



**5** Get a good “head shot” photo done, preferably by a professional. You’ll need it to graduate from a strictly paper campaign to a higher-level informational campaign. The photo should be included in any mailings or press releases sent to the media. It will increase the chances of newspaper coverage.

Plus, the Libertarian Party might be able to use your photo for inclusion in publicity campaigns that we can handle for you. Please send us your photo ASAP, to Ron Crickenberger at:  
■ Libertarian Party  
2600 Virginia Avenue, NW  
Suite 100  
Washington DC 20037.



*Once you’ve met these minimum requirements for a campaign, here are the next steps you should take to move your campaign to the next level of success.*

**6** Set goals for your campaign. Set aggressive but realistic goals – ones that are appropriate for your expected level of activity. Don’t set a goal to win unless you intend to be at least as active as the major party candidates.

All goals should be in terms of specific numbers. Good goals for informational level campaigns could be to win your home precinct, to increase your vote totals by a certain percentage over previous Libertarian campaigns in your area, to do a certain number of media interviews, or to increase LP membership in your area by a certain number.

The latter is particularly

important for the LP’s long-term success. I encourage you to include an LP membership form on any literature.

**7** Prepare a news release about your candidacy. If your campaign covers only a small area, hand deliver as many press releases as possible (along with photo). Use this as a way to introduce yourself to local reporters. Basic news release structure is covered in your campaign manual.

**8** Prepare a press kit. This should include your photo, your announcement news release, and a list of short quotes from you on the issues you’ll be stressing in your campaign. This is also the stage where you should be preparing a brochure or campaign card. You may also wish to include the LP’s history sheet and other party literature. (See the enclosed order form.)

**9** Write a “stump” speech. This is your basic campaign speech, which explains who you are, why you’re running, and what you would do if elected. You should

prepare one for Libertarians, and another for the general public. For bonus points, join Toastmasters, which will probably lead to speaking engagements itself.

**10** Raise at least some money for your campaign. The program described in the enclosed flier “Raising Money Quickly: Raising Your First \$2,500 in Seven Days” will work for you as it has for hundreds of other candidates. You simply have to use it. Nothing will push your campaign further than using other people’s money to spread the Libertarian message.



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