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Western Massachusetts News

Friends of the Pioneer Valley Libertarian Association continue to show their dedication to the ideals of freedom by running for political office. In years past, we have had a single candidate run for State Representative or State Senate. This year we have at least five member-supporters as candidates. Al Wilcox is running for State Representative in the Monson area. In Amherst, Mike Froimowitz and Terry Franklin are running for State Senate and State Representative. In Chicopee-Springfield, Bob Under-

(Continued on page 2)

Recruiting Members

by Doug Stoxen

I. PREFACE:

This report has been prepared at the request of the NJLP Steering Committee. The methods provided come from research on how to work a prospect list, personal communications, instant influence techniques and other marketing methods. It is likely there are people in this organization with marketing or sales training and experience that can improve this process and I would appreciate feedback on the process to improve the methods.

All of the methods used in this report have been implemented in Salem County and found to be

(Continued on page 3)

Robinson On Ballot Again

Welcome to Massachusetts! If you are feeling confused about ballot access, you are in good company! As of this writing, we have probably have four U.S. Senate candidates on the ballot: Senator Tex Kennedy, Libertarian Carla Howell, Republican Jack E. Robinson III, and (probably) Constitution/U.S. Taxpayers candidate Phil Lawler. Other entries are also possible.

Republican Robinson gained ballot access by convincing the Supreme Judicial Court that if each face of the nominating paper is an exact copy of a valid face, then the paper is valid, no matter whether the two faces on a paper have the same orientation or opposing orientations. The Secretary of the Commonwealth, citing

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Stand Up for Liberty!

We continue to reprint chapters from George Phillies' book "Stand Up for Liberty". To read the complete book, see <http://3mpub.com> or <http://www.cmlc.org>

Here we are discussing training of candidates **and their staffs.**

An interesting alternative effective in other sorts of training is distance learning. Distance learning technologies such as video tapes, video telephones, and internet radio, telephony, and multicasting allow a single group of instructors to interact at the same time with Libertarians at multiple remote sites without onerous travel costs. All these technologies qualify as technical support of candidates.

Political Action Committees don't fall from heaven. If we want successful political action committees, we must Make Liberty Happen! We must start those committees and support them. We must see that those committees effectively support candidates, advertise the Libertarian Party, and promote Libertarian causes.

Special Interest Groups

(Continued on page 6)

Our Web Pages

<http://www.wmlp.org>

<http://www.cmlc.org>

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herent way that laymen can understand, takes time and effort. Once again, third party evaluation and reporting can guide individual Libertarian investors to sound investment decisions. Such evaluation requires a third party to sit down with the documentation, see what is there, and present an interpretation. The party being evaluated may wish to present an alternative interpretation.

To Be Continued

Transparency is the notion that if one looks at a record of performance, it should be reasonably clear what it is saying. Fiscal

An Interesting Idea

We publish a lot of strategic material of interest to Libertarians across the country. We also publish much fine news of interest primarily to residents of Central and Western Massachusetts.

One way to publicize ourselves better — and make our people better known, if they would like at a future date to ask Libertarians elsewhere for support or money — would be to use pages 1 and 2 for PVLA/CMLC/Massachusetts material, bundle pages 2 and onward as, say, the Libertarian Strategy Gazette, and making copies available to people in the other state for matching newsletters elsewhere. This arrangement costs us nothing, could be used to leverage the Local Organization strategy to greater strength from sea to shining sea, and could get publicity for our

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Be a Secret Agent for Liberty

We regularly insert a trifold Libertarian brochure into Stand Up for Liberty! Take it! Go to your church or temple or synagogue or school or store or workplace. Put it up in an appropriate place! Spread the word about Liberty from Sea to Shining Sea.



First Class Mail

(Continued from page 1) [Western Massachusetts News]

wood is running a write-in campaign for State Representative, while Richard Watras is running a write-in campaign for Governor's Council. All of these people would use the support of anyone who cared to give it.

In other news, your editor ran for National Chair of the Libertarian Party. I lost.

State	Copeland	Lark	Phillies
Alabama		3	1
Alaska		6	
Arizona	3	11	4
Arkansas	1	3	
California	28	48	24
Colorado		12	10
Connecticut	1	3	
Delaware		2	3
DC		1	1
Florida	2	13	2
Georgia		13	3
Hawaii		3	1
Idaho	0	0	0
Illinois	1	13	5
Indiana		14	
Iowa		8	
Kansas		7	3
Kentucky		5	
Louisiana		4	1
Maine		3	
Maryland	1	2	9
Massachusetts	1	17	6
Michigan	1	27	2
Minnesota	0	0	0
Mississippi		1	
Missouri	1	6	4
Montana		4	1
Nebraska		1	
Nevada	2	9	1
New Hampshire		1	3

State	Copeland	Lark	Phillies
New Jersey		5	6
New Mexico	0	0	0
New York	1	5	6
North Carolina	1	4	0
Ohio	1	15	3
Oklahoma		5	
Oregon	1	7	1
Pennsylvania		6	11
Rhode Island			1
South Carolina		3	3
South Dakota		1	
Tennessee		10	5
Texas		19	
Utah		6	
Vermont	1	2	2
Virginia		19	
Washington	3	13	4
West Virginia		7	
Wisconsin	2	1	7
Wyoming			
Totals	52	372	133

There were also 17 votes for other persons. One state (Idaho) has had a collapse of its state party (state convention was reportedly cancelled) and sent no people to the National Convention. Two States (Minnesota, New Mexico) apparently had no delegates remaining at the convention for the last day's votes.

The convention schedule was so badly arranged that in the end a quorum was lost before the Judicial Committee could be elected.

Central and Western Massachusetts are now pushing towards having three active Libertarian groups. The original PVLA meets the second Wednesday of every month in Springfield, and has three members running for office. The party machine of Terry Franklin and Mike Froimowitz is running candidates for office. The Worcester County Libertarian Club meets the third Sunday of every month, but has no candidates. A thought: The Massachusetts State Libertarian Group has disenfranchised every Massachusetts Libertarian who is a member of the Libertarian Party of the United States, but who is not registered as a Libertarian in Massachusetts. Are there enough of us to launch a Massachusetts Libertarian group, of LPUS members who have been shut out — with National Chair David Bergland's endorsement of the position — of statewide Massachusetts libertarian politics?

sound or are being implemented and are promising.

Some of the methods may appear to be trickery. They're not. If you have a prospect, they have already expressed interest in us or are libertarians but don't know it. For example, if you use an instant influence technique to persuade a person to contribute money, they do it voluntarily and the money will be spent on their behalf. The methods merely speeds up the processes that have traditionally been used to encourage people to fight for their own individual liberty.

II. Preliminary Actions

A. Goals and Objectives:

Once you have recruited a person, it's imperative that you put them to work doing small useful jobs that have instant gratification. In other words, the job should have some visible result that fits in with the organization's ultimate goals. My research and experience show that once a person makes a decision, the decision's value increases immediately in their mind but, only for a few weeks. You have to do

something immediately that reinforces that feeling. If you give the new member something to do that yields a positive affect they can see or has a role in achieving something they can visualize, you will get an active member that stays with you longer or a member that will be willing to take on more jobs.

To accomplish this integration and get them to join, it is necessary to have a lot of small jobs "on the shelf" that nearly anyone can do. The officers and committed activists have too much to do with large projects and the hum drum details of keeping an organization running to do most of these jobs. The small and large jobs all need to get done.

An organization needs to delegate as widely as possible to spread the load, give people the feeling they are contributing towards achieving the goals they had when they joined and to keep from burning everyone out.

To accomplish the delegating and to motivate the prospect/new member to join and stay involved, the organization needs long and short term Organizational and Operational Goals.

The Organizational goals are such things as:

Creating and maintaining a Voter's Registration list on computer.

Incorporating the organization and achieving tax exempt status.

Setting up lists of centers of influence.

Obtaining demographics and conducting base-line voter surveys of all county voters.

The Operational goals are such things as:

Finding a particularly bad law and visibly working to reform it.

Assisting a real Libertarian Party local candidate in their election campaign.

The Organizational goals should be capital projects designed to make things easier for the organization in the future and to advance the organization to the point it is more effective than the local Republican and Democrat organizations. They are usually research projects. The information is gathered, documented and kept for future or immediate and future use.

The Operational goals should be things that stir the heart and mind. These things are payment for all the other work. They need to be things that have the potential of getting press coverage and advance the cause of individual freedom. Their purpose is to increase individual freedom, but predominantly, to keep up interest in the organizational goals so that the organization can become powerful enough to help candidates win elections in the future.

Develop the goals as long and short term goals. The best method is to have the short term goals be either intermediate steps to the long term goals or be short term goals with their own end point. Make sure the goal achievement schedule has overlap to perpetuate interest.

All goals, organizational and operational, must be measurable, achievable and just in reach. Attaining easy goals is boring and advances your organization too slow to keep members interested.

Once the goals are developed, publish them so everyone knows what you are trying to accomplish and analyze what tools (skills, information, money, volunteers, milestones, etc.) you need to develop and use to achieve the goal. If you don't have the tools you need, creating them becomes a short term goal. Break down each goal into small pieces that nearly anyone can do in under 10 hours. These bites are the pieces that you delegate to individuals or pairs of individuals and expect them to be done before the new person loses interest. The average volunteer will provide 20 hours of time before they lose interest. It is also a small enough piece that it can be picked up and completed by someone else when the inevitable occurs for about half these assignments. The job doesn't get done. Have each job monitored by an officer. Make sure the job is one that is useful. Set a due date, whenever possible, that is one-half the time or effort to the real due date and establish a milestone all of the players know. Make sure that there is a report due at the milestone date that an officer will ensure happens.

Publish the assignments in your newsletter and praise the people in the news-letter when they are done. Prepare a contingency plan with whatever is necessary to pick up the job and complete it on time with other resources. If the job is worth while, failure to complete it will harm other projects and you have to have insurance for getting it done on time. A word about volunteers completing or not completing jobs on time. Praise in public and criticize in private. If a job is not finished, the person monitoring it is mostly at fault but you can't keep giving things to a volunteer and have the volunteer fail. Find out why they failed. Did you provide adequate direction and resources? Are they just irresponsible? If the problem is them and you can correct them swiftly, correct them. If they can't be corrected swiftly, don't waste any more time. Don't give them any more important jobs. Don't waste time on a consistent failure. Spend your time recruiting a new member and let the person drift away. Maybe they'll quit but still vote for our candidates. Maybe they'll contribute money or property in the future.

B. Tools

The tools for recruiting are humans and basic business practices.

For the humans, chose an activist or activists that look mainstream (or like the people you are recruiting) that is a good communicator of Libertarian concepts. Optimally, the person should be easy going and personable. They should be capable of speaking Libertarian with flexibility (capable of graciously moving the conversation towards a liber-

tarian answer from a statist beginning) and they should not be a person that is argumentative.

It's not absolutely necessary but, the person should study some basic skills either before or while they are in the recruiting position. Tapes and books are available for the person interested in improving their ability to communicate. I recommend use of public libraries or corporate libraries as a source of information on topics like communications, motivation, influence without authority, negotiation skills, and salesmanship. Emerling's tapes on the "Essence of Political Persuasion" are a good starting point. Another set is "Instant Influence" by Dr. Caidini. I recommend that no recruiter start without listening to the Emerling tapes at least four or five times and they listen to them on the way to the recruiting meetings. These tapes should be reviewed over and over and practiced until the skills are second nature. Advocates For Self Government has an extensive series of tapes and books on recruiting that should also be pursued.

Since your recruiter is likely to be working a computer printout of prospects as the primary and initial source, it is necessary to document what is being done and to document the progress on each prospect. This documentation is necessary because the volume of prospects is too high for anyone to keep track of mentally. Establish a computer or paper "Farley File". I recommend a computer data base but the work can be done without a computer. Create a data base

or loose leaf book of the names, addresses, phone numbers and the method used to obtain the information. Initially, keep a minimum of one page to each prospect. Add pages as necessary for each prospect. Write down everything that takes place with each prospect in this data base. If the recruiter is replaced, the replacement will have some place to pick up and run with it. Recruiting takes place over a period of months and documentation helps to keep the status accurate and efficient.

A little information on Farley Files is in order. When you meet a famous person, you remember the event for years as if it happened yesterday. When you meet an average person you don't expect to see again, you forget the event ever happened almost immediately. Long and short term memory are never the same for everyone. To communicate with prospects and to influence them to join (and maybe become a life long friend) it is necessary that you document what you learn about the person so you can refresh your memory before you contact them next time. While, or immediately after the communication, document the personal things you learn

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The Pioneer Valley Libertarian Association meets monthly at Bickfords Family Restaurant, Old Boston Road, Springfield. Bickfords serves dinner, breakfast, and a full range of desserts. Meetings start at 7PM, with a working meeting at 8PM.

The Worcester County Libertarian Association meets the third Sunday at Tweed's Restaurant, Grove Street, Worcester, at 6PM. [This is not the Tweed's Restaurant on Route 9, Shrewsbury.] Bring a friend. WCLA organizers include Kevin Haskell, City Council candidate Jerry Horton, and George Phillies.

The PVLA and CMLC web sites are hosted by Excell.net (<http://www.excell.net>) a locally-owned, locally operated internet service provider offering solutions to people and businesses in the Pioneer Valley. Why not patronize a fellow Libertarian? See www.excell.net for excellent internet service.

from small talk so you have a non-recruiting topic to discuss when you contact them. If they tell you they work for international widget, document it. If they tell you their

wife is a good cook and she's calling them to dinner for their favorite dish, fried scrod, document it. If they tell you they were out working on their motor cycle when you called, document it. When you call next time, mention the personal thing you talked about. Ask them how the scrod was, see if the motor cycle is working ok or how's that union negotiation working out. Pay attention to what's going on about you. If you hear that International Widget has announced layoffs, ask them about it when you call. If you have a member that shares their interests, you may want to shift the recruiting to the other member. The other member may have instant rapport with the prospect that will help speed up the process and increase both people's enjoyment of their mutual interest. These things help you to personalize the relationship, show you listened, provide a nice opening to the conversation, may be a matter of mutual interest and may be useful information about what they might be interested in working on. One example, if they like motor cycles, maybe they would like to work on getting a motor cycle safety speaker at your next meeting or they would like to work on repealing the helmet law. Keep track of business phone numbers, best time to call, the day - date - time of your contacts, the spouses first name and children's names (if it comes up) and other information. Keep it light and don't pry. Just listen and let the conversation drift into these areas for a while to get to know the person. Always document this information for the recruiting confidential personal file. The information is not for publication, it's to help the recruiter build rapport with the person.

Another tool is paper, audio and video outreach material. Each person reacts differently to the variety of communications media available. Some people react better to video tapes than to pamphlets and some react better to books than to videos. Have a supply of these materials on hand and ready to give out at a moments notice. For example, have about twenty manila envelopes full of a wide variety of outreach material in a box by the door or in the trunk ready to go on a call before you make the first call. Set it up assembly line fashion by yourself or with help. Make sure you can thoroughly explain every piece of information. Make sure you have books, tapes, hats, tee shirts or something you can sell for a donation in the car or near the

door, ready to go with you.

Your most important tool is your application form. There are some basic fundamentals about the application that I'll cover now. The highest cost membership should always appear first on the form. The person sees that first and works their way down the form until they get to the point they can just afford. If you set it up the other way, they usually pick the cheapest way. Make sure the application looks professionally printed and on good paper. The more professional the better. You want them to get a very favorable impression of your organization so they will want to sign up. Have several of them with you. I sometimes fill them out ahead of time to the point of deciding the level of membership and signature. The fewer opportunities you give them to say no, the better! This principle holds true for everything you ask them to do. I recommend a county level membership dues between \$10 and \$15. Membership that has no cost has a perceived value of nothing. Have them put their money where their mouth is. A financial commitment ensures their immediate interest in making the organization succeed. They will want to get their money's worth.

Another principle that holds true is, always get the money immediately! If you have to drop everything and drive fifty miles to get their signature and check, DO IT! Your chances of getting them to fill out the form and mail it with the check are incredibly small. Once they have signed and made the financial commitment, they are very receptive to requests for something to do. If they don't want to help out, at least you have obtained a contribution.

If you are not ready to make a serious commitment to go to them when they're ready, NOW, you will not have much success and it may be better for you and the organization to help someone else do the recruiting or pick up another job.

To Be Continued

prior SJC rulings, had made the opposite decision.

The likelihood of multiway U.S. Senate debates is up in the air. Howell apparently wants open major-party debates, shutting out the reported conservative candidate. Kennedy has said little, though statements months ago suggested that he would not debate Howell. Robinson wants to debate Kennedy. He has said he will not debate Howell. His former staffer Ian Bayne has indicated publicly that only he candidates with a chance of winning should be able to get into a debate. It is not clear why a debate held under this restriction would feature anyone other than Senator Kennedy and a mirror. Historically, the Constitution Party Candidate (in 1996, under a different ballot tag, this was Susan Gallagher) has wanted into the major party debate, but has refused to debate other party-designation candidates.

The historical debates have been run by a committee from six of the Commonwealth's major political press outlets (Channels 2, 4, 7 from Boston, the Boston Globe and Boston Herald, and New England Cable News), but in prior cycles the other committee members said that the Globe called the shots. The committee has never admitted a Libertarian to any of their debates, regardless of whether we had major or minor party status and regardless of whether or not our candidate had already qualified for the ballot. The Boston Globe repeatedly refers to the Libertarian Party as a party of the far right, doubtless in reference to Libertarian support for ending the war on drugs, ending conscription, ending government involvement in the abortion issue, and getting government out of your bedroom.

It appears to be an even-money bet that the Libertarian candidate for U.S. Senate will not be in the major debates this year, assuming that any take place. Given Robinson's weak support by his own state party — they gave him no help — there may be no debates at all. The remaining Libertarian option — on which we have largely missed the front phase — is to help the Constitution party candidate get on the ballot in exchange for an agreement to have at least a bipartisan debate.

**George Phillies
Editor**

Separate from political action committees are special interest groups. Political action committees invest in candidates and campaigns. Special interest groups invest in causes. Some special interest groups are tax-exempt 501(c)(3) organizations that fund think tanks and issue studies. Other special interest groups mobilize voters and tell them about issues, without telling voters who to support.

A major strength of the other major parties is that they have surrounded themselves with swarms of special interest groups that appear to support a cause, but in fact support candidates of their party. You can readily find pro-choice groups that support Democrats when their Republican opponents have indistinguishable stands on abortion. You can readily find pro-2nd Amendment groups that support anti-RKBA Republicans over pro-RKBA candidates of other parties. In order to Make Liberty Happen! by attaining a Libertarian political majority, the Libertarian Party needs to surround itself with its own special interest groups. The point is not that America needs, for example, one more anti-tax group, but that the Libertarian Party needs an anti-tax group that is effective at combating taxes and that assists Libertarians. This important issue is so important that I treated it separately in Chapter 10.

This Chapter proposes operational steps towards creating an effective marketplace of ideas. The marketplace of ideas will most efficiently allocate our funds to get us the Alphabet, the Numbers, and the V's we need for Libertarian victory. I have described current approaches in which individual Libertarians Make Liberty Happen! by supporting a candidate or project. I describe alternatives to current approaches, including the Unified Collection Plan, Advisory Services, Political Action Committees, and Special Interest Groups, each of which gives Libertarians alternative ways to support this party and its candidates.

*Thanks to Barb Goushaw, Jon Coon's campaign manager, for details and background information on his race.

Chapter Thirteen

Creating Informed Investors

An ignorant investor stands to be fleeced. An informed investor is a better investor. These principles are just as sound for investors in the marketplace of ideas as for investors in the stock market. How are ignorant Libertarian donors to be transformed into informed Libertarian investors? The key answers are information and analysis. To transform Libertarians from donors into investors,

the right questions must be asked. Information must then be collected, properly analyzed, and in the end given to the people who need the information, in a form that they interpret correctly.

This chapter is tentative in its proposals. To the best of my knowledge, no one has ever implemented a marketplace of ideas in the sense that I am proposing one. I do not claim that I have solved the questions that I will pose here.

I am discussing a political organization. The Republican and Democratic Parties face the same funding challenges that we face. Can we copy the structures set up by the Democratic and Republican Parties to solve these challenges?

In my opinion, the answer is negative. Our political competitors also raise funds for multiple projects, but Republican and Democratic Party investors don't have marketplace choices about how their money is spent. The available choices are mostly special-interest groups treating taxes, abortion, agricultural subsidies, etc. Each interest group is firmly attached to the Republican or Democratic Party, the special interest existing primarily as an emotional tag for squeezing extra money from donors' heartstrings. Republican and Democratic Party donors do not receive objective information about the relative performance of different PACs, let alone detailed information on how their money was spent.

I also use analogies with the market in stock, bonds, and derivatives. A major challenge is that the financial marketplace promises financial returns on a financial investment: investment and return can be measured on the same yardstick. In contrast, the marketplace of libertarian ideas asks financial investment but offers non-financial returns: investment and return cannot be measured on the same yardstick.

One of the few markets that invests in ideas without a financial feedback mechanism is the peer-reviewed support market for scientific research. In the peer-reviewed scientific market, an investigator tries to persuade referees that he has good scientific ideas. The referees can examine the past record of the investigator. The scientific research market resembles the marketplace of ideas in that the return on investment is not financial, so a profit/loss analysis does not make sense. The scientific market differs from the marketplace of libertarian ideas in that a scientific investigator is not trying to persuade his referees to invest their own money. Libertarians thus are not the only people who face a non-financial marketplace. The other non-financial marketplace hasn't found a perfect

method to distribute money. We will not necessarily do better in the short term.

In looking at projects and campaigns, Libertarians legitimately ask several questions:

What are these people proposing to do? What are their objectives, and how do they plan to get there?

What record do these people have? What have they promised in the past? What did they do in the past?

How was my money spent? Did it go to the announced objectives, or did something get in the way? What was the overhead?

And, most important: How do I find answers to my questions?

In many cases, the record of past promises comes from fund-raising letters, talks at state conventions, and articles in newsletters. A first step toward evaluating these questions is a repository, or a set of repositories, for all these materials. Of course, persons who wish their fundraising letters to avoid public scrutiny can try invoking copyright protections on their writings. That's a property rights issue, involving complex questions of law. However, if candidate A refuses repository B permission to post his scanned fund-raising letters on the web, nothing prevents repository B from announcing the fact, and letting readers come to their own conclusions. (A depository collection of written materials in a library, available to people who to physically visit the site, is nearly impossible for candidate A to control.)

Another step to answering these questions is to let third parties evaluate the record, so Libertarians learn who promised what on which date, and how promises evolved in time. The third parties need copies of the original documents to protect themselves but they do not need to publish the documents. With third-party support, individual Libertarians can learn how promises are kept or not kept.

In evaluating organizations of other sorts, such as charitable and educational funds and trusts, there are standards of transparency. The organization's records reveal how money was spent: who received money and for what purpose. Interpreting such records may be assisted by expert knowledge. A mailing may have cost \$1.38 per letter, but unless you know what was mailed and have some knowledge of printing and mailing costs it may not be clear whether the charge is outrageous or shows great skill at bargaining down prices.

Many groups must file financial reports with the Federal Election Commission. For these groups, detailed information is available. Evaluating that information, and presenting the evaluation in a co-