

Proposal for Candidate Training/Campaign Strategy (Plan A)
Proposal for Candidate Training/Campaign Strategy - Advanced (Plan B)*
Proposal for Candidate Training/Affiliate/CRM (Plan C)**
Presented to the Libertarian Party of Kentucky Executive Committee
by Cristi Kendrick
December 5, 2019

Dates: January 18 & January 19

Times: 9am-4:30pm; 1pm-3:30pm

Location: Paul Sawyier Library, Frankfort, Kentucky

Speaker: Cara Schulz - Candidate Training/Campaign Strategy

(These dates do not conflict with any 2020 LPKY County Conventions)

Cara Schulz works at the Libertarian Party as Candidate Recruiter. Was elected to serve locally as City Council Member, worked on numerous campaigns as consultant, marketing, events, and strategist.

Cara has agreed to speak in Frankfort, Kentucky on these dates provided that her airfare and sleeping accommodations have been guaranteed.

Cara has agreed to speak on topics including Campaign Strategy and Candidate Training.

Basic 101 Seminar/Training session on Candidate Training and Campaign Strategy

Details:

Flights from MSP to CVG \$290 (+ theft) arriving 6:08pm / departing 7:39pm

AirBnB - 2 nights - \$203.93 - covered (in-kind donation to LPKY by CWK)

Paul Sawyier Library Conference room has been reserved for said times/dates

Motions.

1. To accept this proposal (Plan A) as-is.
2. For any member or potential member who contributes more than \$35 toward this seminar, LPKY would treat that as their yearly member dues.
3. As of the date of this proposal, December 5, 2019, lowest tickets matching correct arrival/departure times come to \$203.93 (+theft).***
4. Accept Cristi Kendrick's in-kind contribution of \$203.93 for rooms.

***Motion #3. This amount would be paid for by LPKY, but with a membership drive for donation and matching yearly dues, this shouldn't be a financial burden on LPKY.

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Plan B* - With Apollo Pazell - Candidate Training/Campaign Strategy - Advanced

Dates: January 18 & January 19

Times: 9am-4:30pm; 1pm-3:30pm

Location: Paul Sawyer Library, Frankfort, Kentucky

Speaker: Apollo Pazell* (in addition to Cara Schulz speaking)

Apollo Pazell has worked on numerous campaigns as campaign manager, fundraising, social media, data collection, strategist, event manager.

Apollo has agreed to speak in Frankfort, Kentucky on these dates provided that his airfare and sleeping accommodations have been guaranteed.

Apollo has agreed to speak on topics including Campaign Strategy and Candidate Training - advanced level training.

This information is being presented to the party to discuss pros and cons between Apollo and Andy Burns (see Plan C).

Apollo's advanced class would likely bring in more states. Indiana, Ohio, and Tennessee have been contacted and more will be disclosed in the coming week.

No motions at this time.

Miscellaneous details:

Flights from SLC to CVG \$406 (+ theft) arriving 6:08pm / departing 7:30pm*

The cost of this flight would be picked up by other state parties, and the Saturday class will primarily be Cara, ending with Apollo. Sunday class would be Apollo.

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Plan C** - With Andy Burns - Candidate Training/Affiliate/CRM

Dates: January 18 & January 19

Times: 9am-4:30pm; 1pm-3:30pm

Location: Paul Sawyer Library, Frankfort, Kentucky

Speaker: Andy Burns** (in addition to Cara Schulz speaking)

Andy Burns is the Affiliate Development Specialist (4 years/6mos) at LP National. His passions include affiliate growth within LP states and CiviCRM. He has served as Executive Director on his state LP board, campaign manager, project manager, fundraiser.

At the time of this proposal, confirmation by Andy is still pending.

This information is being presented to the party to discuss pros and cons between Apollo Pazell (Plan B) and Andy Burns (Plan C).

Both Cara and Apollo have traveled extensively and spoken together at multiple events, and they work well together. With his advanced class, it would likely bring in more states. Indiana, Ohio, and Tennessee have been contacted and more will be disclosed in the coming week.

Both Cara and Andy have traveled extensively and spoken together at multiple events, and they work well together. This class won't likely bring in more states to participate, but it will help LPKY and affiliates.

No motions at this time.

Miscellaneous details:

Flights from MSP to CVG \$290 (+ theft) arriving 6:08pm / departing 7:39pm

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The cost of this flight would be picked up through donations and the LPKY (if needed). Cara and Andy would work in tandem over the 1.5 days.