

# Affiliate Growth

One of the hardest things that new county chairs face is growing their county affiliate. While this can seem like a huge task. My goal with this book is to give you the tools you need to succeed. You are the one on the front lines of your county and the one fighting for liberty and freedom. Here are some quick tips to help you out with growth in your county.

Start a Facebook page for your county. While this is starting to become less and less of a free speech platform, it is still the best tool I have found to reach libertarians. Facebook if utilized correctly can be a asset to the growth of your county.

- Stay active, interact with the community, tell your community why we are better on the things they care about than the duopoly.
- Follow any of the county groups that have issue overlaps: Gun groups, patriot groups, property tax groups, small government groups, etc
- When you post anything on your page that would overlap issues those groups have, share the post with them.
- Join any news groups in your county and share your posts and events to those groups.
- Try to schedule your posts between 7-8 am (while people are getting ready for work and 7-9pm when people are settling down at home. These seem to be the best time to get people to read your posts.
- Interact with local news stories in the area. Let the readers know what the Libertarian Party thinks about the issue. State your side but don't be argumentative. Use disagreements as a reason to invite them to your next meetup.
- Don't overwhelm yourself social media. You can schedule your posts in advance. You can take some time scheduling your non time sensitive posts for the next week or even month. Then, as liberty related news and events happen, you can make topic-specific posts in real time.

Start monthly meetups, post them on Facebook and share them to all the Texas Libertarian groups as well as all the county news groups. Offer to buy a free beer for the first time attendees to the meetup (free beer will get people to show up). Bring a sign in sheet for people to leave their name and email address, then you will be able to email them to let them know about future meetups.

Meetup.com is a great platform to let others know about your event, but it does cost money. Free classified sites like Craigslist.com have categories like Politics, Events, Groups, and Local News that are all appropriate places to share information about your event. You can even use the same wording and graphics you used in your Facebook

event and provide a link to the event.

If you are a veteran go to your local VFW. A lot of veterans are anti war. Additionally, check the bulletin board on the way out for any local groups you could join that would have like minded members.

Reach out to your local newspaper and ask them to publish press releases for you. If writing is your thing offer to write articles for them. Most newspapers are desperate for content and if you are willing to provide content to them for free, most will jump at the opportunity.

Do a monthly email newsletter. Setup either a Mailchimp or Gmass account and send out an email at least once a month. Let people know about your meetups, Libertarian stances, open positions, etc.

Get a website. They are great places to drive traffic to. You can put QR codes on all handouts directing them to the email sign up on your website as well as the party platforms. If you need help with this, reach out to me, the Mises Caucus can help you build a website.

Booths at local farmers markets and festivals are a huge assets, these events get tons of foot traffic. Most booth spaces can be rented fairly cheap. You will need a banner, popup canopy and a table at least. Reach out to me and the Mises Caucus and we will design a banner for you. Other than that, reach out and we can get you some tri-folds and pins. Also, go to the Mises institute's website and they will ship you copies of economics in one lesson for free, they are great handouts to people interested in the party. Also make sure you have a sign up sheet, get those contacts and plug them into the county.

Your local colleges may have a community events page on their website or a list of student organizations. You can post your event and contact student organizations that may be interested in your event, but the best way to reach college students is on campus. If you have the man hours, visit your local campuses with handouts and a signup sheet to be contacted for future events. Once you have a foothold, you might even be able to establish a “Young Libertarians” student group guided by a sympathetic professor, or work with existing nonpartisan groups like Young Americans for Liberty or Students for Liberty.

Is your event or meetup centered around a specific industry? Maybe you're working on legislation that affects local bar owners, farmers or welders. Invite them. Ask them to put up a flier. Libertarians and small business owners have many mutual interests. Make it work for you.

# Opening a Bank Account

**Step 1: Call a county business meeting for the purposes of authorizing the opening of a bank account for your county party. It is best to have two people as responsible parties, usually the Chair and Secretary. Avoid using the Treasurer, as they are responsible for overseeing finances and too much overlap between spending and oversight can lead to a conflict of interest.**

**Note: If you are planning on opening a business account for your party, doubling the meeting for business and a social event is a great way to collect funds, as most business accounts will need a minimum deposit between 200-300 dollars to open them. You will need to take minutes of the business meeting and designate the officers with access to the account in the minutes, signed by the Chair and Secretary (if those positions are filled).**

**Step 2: Apply for Employer Identification Number from the FEC. An EIN is needed for opening business accounts and will be needed for your donation collection service later as well. You can file a request for an EIN online from the FEC website.**

**Step 3: Take your EIN, the signed minutes from your business meeting, and go up to the bank of choice with ALL responsible parties. You will be applying for a business account under a nontaxable 501c organization, under code 527f. Deposit money.**

**Step 4: Apply for Donation service. Anedot is the company that several counties have used. There may be some delay, but once the account is established, set up a donation page with the settings you prefer.**

**Step 5: Fundraise! Share your link to your Facebook page and any Libertarian groups you may be a part of, embed it in your website, and add it to your email list.**

# New member onboarding Script

## Things to keep in mind

- This person signed up. They WANT to be contacted
- Make these phone calls immediately after a welcome email blast
- Always address them by their name when they answer
- If they are busy, insist the call will only take a minute or two
- If they insist they are still busy, ask for a better time to call back. Get a date and time, not a general “later” response

Sample: “ Hey John, this is (Your Name) with the Libertarian Party of (Your County) county here in Texas. How are you doing today? (Response). Good to hear. Listen, I’m calling to make sure you are aware of what we are doing in (Your County) and to help you get involved however you feel works best for you. It shouldn’t take but a minute or two.

1. The (Your County) party is all about local activity, which means we need people running for office, managing campaigns, lobbying your city council/school board, helping with party activity, and helping to raise funds to make us more free locally.
2. Have you joined LP Texas Discord channel? Discord is an application where 99% of the conversations and resources are happening to assist people throughout the state, plus we have amazing community discussion channels for everything from guns and outdoors to homeschooling and growing your own food.
3. Have you become a donor to the County party? This is how we fund local candidates, put on amazing events, and how we sponsor booths to promote the party and grow our influence to win more elections. I’ll send you a followup text with the Link. Donate what you can, whether it’s \$5 a month or \$100 a month. We cannot do this without money.

Lastly, what questions do you have for me?

# Fundraising Script

Things to keep in mind

- People give money to people they know, like, and Trust. Regular communication is key to building these relationships, and can translate into big money if cultivated right
- Have a specific event/reason for this fundraising call
- Use open ended questions

Sample: “Hey Ashley, this is (Your Name) with the Libertarian party of (Your County). I hope you are doing well. I just wanted to let you know about our upcoming event (insert event description). Do you think you can make it? (Response). Fantastic/No worries (depending on answer) We want our events to be as successful as possible and could really use your help.

(Now for the Pitch. Pick one)

- I noticed you aren't currently a monthly donor to the county party. What can we do to help count you in as one of our monthly donors?
- We are looking to hit a monthly goal of X dollars. How much can we count you in for?
- We are doing a moneybomb to fundraise for (Insert goal). How much can we count on you for?
- How much is in your budget to assist the county party meet its goals?

Now PAUSE. Don't fill the air, wait for them to answer.

Now close it out. “Whatever you can donate is appreciated. Do you have any questions?”

*Unofficial*  
**T LIBERTARIAN**  
Party of Texas  
**Branding Aides**

We are here to help you. Below are several designs for all kinds of uses, Use the links below to open a Canva template for the graphics displayed. If you need assistance or custom designs, contact Carter Fanning, Phone: (580) 471-7346, Discord: CorpiusRex#9159, or email: [carter.fanning@gmail.com](mailto:carter.fanning@gmail.com).

LP Torch – Black Base:



LP Torch – Gray Base:



LP Torch – White Base:



County Logo – Black:



County Logo – Gray:



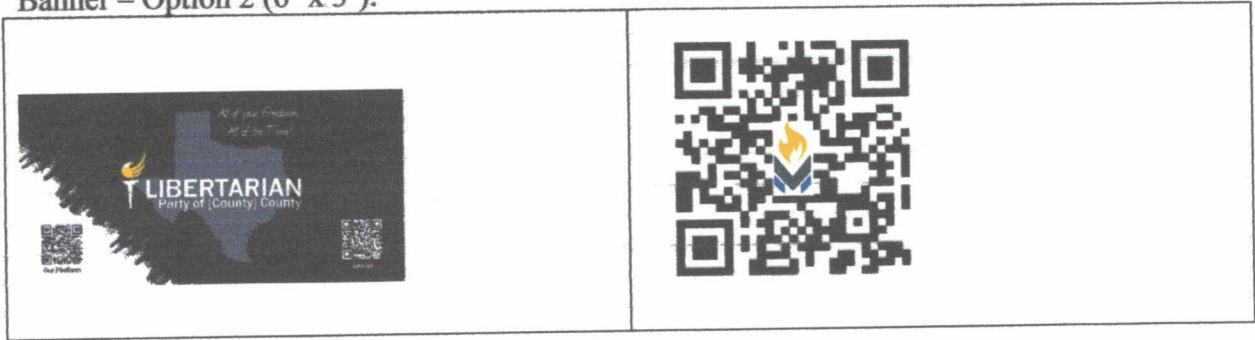
County Logo – White:



Banner – Option 1 (6' x 3'):



Banner – Option 2 (6' x 3'):



Banner – Option 2 (6' x 3'):



Profile Picture – Option 1 (Social Media):

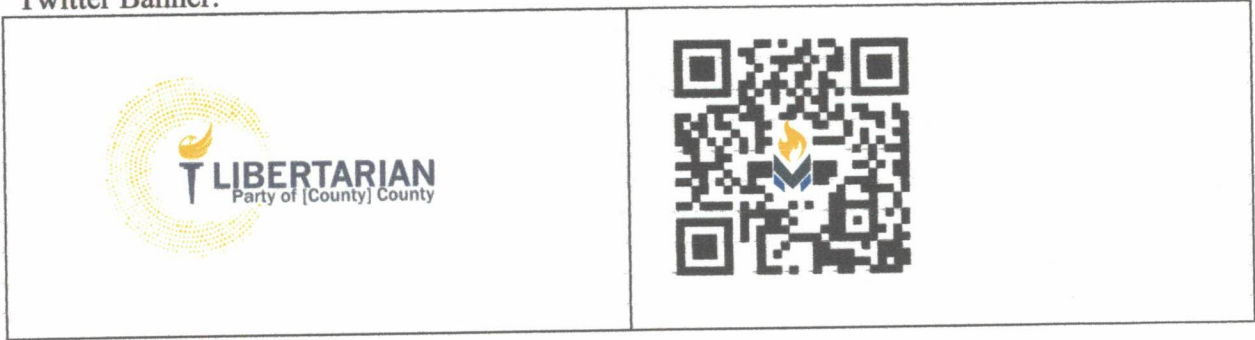


Profile Picture – Option 2 (Social Media):





Twitter Banner:











Facebook Cover Photo:



## Libertarian Podcasts

Podcast Name	Host(s)	URL		
Decentralized Revolution	Mises Caucus	<a href="https://pmitiscaucus.com/decentralized-revolution/">https://pmitiscaucus.com/decentralized-revolution/</a>	 <a href="https://bit.ly/3zeDMTF">https://bit.ly/3zeDMTF</a>	 <a href="https://bit.ly/3NVd4mJ">https://bit.ly/3NVd4mJ</a>
Berak the Cycle	Joshua Smith	<a href="https://www.youtube.com/channel/UCi_H-O6VnCcQCEO3BDIE7M5A">https://www.youtube.com/channel/UCi_H-O6VnCcQCEO3BDIE7M5A</a>	 <a href="https://bit.ly/38QdyLW">https://bit.ly/38QdyLW</a>	 <a href="https://bit.ly/3zeEwYx">https://bit.ly/3zeEwYx</a>
Soho Forums	Gene Epstein	<a href="https://www.thesohoforum.org/past-events">https://www.thesohoforum.org/past-events</a>	 <a href="https://bit.ly/38QdyLW">https://bit.ly/38QdyLW</a>	
Ron Paul Liberty Report	Ron Paul	<a href="http://www.ronpaullibertyreport.com/">http://www.ronpaullibertyreport.com/</a>	 <a href="https://bit.ly/38QdyLW">https://bit.ly/38QdyLW</a>	

Liberty Lockdown	Clint Russell	<a href="https://libertylockdownpodcast.com/">https://libertylockdownpodcast.com/</a>	<a href="https://bit.ly/3x1HfSc">https://bit.ly/3x1HfSc</a> 	
Scott Horton Show	Scott Horton	<a href="https://scotthorton.org/">https://scotthorton.org/</a>		<a href="https://bit.ly/3NSPR4z">https://bit.ly/3NSPR4z</a> 
The Tom Woods Show	Tom Woods	<a href="https://tomwoods.com/podcasts/">https://tomwoods.com/podcasts/</a>	<a href="https://bit.ly/3NlkxvB">https://bit.ly/3NlkxvB</a> 	
Part Of the Problem	Dave Smith	<a href="https://gasdigitalnetwork.com/gdn-show-channels/part-of-the-problem/">https://gasdigitalnetwork.com/gdn-show-channels/part-of-the-problem/</a>		<a href="https://bit.ly/3aAEaRz">https://bit.ly/3aAEaRz</a> 

# Libertarian Reading List

## E Ethics & Law

### Novice

Against the State: An Anarcho-Capitalist Manifesto  
A Spontaneous Order: The Capitalist Case for a Stateless Society  
Libertarian Anarchy: Against the State

Llewellyn H. Rockwell Jr.  
Christopher Chase Racheis  
Gerard Casey

### Beginner

The Ethics of Liberty  
The Machinery of Freedom: Guide to a Radical Capitalism  
The Market for Liberty

Murray N. Rothbard  
David D. Friedman  
Linda and Morris Tannehill

### Proficient

The Economics and Ethics of Private Property: Studies in Political Economy and Philosophy  
Liberty, Games and Contracts: Jan Narveson & the Defence of Libertarianism  
Chaos Theory: Two Essays on Market Anarchy  
The Enterprise of Law: Justice Without the State  
Anarchy and the Law: The Political Economy of Choice  
The Privatization of Roads and Highways: Human and Economic Factors  
Against Intellectual Property

Hans-Hermann Hoppe  
Malcom Murray  
Robert P. Murphy  
Bruce L. Benson  
Edward P. Stringham  
Walter Block  
Stephan N. Kinsella

### Statism Critics

### Novice

No Treason: The Constitution of No Authority  
Anatomy of the State  
The Anarchist Handbook  
Socialism Sucks: Two Economists Drink Their Way Through The Unfree World

Lysander Spooner  
Murray N. Rothbard  
Michael Malice  
Robert Lawson, Benjamin Powell

### Beginner

The Problem of Political Authority: An Examination of the Right to Coerce and the Duty to Obey  
The Great Fiction: Property, Economy, Society, and the Politics of Decline  
Democracy – The God That Failed: The Economics and Politics of Monarchy, Democracy and Natural Order

Michael Huemer  
Hans-Hermann Hoppe  
Hans-Hermann Hoppe

### Proficient

The Myth of National Defense: Essays on the Theory and History of Security Production  
The Myth of the Rational Voter: Why Democracies Choose Bad Policies  
Tragedy and Hope 101: The Illusion of Justice, Freedom, and Democracy  
Government Failure: A Primer in Public Choice  
A Theory of Socialism and Capitalism  
Advanced Introduction to Public Choice  
Against Politics: On Government, Anarchy and Order

Hans-Hermann Hoppe  
Bryan Caplan, David Drummond  
Joseph Plummer, Joshua Mackey  
Gordon Tullock, Arthur Seldon, Gordon L. Brady,  
Hans-Hermann Hoppe  
Randall G. Holcombe  
Anthony de Jasay

Economics	Justice and Its Surroundings: The Works and Correspondence of David Ricardo	Anthony de Jasay
Novice	What Has Government Done to Our Money?: and The Case for a 100 Percent Gold Dollar How an Economy Grows and Why It Crashes Economics in One Lesson: The Shortest and Surest Way to Understand Basic Economics Economics for Real People: An Introduction to the Austrian School	Murray N. Rothbard Peter D. Schiff and Andrew J. Schiff Henry Hazlitt Gene Callahan
Beginner	The Road to Serfdom The Ethics of Money Production Man, Economy, and State with Power and Market Choice: Cooperation, Enterprise, and Human Action The Mises Reader Human Action: A Treatise on Economics	Friedrich A. Hayek Jörg Guido Hülsmann Murray N. Rothbard Robert P. Murphy Ludwig von Mises Ludwig von Mises
Proficient	The Use of Knowledge in Society Competition and Entrepreneurship Socialism, Economic Calculation and Entrepreneurship The Fatal Conceit: The Errors of Socialism Individualism and Economic Order Denationalization of Money Money, Bank Credit, and Economic Cycles	Friedrich A. Hayek Israel M. Kirzner Jesús Huerta de Soto Friedrich A. Hayek Friedrich A. Hayek Friedrich A. Hayek Jesús Huerta de Soto
Precursors of Anarcho Capitalism	Discourse on Voluntary Servitude The Law (general author recommendations)	Étienne de La Boétie Frédéric Bastiat Gustave De Molinari John Locke Ludwig von Mises Ayn Rand
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...	...	...
...	...	...
Strategy & Tactics	An Agorist Primer: Counter-Economics, Total Freedom, and You Sedition Subversion and Sabotage Field Manual No. 1 Crypto Anarchy, Cyberstates, and Pirate Utopias The Sovereign Individual: Mastering the Transition to the Information Age A Plan to End the State: How to Create a Slow Revolution Swarmwise: The Tactical Manual to Changing the World What Must Be Done The Helicopter Pilot's Handbook	Samuel Edward Konkin III Ben Stone Peter Ludlow James Dale Davidson and Lord William Rees-Mogg Stephen Rose Rick Falkvinge Hans-Hermann Hoppe Phil Croucher

## Other Good Reads

The Politics of Obedience: The Discourse of Voluntary Servitude  
Socialism  
The Socialist Phenomenon  
Viking Age Iceland  
Marxist and Austrian Class Analysis The Economics and Ethics of Private Property  
Anarchy, State, and Utopia  
The Structure Of Liberty: Justice And The Rule Of Law  
Economic Science and the Austrian Method

Étienne de La Boétie  
Ludwig von Mises  
Igor Shafarevich  
Jesse Byock  
Hans-Hermann Hoppe  
Robert Nozick  
Randy E. Barnett  
Hans-Hermann Hoppe

# Running for Local Office

Running for office is a rewarding experience, but it can also be a challenge. As a candidate, you will get out roughly what you put in effort wise, so decide on what type of campaign you're wanting to run before you begin. Detailed below are some key items that you need to think about before deciding to run, and while running. If you're running unopposed, then congrats, most of the following won't apply. For everyone else, read on through.

## Things to consider before running

Each state handles local elections differently, but in Texas, our local elections are non-partisan. For the sake of this guide, we'll only be covering municipal and school board elections for Texas candidates.

In Texas, local elections are held the first Saturday of May every year, however, you will need to check with your city or school board to see when seats will be available. In Texas, each municipality and school board writes their own by-laws for determining how long terms are and how many terms an individual can be seated for. If you're unable to find this information on your school or city's website, then try reaching out to your city secretary.

## Step 1

The first thing you should do, before running, is to start attending the regular meetings for the position that you're interested in. This will give you a better idea of who's who, common procedures and if it's really something you want to do.

## Step 2

Once you've attended meetings and decided that you still want to run, find out when the next available seats will be up for election. In Texas, interested parties are allowed to submit to have their name on the ballot as early as January (exact date is variable). Some areas may also allow you to request a packet of information the December before, which would contain information regarding rules and regulations for running. Ballot sign-ups close in February, and if you've made it this far, then your name will appear on the ballot!

## Running your campaign

Now that you have your name on the ballot, you need to start promoting yourself. What options you choose are weighed heavily based on the demographics and size of your voter base. There are two methods for promoting; Active campaigning and Passive campaigning.

### Bank Account

Before you get started spending money, make sure to set up a separate bank account specifically for your campaign. This is where you will accept donations and pay expenses from.

### Passive Campaigning

Passive options for campaigning allow residents to find information about you without you having to engage directly with them. Below are some suggested options for passive campaigning:

- Road Signs: These signs should be big (4'x4'); contain not much more than your name, website and tag line, and be readable from a good distance. Check with your city ordinances to determine where you can place them, and make sure to reach out to property owners to place them on their land. Ideally, you would want a road sign at every major intersection within your voting area. Make sure to shop around when ordering these, as prices can vary widely based on the quantity you order.
- Yard Signs: You will want enough yard signs for at least friends and family that live in your area. If you plan on running an active campaign, you will also want additional signs to hand out to people that you engage with. Some private businesses may let you put yard signs on their property even if they don't let you put the larger road signs, so this is something else to consider when ordering. Ideally, you'd order these from the same business that does your road signs so that they already have your graphic on file, but it wouldn't hurt to shop around for these as well.
- Facebook Page: For an online presence, you're going to at least want a Facebook page. This does require that you have a Facebook account, but you can keep that account private. When setting up your page, you can list it as a political page and start posting from it. Follow as many local leaders as you can and also look for local groups to join or follow. Some groups may not like political discussions in them, but there are plenty of political oriented groups to join.
- Website: While intimidating at first, there are many options to setting up a website. The easiest, but most costly, solution is to find a service that will build and host a website for you. This could easily cost several hundred if not thousands of dollars to do, but is the most hands-off approach. If you're technical enough to build a website yourself, or if you have a volunteer that can help, there are many hosting websites that will host your



site, but let you build it yourself. These can run as cheap as \$3/month, but require a lot more work to set up.

- Online surveys: Some counties/cities may have surveys put out by different groups. You should make it a goal to fill out as many of them as possible, and if invited, attend any interviews or forums.

## Active Campaigning

If you're really serious about winning, then this is what will make or break you. Active campaigning requires a lot of leg work, but the rewards can be very rewarding.

- Block Walking: Block walking is probably the first opportunity for the voters to meet you, and the icebreaker to throw their support behind you. The first thing you'll need, is a voter list. This can be obtained from your county for a fee. These lists can be broken down by precincts as to help consolidate your block walking routes. If you are targeting Republicans or Democrats with your messaging, then these lists can be further broken down based on which primary the voters voted in. Once you have your lists, you can either use an app or print them out and get walking. You will want to have an ample quantity of door hangers to leave for people that don't answer.

- Meet & Greets: You can host a meet and greet at restaurants or even your own home. This is entirely up to you. At a meet and greet, you'll want to have a short speech prepared to thank everyone for attending and let them know why you're the best candidate. You should also use this time to answer any questions that people may have and a time introduce yourself to people you haven't met before. Bring yard signs to hand out to anyone that wants one and have a way to receive donations.

- Public Speaking: This is where the true test of your speaking skills come into play. Start attending meetups with groups that are allowing candidates to speak. Have speeches prepared, and be ready to answer questions if asked.

- Mailers: Your largest expense will be mailers. You can utilize the same block walker list, or target all voters, to send physical mailer cards to. There are multiple online services that let you design your cards, upload a list, and have them sent out without a lot of effort. Try to schedule the deliveries at least a week before the polls open to give people enough time to look you up.

## At The Polls

Once the polls open, you want to make an effort to be at the polling locations during active polling hours. Below are some things you can have ready for voters when they show up.

- Sample Ballot: You can print out sample ballots, highlight your suggestions, and hand them out to voters when they show up to the polls. If there are other people on the ballot,

other than those running against you, consider partnering with them to recommend each other when handing out your ballots. You can keep these small by printing 4 copies to a sheet and then cutting them out.

- Yard Signs: Have extra yard signs available for people to take home and show off in their yards.

- Other Handouts: Have any leftover handouts with you to provide with your sample ballots.