



A New Dawn for Freedom

Social and Activism Events

November

8 Election Day for MA Cities and Towns. You may be able to support liberty-leaning candidates right in your home town.

10 6:30 PM PVLA Monthly Meeting, Hu Ke Lau Restaurant at Mass Pike Exit 5, Chicopee

19 6:00 PM WCLA Meeting, Tweed's Restaurant, Grove Street, Worcester

December

6 8:00 PM Lowell Area Liberty Association, November/December Meeting *note unusual date* Outback Steakhouse, Reiss Avenue off Lowell Connector, Lowell

14 6:30 PM PVLA Monthly Meeting, Hu Ke Lau Restaurant at Mass Pike Exit 5,

Rob Power is organizing a new Cambridge libertarian group, Drinking Freely, modeled after the highly successful Democratic Party group Drinking Liberally. See drinkingfreely.com

Liberty For Massachusetts Launches Fundraising Drive

At its October 22 meeting, the Liberty for Massachusetts State Organizing Committee voted to launch a fund raising campaign, in support of its objective of running 81 candidates for State Representative every two years. The campaign will be a serious fund raising effort from persons who have historically contributed to libertarian causes in Massachusetts and adjoining states. The fundraising theme is "We're working for liberty. Send us money." with text explaining what LfM does, how to join, why you become a volunteer, and ask for money. An initial mailing to a sampling of donors is planned. An important aspect is convincing donors that LfM is already active, with appearances at outreach events, libertarian brochure distribution, and an active event calendar. A potential target will be mobilizing volunteers to help candidates with ballot access.

Message to Possible Candidates

Have you ever thought that **you** would want to be the one to make a difference? **Now you can!** Liberty for Massachusetts has developed a plan to assist you to run for office. Whether it is of Dog Catcher, Selectman, Representative, Senator or even Governor. **We are here to assist YOU!**

We have developed a marketing program to help you get elected. We have created group purchasing to link you with other like minded individuals that will create a state wide logo so where ever you go your name recognition will be there even if it is another name.

We are prepared to assist you in developing a committee, create fund raising strategies and informing the public finally they have a candidate they can relate to. If you are interested in finding out more, let us know, call us at Steve, 781-784-7080, Days, George 508-754-1859 evenings, or write to us at 30 East Chestnut St, Sharon, MA 02067, or E-mail us at phillies@4liberty.net We want to help you return to the **Freedom** we were originally promised in the constitution.

State Organizing Committee

At the October 22 meeting, present were SoC members Drobnis, McMahon, Phillies, Power, Roscoe, See, Bob Underwood and guests from the Lowell Area Liberty Association.

The meeting came to order at 5:45 PM. The meeting had originally been scheduled for 2PM. It was postponed to 5PM when the LPMA unexpectedly called a State Committee meeting (its first in six months) that accidentally happened to coincide with the previously announced LfM SOC meeting. The LfM postponement was fortunate, because without the attendance of the LfM SOC members at the LPMA meeting, the LPMA State Committee would not have had a quorum.

[State Organizing Committee Meets] (Continued on page 2)

Liberty for Massachusetts

Published by the Liberty for Massachusetts Outreach Committee, (outreach@libertyformassachusetts.org) Papermail Subscriptions are \$20/year, checks payable Liberty for Massachusetts, sent to Liberty for Massachusetts, 30 East Chestnut Street, Sharon MA 02067. To join Liberty for Massachusetts, see Page Three.

(Continued from page 1) [State Organizing Committee Meets]

Treasurer: The recurring bank charge is \$2.50. McMahon and Power estimated our recurring charges for all purposes as about \$25 or \$40 a month, which is larger than current income and made up by donations. Recurring charges include \$80 a year for the post office box, plus cost of shipping materials to the officers, and about \$10 or \$25 a month for LfM brochures. There was significant discussion of how many brochures we can print, how hard they are to distribute, how many we should distribute, and what effect we are having by doing outreach using them. Drobnis reported that after the LPMA StateComm meeting that prominent LPMA members asked him at length about Liberty for Massachusetts, its plans and activities.

The brochures put out our name but are not yet effective that generating large numbers of memberships. The possibility of using ISIL brochures was discussed, but those brochures do not give us the full panel or two panels advertising Liberty for Massachusetts and reasons why Massachusetts lovers of liberty should join LFM. Alternative paths for doing effective outreach were considered.

The New Hampshire Liberty Alliance has brought many one issue groups together into a coalition by encouraging each group to focus on their own particular issue rather than disagreeing with other groups about each other's issues. We do have a structure for associated organizations, but have not yet recruited them. The NHLA has a very successful technique for publicizing itself and bringing groups together: It ranks members of the New Hampshire State Legislature from A through F to Menace To The Constitution.

A strategy for developing support for the candidate recruitment program was worked out after extensive discussion. The first part will be a serious fund raising effort from persons who have historically contributed to libertarian causes in Massachusetts and adjoining states. The second part will be the candidate recruitment and support effort. Unfortunately, under Federal Election Commission rules we cannot go to the names of people who contributed to Federal campaigns, as revealed in FEC disclosures. If those names happen to appear by some chance under some other list of names, they are valid as other names from that other list. However, the Commonwealth does not have a law on nonusage paralleling the Federal law on names

raised via the FEC. Also, funds raised by Liberty For Massachusetts cannot under state campaign finance laws be given to candidates for state office. However, there are extensive other lists of names that we can use of people who have historically supported Massachusetts libertarian causes. Also, there are prominent libertarians within Massachusetts who have established libertarian state and Federal PACs that can receive funds and lawfully donate them to candidates up to various limits.

A fundraising letter was discussed. All Members Of The Organizing Committee Are Requested To Write Ideas, Paragraphs, Or Other Text, And Send Them All To George Phillis, Who Is Tasked With Uniting These Into A Single Fund Raising Letter.

The general theme is "we're working for liberty. Send us money." The letter will explain what we do, ask people to join, ask for volunteer efforts, and ask for money. We will mail a fund read via first class mail or perhaps 200 via bulk rate mail, see what response we get, and tune are efforts to raise more money from more people.

A variety of important issues for the fund raising letter were noted. The letter should include outside envelope with stamp, the actual letter of two or four pages with good white space, a return envelope, a return card to be placed in the envelope, and some demonstration of what we do, such as one of our brochures or the proposed candidate recruitment postcard or recruitment trifold or both. Drobnis distributed draft text for the candidate recruitment postcard. It was observed that refrigerator magnets can be obtained at 19¢ each in quantities of 1000.

There was substantial discussion of what helped we should give candidates and when. There was disagreement between members of the committee as to whether or not the primary obstacle to candidate placement and development was ballot access: collecting enough signatures. Correspondingly, there was disagreement as to whether we should help candidates only after they get on the ballot, or whether we should help them to get on the ballot.

There was a discussion of how reach other groups. The notion was that we should identify groups, identify events in which we can do outreach, push the coalition idea with other groups, and do physical contact and personal contact with other groups. A list of various possible groups that support single libertarian issues was noted. The possibility of symbolizing our unity by developing a logo that all of our allied groups would use was noted. There are advantages and disadvantages to this proposal, which was discussed at length. The Political Facilitator was called upon to work on these issues.

Tasks for State Committees

In this letter, I consider activities most appropriate for statewide Libertarian groups such as Liberty for Massachusetts.

A good state organization develops resources to support local groups and candidates. A good state organization develops expertise to help local groups to develop their own people and resources. A good state committee and chair work primarily as facilitators and motivators. A good state chair asks "how can we help you?" And, indeed, why should we spend our limited libertarian dollars on a state organization that is not supporting our Party's candidates throughout the state?

Candidates come and go. State committees usually persist. An important state activity -- procedures depend on state law in each state -- is fundraising and fundraising support for local candidates. In some states there are no complications. In other states, the state committee must incite its members to form multiple PACs, each able to give local candidates specific financial or other support.

All but the smallest state organizations can effectively **publish two newsletters**: The Activist Newsletter covers political activities, petitioning deadlines, background for key issues, and campaigning methods -- information for committed party workers. The State Liberty News, priced to the bare bones, targets prospective voters, inciting them to Vote Libertarian! and take the first small steps toward activism. In Massachusetts, [Liberty for Massachusetts](#) is performing precisely this task, deploying an activist Newsletter for party activists and on rare occasion an Informational Monthly Newsmagazine for public outreach.

Our resources are limited. A key question that we should ask of any proposed state activity is "how does this in-

vestment justify its expense?" This issue shows up with every start-up firm. All too many new firms fail because they spend money on looking like a successful firm rather than spending the money on being a successful firm: They begin operations by renting space and hiring an office manager, without asking how the square footage and the non-manufacturing staff are contributing to corporate earnings.

Correspondingly, as a state organization gets larger and larger, at some point it is no longer convenient to assemble enough activists to perform some regular

[Tasks for State Committees] (Continued on page 4)

How To Join

Mail your name, address, and dues to:

Liberty for Massachusetts, 30 East Chestnut Street, Sharon MA 02067. Dues are \$20/year (\$10/year if you agree to receive publications electronically and send us a valid email address).

Massachusetts Residents: Please indicate if your want to be a **Voting Member** (your address is available to other voting members) or an **Associate Member** (we keep confidential the address data you send us.)

People who live outside Massachusetts become **Corresponding Members**.

We're here to help each other help everyone. Please indicate activities, events, and working groups for which you would like to volunteer. Liberty for Massachusetts will succeed if you, not your neighbors or *friends but you, invests in the political process.*

.....
Cut off and mail to Liberty for Massachusetts, 30 East Chestnut Street, Sharon MA 02067

Join Liberty for Massachusetts

Liberty for Massachusetts dues are only \$20 per year (\$10 per year if you agree to receive communications electronically).

Your Name: _____

Your Volunteer Political Activism Interests: _____

Voting Address (You do not have to be a voter): _____

Mailing **Address** for LfM (or say 'same'): _____

(Optional) Other Contact data: _____

Phones, Fax _____

Email (Not optional if you want the \$10 Dues Discount): _____

Dues: \$20 for Membership

-\$10 Discount if you agree to receive communications electronically and give us your valid email address.

Mail to Liberty for Massachusetts, 30 East Chestnut Street, Sharon MA 02067

Next Date To Be Announced
State Organizing Committee Meeting
Social Afternoon
At a location to be announced

tasks: Collating, stamping, and mailing the state news letter becomes a major operation. Membership renewals are a large stack of mail every day. At some point, it is more efficient to use a professional mailing house. It becomes efficient to hire a clerk-typist to enter the membership renewals in the database. Eventually there are multiple full time clericals, database personnel, webmasters, or whatever, more than the state chair can monitor in his spare time, and an office manager is needed.

[Aside: You can also imagine a situation in which you have masses of members, and almost no activists, so that the few available activists cannot cope with mailing the newsletter, opening mail,... because the activist-to-member ratio is too low. This situation is an indicator that you have spent too much time recruiting subscribers and too little time inciting them to become activists. Members create burdens as well as benefits that must be balanced against each other.]

In some states, **ballot access** is substantially af-

ected by the party's major party status or lack thereof. Depending on the state, party status is fixed on a statewide basis, by Congressional District, by County,... It may be affected by voter Registration (in the 28 states with voter Registration by Party), or by vote totals in particular elections. In most cases, manipulation of the party's major party status -- as with a voter registration drive -- is a burden for the state party. You may want to run a candidate for Governor. You may want to make sure that no one runs for any office above State Weigher of Cod. You may want to recruit registered Libertarian voters, if you can.

Regardless of the task, activists should remember that ***the party's paramount objective is running candidates for office***. The purpose of seeking (or avoiding) major party status is making it easier to get candidates on the ballot and to elect them to office, not to inflate the egos of state committee members. ***Keep the mission in mind, and policy decisions will become clear.***

Liberty for Massachusetts
30 East Chestnut Street
Sharon MA 02067