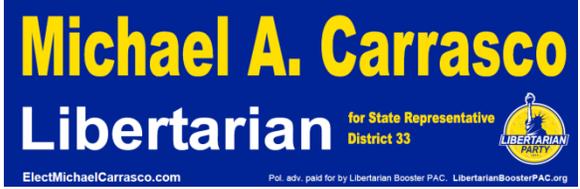


Libertarian Booster PAC

“Helping candidates run efficient Libertarian campaigns”
 LibertarianBoosterPAC.org

2012 Report

<p>Our mission is to promote liberty by helping candidates run efficient Libertarian campaigns. We help with the basics like websites, campaign materials, and paperwork, so our candidates can focus on the fun stuff like debating their opponents and getting in the press.</p>	<p>Candidates helped: 46 Revenue: \$155,219 Expenditures: \$80,070</p>
 <p style="text-align: center;">Websites provided: 34</p>	<p>Libertarian Party committees at all levels, and certainly at the state level, are notorious throughout the U.S. for spending lots of time on internal arguments and battles. The infighting leaves little energy for productive work and drives away lots of people. Libertarian Booster PAC operates separately from the Libertarian Party bureaucracy, so we can move fast and get a lot done.</p>
<p>Comments from candidates:</p> <p><i>“Your help was very valuable to me, since I have never done this before. Thank you for the help from the PAC, and I hope we as a party can make some strategic inroads this upcoming election. Thank you once again.”</i></p> <p><i>“Thank you for the reminder, probably saved me \$500.00.”</i></p>	 <ul style="list-style-type: none"> • Yard signs: 2,890 provided to 34 candidates • Bumper stickers: 3,445 provided to 29 candidates • Business cards: 2,200 provided to 25 candidates
<p>Texas Election Results:</p> <ul style="list-style-type: none"> • State rep 3-way increase from 2.8% to 3.8% • 124 LP candidates on ballot (down a bit) • 8,526,559 preliminary vote total (record high) 	<p>Possible plans for 2013-2014:</p> <ul style="list-style-type: none"> • Bigger focus on candidate recruitment • Support more Texas candidates • Latino candidate recruitment • Expansion to other states

Libertarian Booster PAC

“Helping candidates run efficient Libertarian campaigns”
LibertarianBoosterPAC.org

December 6, 2012

Dear Texas Libertarian,

Thank you for helping Libertarian Booster PAC as we worked to promote Libertarian candidates in Texas this year.

The Libertarian Party of Texas reported record vote totals and vote percentages in some categories, and general growth in election percentages against Republicans and Democrats.

Our PAC supported many Texas Libertarian candidates with websites, campaign materials and procedural advice, and we think that helped overall results.

We want to give you a detailed report of what we did, the results, and our hope for the future, which may include expansion to other states!

Libertarian Booster PAC Background

Our mission is to promote liberty by helping candidates run efficient Libertarian campaigns. We help with the basics like websites, campaign materials, and paperwork, so our candidates can focus on the fun stuff like debating their opponents and getting in the press.

Libertarian Booster PAC uses economies of scale to provide tools to our candidates so each candidate doesn't have to reinvent the wheel by learning how to make websites and other things that go with campaigning.

Libertarian Booster PAC is controlled and funded separately from the Libertarian Party of Texas. Our goal is to give a *boost* to the Libertarian Party of Texas, its county affiliates, and its candidates.

Libertarian Party committees at all levels, and certainly at the state level, are notorious throughout the U.S. for spending lots of time on internal arguments and battles. The infighting leaves little energy for productive work and drives away lots of people. **Libertarian Booster PAC operates separately from the Libertarian Party bureaucracy, so we can move fast and get a lot done.**

The PAC was founded by Wes Benedict and Arthur DiBianca, and funded with an initial \$150,000 contribution from a Libertarian donor.

Wes Benedict and Arthur DiBianca have more professional Libertarian management experience than almost anyone else in the nation, and have run for office themselves multiple times.

Wes Benedict served as Executive Director of the Libertarian Party of Texas from 2004 to 2008. He then served as Executive Director of the national Libertarian Party in Washington, DC from 2009 through 2011.

Arthur DiBianca worked for the Libertarian Party of Texas from 2005 to 2010, and for the national Libertarian Party as well from 2009 to 2011.

Candidate Recruitment

Our original plan did not include candidate recruitment. We intended to focus on campaign websites and materials for legislative candidates. However, due to the relatively low number of candidates filing in Texas (lower than 2002, 2006, 2008 and 2010), we decided to help recruit more candidates.

Normally, the candidate filing period in Texas ends very early, on January 2. However, because of redistricting litigation, a court order extended the filing period until March 11. Since we had more time to recruit, and we felt the overall Texas candidate recruitment situation needed help, we decided to put effort into recruiting candidates.

Libertarian Booster PAC focused on recruiting candidates for State Representative. We did not have access to the Texas LP contact list, but we were able to compile information from other sources. We attempted to contact about 200 Libertarians, mostly former candidates. Ultimately we were able to recruit 17 Libertarian candidates. 14 of those filed candidate applications for State Representative (three filed for other offices). Of those 14, twelve made it to the November ballot. So, **Libertarian Booster PAC was responsible for recruiting 32% (12 out of 38) of the Texas Libertarian State Representative candidates on the November 2012 ballot.**

Websites

It can be especially time-consuming to think through all of the content for a website, and then to build one that looks nice. However, once you've made one, it's easy to make a lot more that are similar. It could have taken each candidate 20 to 80 hours (or more) to develop a website on their own, but we were able to complete websites in an average of about three hours. We also think the websites we made were higher quality than the average candidate would have made himself.

We designed a template with the basic features found on most campaign websites.

Important components:

About page – Includes bio and high-resolution head-shot photo for press to use.

Issues page – Includes specific proposed legislation.

Blog – Where candidate can post campaign news and opinions.

Volunteer form – Generates an email to the campaign.

Contact page – In addition to the candidate's info, has optional PAC contact as a backup.

Donate page – Instructions for mailing contributions and space for online donation button.

Downloadable handout – A one-sheet brochure that the candidate or others can print.

The candidates simply had to email us some basic information and we built the websites for them. After building each website, we provided the candidate with the ability to log in to the web content manager, Weebly, and change the content however they wanted to. Most candidates made minor changes to the websites.

The screenshot shows a website for Jarrett Rab Woods, a Libertarian candidate for State Representative District 108. The header features a photo of Jarrett Rab Woods on the left, his name and title in large yellow and white text in the center, and the Libertarian Party logo on the right. Below the header is a navigation menu with links for Home, About, Issues, Blog, Volunteer, Contact, and Donate. The main content area is divided into two columns. The left column contains the heading "Will you vote Libertarian?" followed by a paragraph: "My name is Jarrett Rab Woods and I hope you will vote for me to be your Representative in the Texas Legislature." Below this is another paragraph: "Like other Libertarian candidates, I believe in free markets, civil liberties, and peace." and a final paragraph: "I'm unhappy with the results the Democrats and Republicans have delivered, and that's why I have decided to run for office myself as a Libertarian." The right column contains a list of issues: "- Cut taxes and spending", "- End the War on Drugs", "- Relief for small businesses", and "- Liberty for Latinos". Below the list is a link "What district am I in?" with a note "[Note, this may change after redistricting.]". At the bottom right of the main content area is a video player titled "Introductory video" with a thumbnail image of Jarrett Rab Woods and the text "What It Means to Be A Libertari".

Typical candidate website home page

We contacted every candidate for state legislature (State Representative and State Senator) by email and phone and offered to make the websites for them. By focusing on candidates for state legislature, we were able to provide the same issues page for each candidate, which also helped push a uniform message around the state. Many of the candidates adjusted their issues page.

Lots of candidates get invited to events throughout the campaign season, but find they don't have any materials to hand out. We provided a downloadable one-sheet handout for the candidates and posted it on their home page. That way the candidate or any supporter would easily have a decent brochure they could print at home and bring to events.

There were 50 Libertarians on the November ballot for state legislature. We made websites for 29 of them, and 8 others had their own websites. **So in 2012, 74% (37 out of 50) of the candidates had websites. In 2008, we think only 16% (15 out of 96) of Libertarian candidates for Texas state legislature had websites.**

Campaign Issues

We developed a four-point set of campaign issues that we recommended to candidates for their websites and handouts. We used them as the “default issues,” and candidates were able to change them. Some candidates made small changes, some made large changes, and many used the issues exactly as we recommended.

This is what the “issues page” we provided looked like:

Cut Taxes and Spending

Taxes are too high. That’s because government spending is too high. I want to reduce both.

Today our state government spends money on almost everything: education, health care, cancer research, business incentives (i.e. corporate welfare), and poverty programs. These may be worthy goals, but they are not proper functions of government.

Steps I would take:

- I would vote to repeal the business margins tax that was proposed and signed in 2006 by Republican Governor Rick Perry, and filed by Rep. Jim Keffer (Republican from Eastland).
- I would file a bill to cut the state sales tax from 6.25% to 4%.
- Those two tax reductions would reduce state revenue by about \$25 billion over the next two years*. I propose cutting expenditures to match. (The current total budget is about \$172 billion.) I support across-the-board cuts, and I note that most of the cuts will need to come from the two largest areas of state spending: education and health and human services.

**Estimate based on Comptroller’s 2012-2013 revenue estimate.*

End the War on Drugs

Selling and using drugs may be personally unwise, but those activities don’t violate anyone’s rights. By establishing drug prohibition, our government has taken a modest problem and turned it into a huge problem. Now we have to deal with drug gangs and black markets, and taxpayers have to pay to keep thousands of people in jail. We need to end this nonsense.

Steps I would take:

- I would vote for a bill to allow medical marijuana like HB 1491, filed last year by Rep. Naishtat (Democrat from Austin).
- I would vote for a bill to reduce marijuana penalties like HB 548, filed last year by Rep. Dutton (Democrat from Houston).
- I would file a bill to end prohibition of marijuana.

Relief for Small Businesses

State and local governments make it much harder than it should be to start your own business. Both native citizens and immigrants often wish they could start a business, but get frightened away by the mountain of red tape, fees, and regulations.

Politicians do this partly to protect well-connected businesses by shielding them from new, lower-priced competition. Government should not pick winners and losers.

I want to make it easier to start a business in Texas by reducing the power of government to get in the way.

Steps I would take:

- I would file legislation to reduce the power of cities to use permitting ordinances to limit and block businesses.
- I would file legislation to repeal many anti-competitive occupational licensing laws.
- I would file a bill to prohibit local governments from using tax subsidies to pick winners and losers.

Liberty for Latinos

Texas has a fast-growing Latin American population. I want Texas Latinos to leave behind the big-government welfare liberalism of the Democrats and the big-government bigotry of the Republicans, and join the Libertarian Party instead. We don't want the government to prop people up, and we don't want the government to hold people down. I think that's consistent with the desire of most Latinos to have a level playing field where hard work pays off.

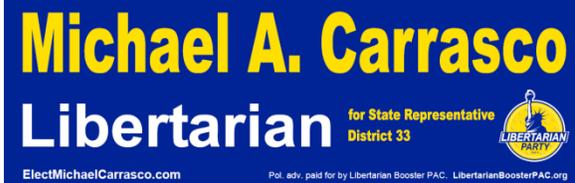
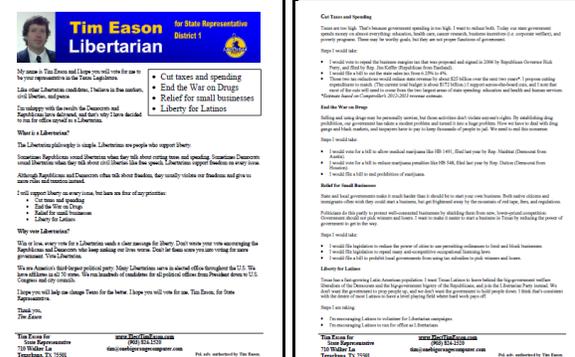
Steps I am taking:

- I'm encouraging Latinos to volunteer for Libertarian campaigns.
- I'm encouraging Latinos to run for office as Libertarians.

Campaign Materials

We developed a “campaign-in-a-box” called the Libertarian Booster PACage, which included 20 yard signs, 100 bumper stickers, 20 campaign flyers, and 40 business cards all customized with the candidate’s name and campaign information. Each campaign package cost us about \$300.

We supplied about 25 candidates with the complete Libertarian Booster PACages, and then followed up with additional materials. In most cases, the materials were provided without charge to the candidates. However, we asked candidates who requested larger quantities of materials to donate as well.

<p style="text-align: center;">Sample Yard Sign</p>  <p style="text-align: center;">Total quantity provided: 2,890</p>	<p style="text-align: center;">Sample Bumper Sticker</p>  <p style="text-align: center;">Total quantity provided: 3,445</p>
<p style="text-align: center;">Sample Business Card</p>  <p style="text-align: center;">Total quantity provided: 2,200</p>	<p style="text-align: center;">Downloadable Campaign Brochure</p> 

List of Candidates Receiving Websites and/or Campaign Materials

Candidate	Office	Website	Yard Signs	Bumper Stickers	Business Cards	Election Result	Running vs.
Bob Townsend	State Sen 04	yes				13.74%	R
Jeffrey Fox	State Sen 05	yes	20	100	40	22.91%	R
Ed Kless	State Sen 08		50	200		3.11%	R,D
John A. Betz, Jr.	State Sen 12	yes				16.57%	R
Ryan Dixon	State Sen 14	yes	20	100	40	19.72%	D
Austin Page	State Sen 17	yes	20	100	40	13.40%	R,G
Joseph Morse	State Sen 21	yes				3.19%	R,D
Tom Kilbride	State Sen 22	yes	20	100	40	14.42%	R
M.J. "Smitty" Smith	State Sen 28	yes				13.59%	R
Richard Forsythe	State Sen 30	yes	20	100	40	13.87%	R
Tim Eason	State Rep 001	yes				17.35%	R
Charles F Parkes III	State Rep 006	yes	20	100	40	10.83%	R
Joshua Baker	State Rep 014	yes	20	100	40	3.62%	R,D
Sterling Russell	State Rep 015		400			13.36%	R
John Petter	State Rep 027	yes				1.50%	R,D
Michael Carrasco	State Rep 033	yes	20	100	40	14.65%	R
Jim Duke	State Rep 045	yes	20	100	40	3.97%	R,D
Nick Tanner	State Rep 047	yes	220	100	740	4.97%	R,D
Arthur DiBianca	State Rep 051	yes	20	100	40	11.82%	D
Neill Snider	State Rep 056	yes	20	100	540	20.53%	R
Ian Kull	State Rep 064	yes	20	100	40	4.50%	R,D
Richard Brown	State Rep 069	yes	20	100	40	12.93%	R
Sean Fatzinger	State Rep 092	yes	20	100	40	19.30%	R
Bruce Beckman	State Rep 093	yes	70	100	40	3.52%	R,D
David Eyerly	State Rep 094	yes	20	100	40	17.79%	R
Max Koch	State Rep 096	yes				19.46%	R
Rod Wingo	State Rep 097	yes	20	100	40	2.91%	R,D
Dan Hawkins	State Rep 099	yes	20	100	40	3.62%	R,D
Rodney Caston	State Rep 106	yes	20	100	40	16.82%	R
Jarrett Rab Woods	State Rep 108	yes	20	100	40	20.30%	R

Candidate	Office	Website	Yard Signs	Bumper Stickers	Business Cards	Election Result	Running vs.
Preston Poulter	State Rep 115	yes				3.24%	R,D
Alfred Montestruc	State Rep 131	yes				3.38%	D,G
Matthew Whittington	State Rep 136	yes	20	100	40	6.23%	R,D
Lee Coughran	State Rep 138	yes	20	100		19.54%	R
Robb Rourke	State Rep 144	yes	20	100	40	2.38%	R,D
Marlene Dougherty	Cameron County JP, Precinct 2, Place 1		50			14.46%	D
James Lancaster	Harris County Constable, Precinct 1		20			2.74%	R,D,G
Ken Stanford II	Tarrant County Tax Assessor-Collector		400	445		17.73%	R
Raul "Roy" Camacho	Travis County Constable, Precinct 2		500	200		7.22%	R,D
Scott McKinlay	Travis County Constable, Precinct 3		200			6.60%	R,D
Mike Andras	Williamson County Sheriff		500			27.58%	R
April Dawn Scheffler-Nall	State Rep 003 (withdrew)	yes				n/a	n/a
Richard R. Johnson	State Rep 023 (withdrew)	yes	20	100	40	n/a	n/a
Christopher Kahoe	State Rep 079 (withdrew)	yes				n/a	n/a
Patrick Spreng	State Rep 107 (ruled ineligible)	yes	20	100	40	n/a	n/a
Joy Carta	State Rep 122 (withdrew)	yes				n/a	n/a
Totals:			2,890	3,445	2,200		
Count:	46	34	34	29	25		

Note: Election results for state legislative candidates are based on unofficial results posted by the Secretary of State's office, as of December 5, 2012.

Paperwork challenges for candidates in Texas

Every candidate for Texas state office (including state legislature) has to get past a number of paperwork hurdles.

In some cases, late filing can result in fines of hundreds (or thousands) of dollars. **Knowing that the Texas LP had a limited capability to assist candidates with filing issues, Libertarian Booster PAC made it a high priority to assist candidates and push them hard to get all their paperwork filed on time**, both to make sure they could appear on the ballot, and to reduce the number of fines issued. Some candidates have a knack for ignoring good advice, and then getting angry when they receive a fine later. We wanted to take as much preventive action as we could.

Below is a description of our assistance with the five main paperwork items related to the 2012 elections.

1. Candidate application

Every candidate has to file a one-page application. The form is not long, but some of the blanks are cryptic. For example, the top of the form says “APPLICATION FOR NOMINATION BY [blank] CONVENTION OF [blank].” Many candidates have no idea what to put in those blanks. There are other blanks that some candidates get confused about, and there is a large notary section at the bottom that often confuses both candidates and notaries.

Candidates are sometimes apprehensive about filing an application with errors, so sometimes they put it off, and end up not filing at all.

Libertarian Booster PAC helped a number of candidates by answering questions about the application. In one instance, I traveled with a candidate to a bank to provide him with an application, answer his questions about how to complete it, and make sure it got notarized properly.

We also followed up to make sure the applications were received by the state chair before the filing deadline.

In some cases, candidates sent us applications that were missing legally required information. We were usually able to communicate with the candidates and get a properly completed application from them.

Here is a short anecdote that may illustrate how hard we tried to make sure candidates could file on time: Because of redistricting litigation, the filing deadline in Texas was pushed back this year to 6:00 p.m. on March 9. I had been expecting to receive at least one candidate’s application in the mail, but had not seen it—in fact, I had not received any mail for several days. On the day of the deadline, I drove around my area to look for my local letter carrier. I found him and asked him about the situation. He said he was a new carrier and he couldn’t find my location. I explained where it was, and he agreed to go back to the post office and get the mail and deliver it

that day. He delivered several days' worth of mail just after 5:00 p.m. I found the expected application and was able to send it electronically to the state chair, about 50 minutes before the deadline.

2. Certification of nomination

Depending on how a legislative candidate's district is configured, Texas law requires the candidate to be nominated by either a county convention or district convention. These conventions are usually brief events that occur only once every two years, so party officials are often confused about when and where to hold them, what to do at them, and how to certify the results. We helped communicate with them to make sure the conventions could be held successfully.

We also followed up by traveling to the Secretary of State's office multiple times, to ensure that the Libertarian nominees had been properly certified. We frequently had to remind the convention chairs to submit their paperwork, and give them procedural advice about the paperwork.

Our assistance increased the number of candidates who ultimately appeared on the November ballot.

3. Personal Financial Statement

Every candidate for state office is required to file a "Personal Financial Statement" (PFS) with the Texas Ethics Commission (TEC). This is a 24-page form with a 19-page instruction manual. Candidates are required to report on employment, real estate holdings, investment activity, etc. For some people, especially those who do a lot of stock trading, this form can be unbelievably cumbersome.

The filed forms are not published, but they are open to inspection at the TEC office. Some candidates are understandably reluctant to expose their private financial information to public inspection.

The form must be notarized and delivered in person or by mail. If it is filed late, there is an automatic fine of at least \$500. There is an appeal process by which a candidate can ask to have a fine reduced or waived, but it is cumbersome and sometimes unsuccessful.

We helped candidates by giving them reminders about filing the PFS, and doggedly following up to make sure they filed it on time. The TEC does not publish the PFS filing status of candidates, so we don't know how many filed late. However, **we believe that our persistence helped many more candidates file on time, and greatly reduced the number of fines issued.**

4. Campaign Treasurer Appointment

According to the TEC, every Texas candidate is required to file a "Campaign Treasurer Appointment" (CTA) form, whether or not the candidate plans to raise ANY contributions or

spend ANY money. Many candidates choose to run zero-dollar campaigns, but the TEC says they are required to file this form anyway.

It is a 1- or 2-page form with a 7-page instruction manual.

There is no specified deadline for filing this form, except that it is required before accepting any campaign contributions or making any campaign expenditures.

Since we planned to make in-kind contributions to candidates with websites and campaign materials, we had to make sure that candidates filed this form first. We reminded candidates about filing, and also provided advice with completing and submitting the form. Like all candidate paperwork, there are a several details about the CTA form that can trip candidates up.

We posted a sample completed CTA form on our website, and also provided links to the blank forms.

In a few cases, we were never able to confirm that candidates had filed the CTA form, so we were unable to provide them with websites or campaign materials.

5. Campaign Finance Reports

According to the TEC, every Texas candidate is required to file one or more campaign finance reports (called a “C/OH” report, which stands for “Candidate/Officeholder”). Like the CTA form, this report is required whether or not the candidate raises or spends anything. (By comparison, note that the Federal Election Commission does not require any reporting by congressional candidates unless they pass a \$5,000 threshold.)

For most candidates, the reports are a few pages long, but they can get much longer for campaigns with a lot of activity. The form has a 35-page instruction manual. Additionally, the TEC publishes a 22-page “Campaign Finance Guide” for candidates.

The first report for most candidates was due on July 16, covering activity between January 1 and June 30.

Like the PFS form, the C/OH reports generate automatic fines if they are not filed on time. The fines start at \$500 and can get much higher.

We sent our first C/OH message to candidates about two weeks before the deadline. We sent a very long, detailed email. In order to help candidates file correctly and on time, we had to cover a lot of issues. To give an idea of how comprehensive it was, it began with this table of contents:

1. INTRO
2. FILING ELECTRONICALLY
3. FILING ON PAPER
4. GENERAL NOTES ABOUT THE C/OH REPORT
5. CANDIDATES WHO HAVEN'T FILED A CTA FORM

6. CANDIDATES WHO GOT HELP FROM LIBERTARIAN BOOSTER PAC
7. MAKING THIS YOUR FINAL REPORT
8. RESOURCES

We had helped a number of candidates with websites and/or campaign materials, so we also provided value estimates and advice about how to report those in-kind contributions.

We also created several sample C/OH reports, and posted them on our website.

After sending the initial email, we regularly monitored the TEC's website to see which candidates were listed as having filed their C/OH reports. If we could not confirm that candidates had filed their reports, we telephoned them and sent follow-up emails.

We also answered many questions from candidates about the C/OH process—not only about how to complete the reports, but also about how to get them submitted to the TEC on time.

(Although we were only providing contributions to state legislative candidates, we also tried to help remind other state candidates about the C/OH filing requirement, including candidates for statewide offices and State Board of Education. We sent them an email and followed up with some of them.)

As a result of our exhaustive efforts, we had unprecedented success with on-time filing. Of the 67 Libertarian candidates who were required to file a C/OH report with the TEC by July 16, we determined that only three failed to file on time. (One of those three was a candidate who had hired an outside consultant, and told us that he did not require our advice.)

At any point, candidates can file a “final” C/OH report. That terminates their filing requirements—but after filing it, they cannot take any more contributions or make any more expenditures. Since we knew most candidates would not be engaging in campaign activity beyond the in-kind contributions we had provided, we encouraged candidates to file their July 16 report as a “final” report.

For most of those candidates who did not file a “final” report, the next C/OH report was due on October 9. We again communicated with candidates about the next report by email and phone, checking their filing status online and following up as necessary. Since the candidates had already successfully filed one C/OH report, we felt more confident about their ability to get the next one done. We encouraged them again to file it as a “final” report, in order to terminate their filing requirements.

For those who still did not file a “final” report, the next C/OH report was due on October 29. That affected about 15 state legislative candidates. We contacted them by email with a reminder to file.

Even though the election is over, the candidates' filing requirements continue indefinitely until they file a “final” C/OH report. Currently, most Libertarian candidates for state offices have filed their “final” reports. We plan to follow up with the rest before the end of the year, and encourage

them to file a “final” report. (For those who don’t file a “final” report, the next C/OH report will be due on January 15, 2013.)

Election Results

Comparison of selected results (2008 vs. 2012)

First, we compared the results of Libertarians running for U.S. Representative. We wanted to compare presidential years, since turnout is higher in presidential years, and we felt that gave a more “apples to apples” comparison. We only looked at “strict 3-way races”—in other words, races that included a Libertarian, Republican, and Democratic candidate, in which those candidates got a combined percentage of at least 99.9%.

In 2008, Libertarians got an average of 2.46% in those races. In 2012, Libertarians got an average of 2.67% (based on unofficial results from the Secretary of State). That is an increase of 0.21 percentage points.

Next, we compared the 2008 and 2012 results of Libertarians running for State Representative. Again, we only looked at “strict 3-way races.”

In 2008, Libertarians got an average of 2.83% in those races. In 2012, Libertarians got an average of 3.82% (based on unofficial results from the Secretary of State). That is an increase of 0.99 percentage points.

Comparing 2012 to 2008, the Libertarian results in State Representative races improved more than in U.S. Representative races. Libertarian Booster PAC gave support to State Representative candidates, but not U.S. Representative candidates. **It is possible that the relative strength in State Representative races was caused by Libertarian Booster PAC’s support.**

Total Libertarian vote count in Texas reached record high

There were 124 Libertarian candidates on the November ballot in Texas. Together they received 8,526,559 votes. (That’s an unofficial count based on numbers posted at the Texas LP website as of December 6, 2012. The final official vote totals are usually slightly higher.) The previous high was 7,077,828 votes in 2006. Although we don’t have the November 2012 nationwide totals to report yet, Texas probably accounts for more than half of the Libertarian votes nationwide.

Financial Data

Below is a financial summary for Libertarian Booster PAC through November 30, 2012:

Total contributions: \$155,219
Total expenditures: \$80,070

We received \$150,000 (97% of the total) as a startup contribution from a single donor.

Breakdown of expenditures:

Staff	\$64,487.61
Campaign materials	\$11,663.97
Printing and supplies	\$1,983.77
Website fees	\$836.84
Postage and shipping	\$679.33
Event expenses	\$304.80
Processing fees	\$113.73

In comparison, the Libertarian Party of Texas reported January-November 2012 revenue of \$82,117.

It's common for people to ask how much of a non-profit's budget goes towards staff or overhead. For organizations whose primary goal is fundraising and distributing cash grants, it's probably good for staff or overhead expenses to be a relatively small portion of the budget.

The primary value of our PAC is the assistance given to candidates by our staff. We could easily reduce the percentage of our budget that goes towards staff by spending 90% of the PAC funds on something like TV commercials. That might cause a flash in publicity, but probably little or no lasting effects. **Many of the candidates we recruit and support go on to receive thousands or tens of thousands of dollars' worth of free publicity.** We also believe that when Libertarians become candidates, they are more likely to stay involved, donate money, and spread the word about the Libertarian Party.

We could also use accounting methods to estimate and allocate staff's time to various "programs" (instead of simply reporting the staff expense), but we don't think that would be particularly accurate or helpful.

Overall, with expenditures of about \$80,000, we helped about 46 candidates, or \$1,739 per candidate. Going forward, we think \$2,000 per candidate is a good average estimate of what it would take to recruit and provide basic campaign materials and support. Certainly in places where filing fees are required, the cost is higher, while in other cases the costs would be lower.

So if Libertarian Booster PAC were to raise an additional \$1,000,000, it could potentially support about 500 additional candidates.

Candidate Comments

Most Libertarian candidates are busy. Many have full-time jobs and families, and most aren't millionaires. Libertarian candidates are volunteers who find ways to squeeze in time promoting libertarianism by attending candidate forums, getting publicity, and educating voters. Below are comments sent to the PAC during the course of the 2012 election season.

"Thanks so much for the help."

"Thank you for all of your assistance!"

"You have done a great job in keeping all of us in the loop for filing deadlines - thanks for all of the updates. The report has been filed and was postmarked at USPS early yesterday."

"Thank you so much for this reminder. This form was notarized and mailed April 10 and should reach its destination in ample time. Your thoughtful support is appreciated for this first time candidate!"

"Thank you for helping me watch these reports!"

"Thank you very much for helping me earlier and allowing me to test your patience..."

"Thank you so much for your help. I made the appropriate changes and filed my report."

"Thanks for answering those questions for me earlier. I was wondering if I could get you to check my campaign finance report? Many thanks in advance, by the way."

"Thank you and Wes again for your support, wisdom, and help with my campaign."

"I would like to thank you for all your help and advice, this whole running for office thing is tedious! It was nearly overwhelming last year, so I'm deeply thankful to have people to teach me who have already done it"

"Thank you guys so much for all your help."

"Thank you for your help with this website. I promise to do my best to promote and represent the Libertarian party and principles in this election!"

"Thanks for your messages about the campaign finance report. I have received them and will file the report either today or tomorrow."

"thank you for the timely reminder"

"Thanks for the heads up, I was able to file yesterday and called to verify they got it."

"Thank you for your help with this. I got mine filed this morning."

“Thanks for all the help.”

“Thank you for the reminder, probably saved me \$500.00.”

“Thanks Art, these are very helpful reminders :) I appreciate it as I am sure the other candidates do!”

“I am sending it out tomorrow. Thanks for the heads up.”

“Thank you for the follow-up phone call and the email. I found the email to be extremely useful—thank you. Just to let you know, I’ve completed my report yesterday and it will be in the mail tomorrow. Thank you again for everything!!”

“Your help was very valuable to me, since I have never done this before. Thank you for the help from the PAC, and I hope we as a party can make some strategic inroads this upcoming election. Thank you once again.”

“Thanks for the reminder. I completed my form tonight and will have it notarized and mail it tomorrow.”

“I really do appreciate the messages and your concern, it is nice to know you are looking out for the candidates.”

“Thank you so much for putting this together for me. I received the information to access it and make any needed changes and will be working on that soon (most likely Wednesday & Thursday) including taking care of adding the mailing address.

“Again, thank you very very much. This takes care of one of the major “to do’s” on my laundry list. You guys are the greatest!”

“Thank you for everything and best of luck on your own campaign!”

“I only just read your message and, although belatedly, greatly appreciate your reminder.”

“Thank you for the heads up. I will get it done.”

“Thanks so much, I’ll need the help!”

“Again, thank you so much for the work you do. I can’t stress how big of a help this was to me and my campaign.”

“I have received your emails. Thank you for keeping me up to speed and providing resources to help.”

“Thanks a ton for your help.”

“Thank you very much for your assistance. This is fantastic. I have answered your questions as well as I could for right now.”

“Thank you very much for all your efforts. The website, and all the materials you guys have put together are fantastic.”

“Thank you for the heads up! Filing shortly.”

“Thanks and keep up the good work!”

“Thank you for the e-mail and follow-on phone call. Without this, I would not have filed the form in time and would have been out a lot of money.”

Conclusions and Next Steps

We think Libertarian Booster PAC did a good job of providing basic campaign support for around 46 candidates in Texas.

The campaign support helped the candidates run more prominent campaigns at lower stress levels, which we think makes them more likely to run again in the future.

As expected, none of the candidates supported by the PAC won their races. We would love for Libertarian candidates to win partisan races, but generally speaking, the base of Libertarian voters is not yet big enough to make winning partisan races feasible. **We think running and supporting more candidates will help to build the voter base of the Libertarian Party.**

Libertarian Booster PAC had just a few months to make the arrangements to support candidates this year. Also, because candidate recruitment in Texas was relatively low this year, we had a relatively small base of candidates to work with.

If Libertarian Booster PAC continues through the 2014 election cycle, we feel like we could help recruit and support many more Texas candidates for 2014.

Additionally, if resources are sufficient, we think we could expand to other states. While most states have their major elections in even-numbered years, there are several with legislative races in odd years. Also, most states have local elections in both even and odd years.

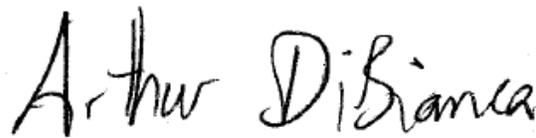
We would like to take what we did in 2012, improve on it, and expand it.

Thanks again for your support.

Sincerely:



Wes Benedict
President, Libertarian Booster PAC



Arthur DiBianca
Secretary, Libertarian Booster PAC