

LIBERTARIAN PARTY OF FLORIDA 2021 VISION



THE UNDERDOG PLAN
GOALS AND PLAN

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AFFILIATE SUPPORT COMMITTEE

- Rewrote the new Affiliate Quick Start Guide
- Provide new affiliates startup support and continued development support
- Create outreach packages for new and existing committee's
 - Trifold and Rackcards including Spanish and Creole
 - Health Care & VA, Crime & Punishment, Immigration, Taxes, Civil Liberties, Gender Sexual Minorities, Gun Rights, Restoring Rights for Felons, and more...

AUDIT COMMITTEE

- Audit Committee spent 2020 working on financial and legal responsibilities including Convention Financial Projections
- Change bank provider for better control over financial assets
- Explore third party government filing for continuity of Treasurer
- Explore use of Quickbooks alternatives tailored for Parties/PAC's
- Working on a Treasurers guide

CANDIDATE COMMITTEE

- Creating a more robust committee of members for the 2021-22 election year, 8-10+ active members are needed
- Creating guides for candidates, campaign managers, treasurers, and other staff. Including a Quick Start Guide for candidates
- Operation First Step 2.0: includes constant communication between the LPF and Affiliates in a partnership to support our candidates and field local candidates for non-partisan office
- Build a candidate pipeline to higher level positions, we are not the Soil & Waterboard Party
- A post-election survey of all candidates to learn what went well, and what we can do better, to learn and grow for the future instead of starting off on square one
- Quarterly in person candidate trainings
- Conduct research on opportunity races across the State to recommend to affiliates and candidates for low hanging fruit wins

CANDIDATE COMMITTEE

- Our Political Goal for 2021:
- 10 appointed public officials to local boards
- 20 LPF members joining local civic groups
- 20 candidates in live training events
- 3-5 candidates on LNC's eCanvasser deal
- 10 public officials re-elected
- All candidates to do better than expected
- Assist candidates in creating a campaign plan
- Submit LPF newsletter articles
- Start thinking of 2022 NOW!

COMMUNICATION COMMITTEE

- Develop a social media strategy and management hierarchy that is aligned on outreach and promotes our candidates, affiliates, and internal party needs (hiring volunteers, what's happening now, etc.)
- Recruit 8-10 members for volunteering on social media, IT support, and staff for the newsletters
- Develop Moodle as our Learning Management System by creating original content including guides, videos, and more for Party Leaders, Affiliates, Candidates, and Members
- Continue supporting and growing the LPF quarterly newsletters
- Develop SMS Messaging support
- Launch the new LPF email and website services in conjunction with the LNC
- Ticket support system for tech changes

CONVENTION COMMITTEE

- 2020 saw a convention approached with financial stewardship and vigor. 2021 will see the same level of commitment and profitability
- Increase production value while promoting a quality, profitable, and entertaining convention
- Transparency and communication with the Executive Committee in preparation for the 2021 Convention

FUNDRAISING COMMITTEE

- Explore fundraising contracts with professional fundraisers
- Phone bank our members for donations
- Increase the size of our fundraising committee to 6-8 members
- Introduce the Chair to philanthropic donors for support and buy in to the Party's cause
- Quarterly in-person events in conjunction with EC meetings and candidate trainings around Florida
- Design a membership referral program for funneling members (podcasts, businesses, social media)
- Goal to increase monthly recurring donations to \$2,500 by the end of 2021
- Open up the LPF Store
- Design a donor recognition program

LEGISLATIVE ACTION COMMITTEE

- Continue creating ballot guides for voters on the back of the successful 2018 and 2020 ballot guides
- Make connections with politicians in Tallahassee to lobby for Libertarian policy
- Bill tracking pertinent legislation
- Work with elected Libertarians to share legislation with other incumbents
- Be the election watchdogs by working on election integrity, including helping the EC designate ballot watchers
- Connect with Ranked Choice Florida PAC and other Third Party's to lobby for Ranked Choice Voting in Florida
- Track emergency orders Statewide (i.e. Covid19)

MEMBERSHIP COMMITTEE

- LPF Growth rate has doubled in 2019
- Increase LPF Voter Registration. Need 5% of all voters to achieve major party status.
- Increase Membership in the LPF
- CRM Investments build Long-Term Commitment and a larger donor pool
- Recruit members both for the affiliates and the LPF, and sharing State results with local counties
- Coordinate results and volunteers, recruiting and recognition to sustain available bench
- Work with the EC and LNC on integrating the Jorgensen/ Cohen contacts list and funneling new members, volunteers, and candidates
- Volunteer recognition and nominations for awards

PLATFORM COMMITTEE

- Complete plank edits for existing planks
- Special consideration will be made for ranked choice voting, top two elections, qualified immunity, policing, and pandemic response
- Prepare the 2020 platform explanatory document for publication on website
 - Create a dedicated platform area of the new website for this purpose
- Prepare the 2021 platform and explanatory document for convention
- Coordinate with Candidates Committee and Communications to create generic campaign materials for future candidates
- Content creation for social media

RULES COMMITTEE

- Present changes to our governing documents at Convention
- Create a Members Bill of Rights as a proposed constitutional measure to guarantee the rights of the LPF members in both the state and affiliates parties, and spelling our certain parameters

PRESIDENTIAL ELECTION

- The LNC has struck a deal with the Jorgensen campaign, there is a tidal wave of contact data that is a valuable trove of information to the LPF. We are prepared to dive deep into this information to contact potential new members, donors, and volunteers once it becomes available. Jorgensen name recognition was high despite the extremely partisan outcome of the election.

REGIONAL REPRESENTATIVES

- Monthly Regions Reps round table call on the first Sunday of the Month at 7:30PM on the EC line
 - Affiliate Chapter leaders are encouraged to attend
- Discussions will include an informal agenda and round table discussions, focusses will include best practices and teamwork
- Region Reps will not be penalized for not attending, but will be strongly encouraged to do so
- The Chair will work with Region Reps to plan regional meetings to touch base with the boots on the ground and connect members with the LPF
- Create checklists for successful region representative support to assist the region rep to be successful

COMMITTEE CHAIRS & OFFICERS

- Committee Chairs meet on the Second Sunday of the month at 7:30PM on the EC line
- Officers will begin meeting on the 4th Sunday of the month at 7:30PM on the EC line in a round table format with an informal agenda
- Officers will contribute to a Policy Manual to form best practices and policies to be improved upon by future generations of the LPF

CHAIR

- The Chair shall be setting up appointments with Affiliates throughout the State to reach as many affiliates and candidates as possible
- Media opportunities shall be sought to give the greatest amount of exposure to the LPF as possible and promote our Party and its Candidates
- Constant communication between EC members, Committee Chairs, and Candidates is a cornerstone of operational efficiency
- A Chairs guide, to help future Chairs and build on our growth is needed
- Main focuses for 2021 include Candidates, Fundraising, and fully staffing all committees.