

LNC-SPT SWOT Analysis

Strengths

Initial List from LNC-SPT

Core philosophy	11
Dedication	5
Libertarian Party Office Holders	
Libertarian Party Leadership Quality	
Petitioning/Ballot Access	2
Technological Savvy of Members	
Degree of Organization	3
Body of Educational Resources	
Credibility/Momentum	2
Market-Oriented Philosophy	
Achievements	
People	3
Newsletter	
Fundraising	2

LNC-SPT SWOT Analysis

Strengths

Proposed Summary

Ideas:	
Core philosophy	11
Market-Oriented Philosophy	
Niche Market	
People:	
People	3
Commitment	
Dedication and Resolve	6
Hard Work	
Common Purpose	
Leadership	
Libertarian Party Leadership Quality	
Libertarian Party Office Holders	
State Chairs	
Support Base	
Skills/Knowledge:	
Political/Legal	
Fundraising	2
Petitioning/Ballot Access	2
Communications	
Newsletter	
News Releases	
Media Outreach	
Other	
Technological Savvy of Members	
Body of Educational Resources	
Structure:	
Degree of Organization	3
Local Focus	
Accomplishments	
Credibility/Momentum	2
Achievements	

LNC-SPT SWOT Analysis

Weaknesses

Initial List from LNC-SPT

Lack of Communication
Lack of Trust
Internal Education System
Not Communicating Achievements
Need For Strategic Planning
Lack of Concensus
Wasted Vote Syndrome
Lack Consensus on Time Frame
Lack Operational Focus
Expectations and Impatience
Lack of Focus on Foundation
Lack of Ideological Unity
Are Not Using Talents of Membership in Best Way
Bad Sense of Priority
Things Scattered
Recruiting Based on Ideology Not Activism
DB Manipulation and Execution
Operations
"Fat Cat" Fundraising
Leadership Unity
Dislike of Politics

2

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LNC-SPT SWOT Analysis

Weaknesses

Proposed Summary

Ideas:

Lack of Ideological Unity
Ideological Rigidity 2

Focus/Strategy:

Need For Strategic Planning
Lack of Concensus
Lack Consensus on Time Frame
Bad Sense of Priority
Lack of Focus on Foundation
Things Scattered
Lack of Focus
Lack of Campaign Strategy
Lack of Involvement in Local Politics
Presidential Cycle Dependency
Lure of Winning At Any Cost
Loss of Direction
Not Focused on Electing Officeholders
Recruiting Based on Ideology Not Activism

People:

Number of Activists 3
Infighting 6
Leadership Unity
Dislike of Politics
Poor Personal Skills
Top Heavy
Celebrity Weaknesses
Lack Intrastate Cooperation
Lack of Non-Political Community Involvement

Resources:

Size 4
Money 4

Operations:

Internal Education System
Not Communicating Achievements
Lack Operational Focus
DB Manipulation and Execution
Operations
"Fat Cat" Fundraising
Bad Marketing 2
Lack of Involvement in Organizational Details
Are Not Using Talents of Membership in Best Way

Structure:

Confusion Over Membership Definition
Libertarian Membership Party Concept Foreign to Voters

Accomplishments:

Lack of Communication
Exposure

Perceptions:

Lack of Trust
Wasted Vote Syndrome
Expectations and Impatience
Public Perception: Extreme/Spoiler

LNC-SPT SWOT Analysis

Opportunities

Initial List from LNC-SPT

Fill the Hole/The Politically Homeless 3
Lower-Level Government Offices 2
Democrats and Republicans Increasing Government

3

3

LNC-SPT SWOT Analysis

Opportunities

Proposed Summary

Unmet Market Niche:

Collapse of Reform Party
Fill the Hole/The Politically Homeless 3
Issues Ignored by Competitors
Collapse of Other Third Parties
Demand for Viable Third Party

Demographics:

Broad Agreement With Our Philosophy
Demographic Shift Away From Big Government
Demographic Shift to Affluence
New People

Perceptions about Competition:

D's and R's Increasing Government
Discontent With D's and R's
Perception of D's and R's as Corrupt 3
Current Politicians Not Solving Problems
Rhetoric of Competitors
Break-through Victory (ie. Ventura)
Ossification of D's and R'
Republican Control of Federal Gov't
Stupid Politicians

Specific Voter Groups:

Youth
Political Views of the Youth
Targetable Minorities

Specific Issues:

Single Issue Coalition Building
Drug War 3
Social Security
Consensual Sex Laws

Specific Political Offices:

Legislative Offices
Lower-Level Government Offices 2
Locally Only One Big Party Competitor
Lots of Elected Officials Available
Two-way Races
Targetable Districts
Low Levels of Political Activism at Local Level

Technology:

Internet/Personal Empowerment
Internet
New Technology

Other:

Increased Awareness of Libertarianism
Ability to Lobby

LNC-SPT SWOT Analysis

Threats

Initial List from LNC-SPT

Ballot Access Laws	2
Attitudes of Outside Media	3
Democrats and Republicans Steal Our Issues	2
Public Refusal to Think Outside the Box	
Funding of Opponents	
Public Perception of Libertarian Party Positions as Extreme	
Scrutiny of Platform	
Perceptions of Lack of Compassion	

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LNC-SPT SWOT Analysis

Threats

Proposed Summary

Major Party Competitors:

Funding of Opponents	
D's and R's Steal Our Issues	2
Major Party Attacks	

Minor Party Competitors:

False Reform Movements	
Green- and Third-Party Competitors	4
Hostile Take-over for Ballot Access	

Legal Threats:

Ballot Access Laws	2
Legal Threats to State Parties	
Public Funding of D's and R's	
Campaign Finance Reform Screwing Challengers	

Public Perceptions/Attitudes:

Public Perception of LP Positions as Extreme	
Scrutiny of Platform	
Perceptions of Lack of Compassion	
Continued Marginalization/Fringe	3
Public Refusal to Think Outside the Box	
Public Apathy	2
Lack of Public Acceptance	
Name Recognition	
"Lesser of Two Evil" Voter Perception	
Resistance to Change	
Public Ignorance	
Voter Satisfaction With D's and R's	
Public Likes Big Government	
Backlash of Voters to Perpetual Libertarian Party Candidates	

Media Perceptions/Attitudes:

Attitudes of Outside Media	3
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Issues:

Complex Issues

Internal Problems:

Non-libertarian Actions by "Libertarians"
Inadequate Educational Foundation

Timing:

Closing Window of Opportunity

Evolution of Government:

Increase of Government Tyranny
World Tyranny

Infiltration:

Expansion of D's and R's into LP
Enemies Who Claim to be Friends