

Draft, March 10, 2019

Goals for this campaign:

1. Promoting the ideas of liberty.

- I've placed this first on general principle. (We are always promoting liberty. The next two items – candidate recruitment and party organization – are urgent ones where we have an opportunity this year that we don't always have.)
- The way we go about promoting liberty in this race will require some thought.
 - Mr. Bevin is libertarian on many issues. There is not much to be gained by trying to outflank him on these issues. I think his weakest point is his belligerent attitude, treating his opponents as evil rather than mistaken. (We counter this by running a respectful campaign.) Secondly, he appears to be a bit too willing to bring his religion into government, although I'm not aware of how this has affected his policy stances.
- Since we want to grow the party – by attracting both Ds and Rs – a hard-line, anarcho-libertarian stance is not called for. Rather, we should emphasize our big-tent (or big pro-liberty tent) that includes stances on issues that the two parties play with but don't fully embrace.
 - Possible issues:
 - marijuana/drug reform and associated expungement
 - crony-capitalism
 - forfeiture / imminent domain ?
 - police militarization ?
 - money in politics
 - electoral reform – (not strictly a libertarian issue, but one that will appeal to both Ds and Rs who are disgruntled with the current system)
- Doing this right is going to require some homework. Data gathering, study, and analysis. Writing and practicing some fact-based stump speeches. We need to be on top of our issues!
- Field research may also be appropriate if we can afford it. (Surveys of what issues resonate with [or repel] voters.)

2. Recruiting candidates for 2020.

- This is the one area where we have the greatest opportunity to make significant gains for the party!
 - 2020 is our last chance to use the ballot access we earned in 2016.
 - It is also the year where a strong showing can earn us continued ballot access.

- Recruiting a full and strong slate of candidates for 2020 is arguably our major motivation for being in this year's race in the first place.
- One of our main talking points should be: "I'm running as an L this year, and you can be running as an L next year. And here's how ..."
- We need a hefty pamphlet to give out explaining the process and requirements for running in all its glory.
- We need to be assembling a list of all possible candidates as we go, both manually and via a web page that lets individuals indicate their interest and leave contact info.

3. Organizing the party throughout the state.

- We should be doing this every year, but ...
 - We have a better opportunity this year to do this in conjunction with our gubernatorial and candidate recruitment campaigns.
 - We really need this done this year so we'll be ready for 2020. If we're going to field candidates across the state in 2020, we need a party organization across the state to back our candidates up.
- This is going to require some special effort at coordination:
 - Scheduling campaign events throughout the state
 - Promotional publicity to registered Ls in the areas where events are scheduled (direct mail, email, phone calls, etc.).
 - We need voter data as well as corresponding Aristotle data.
 - We need sufficient funding to pull this off on a small scale early on in order to judge its effectiveness, tweak it, and repeat it.
 - We should try to make the mailings self-funding as much as possible by soliciting donations and memberships in them.
- Just as with candidate recruitment, for party organizing we need:
 - A pamphlet to distribute as we go explaining how the party is organized, how affiliates are formed, etc.
 - To assemble a list of persons interested in getting involved in the party at a local level.

4. Growing the party membership statewide.

- Along the way – while we're campaigning for office, recruiting candidates, and organizing the party – we can be soliciting state party memberships.
- We'll need literature/pamphlets to distribute at events.
- We can incorporate a pitch in any mailings we do.

5. Highlighting the problems with the two-party system and the need for electoral reform.

- This is an issue that all third-parties support and that many voters will identify with, even if they're not particularly libertarian.
- It is specifically libertarian because:
 - the extra-legal two-party system embodies (and is perpetuated by) crony capitalism, something that we oppose on basic principle.
- The U.S. Supreme Court will be considering cases concerning gerrymandering this year, and its decisions may very well make redistricting, and our electoral system in general, a hot topic.
- Possible elements of electoral reform:
 - Eliminating straight party voting
 - IRV (instant runoff voting), something that we already practice in our internal party operations and that has just been adopted by the state of Maine.
 - STV (single transferable voting), which eliminates the motivation for gerrymandering among other benefits.

Notes

Note the vital importance of close communication and coordination between:

- gubernatorial campaign,
- candidate recruitment efforts, and
- party organization efforts.

We need to clarify any legal issues affecting allocation of funds among these three priorities.