a visit to Albany, New York for media interviews and speech before the Free Libertarian Party state convention.

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David Koch spent three days in late January in Anchorage and Fairbanks, Alaska speaking to business groups. In February, he was banquet speaker at two state LP conventions: in Boston, Massachusetts, and in Harrisburg, Pennsylvania.