

LIBERTARIAN PARTY OF FLORIDA 2020 VISION

OUR 20/20 VISION
GOALS AND PLAN



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AFFILIATE SUPPORT COMMITTEE

- The Affiliate Support Committee has been focused on creating guides and other resources in 2019.
- Future plans include rewriting the Region Representatives guide
- Creating outreach packages for new committees
- And working on a Treasurer's guide

AUDIT COMMITTEE

- Audit Committee spent 2019 working on financial and legal responsibilities
- 2020 includes many recommendations to put in policy procedures and rules to make finances and liabilities more transparent to the Executive Committee.

CANDIDATE COMMITTEE

- Creating a more robust committee of members for the 2020 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

CANDIDATE COMMITTEE

- Our Political Goal for 2020:
- 20 appointed public officials to local boards
- 50 LPF members joining local civic groups
- 20 candidates in live training events
- 10 candidates on LNC's eCanvasser deal
- 20 public officials re-elected
- All candidates to do better than expected
- Submit monthly LPF newsletter articles

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.)
- Work with Membership Committee to further progress on the National CiviCRM program
- Adopt Moodle as our Learning Management System
- Create a recurring newsletter to brag to our membership about the work the LPF is doing

CONVENTION COMMITTEE

- Never forget our May 2019 performance and approach 2020 with vigor, and financial stewardship
- Projected to be a profitable convention in Orlando, creating value without sacrificing quality
- 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
- Introduce the Chair to philanthropic donors for support and buy in to the Party's cause

LEGISLATIVE ACTION COMMITTEE

- Reactive the LAC with more volunteers
- Create a 2020 ballot guide for voters, was a hot search in 2018 which needs to be taken advantage of before the fact
- Work with the Candidate Support Committee to understand hot topic issues and their demographics for candidates

MEMBERSHIP COMMITTEE

- 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
- Prepare for 2020 influx of new members and exploiting the opportunity fully

PLATFORM COMMITTEE

- Complete and pass the 2020 long version of the platform at convention


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

MEMBERSHIP COMMITTEE

- Complete and pass the 2020 long version of the platform at convention

PRESIDENTIAL ELECTION

- In May the LP will select its presidential nominee, at which point the opportunity to create down ticket support for our LPF candidates is humungous
 - We want to capture new members, new volunteers, and new votes as all eyes are on the Presidency
 - Having systems and people in place to capture this opportunity is vital
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REGIONAL REPRESENTATIVES

- Create a monthly Regions Reps round table call on the first Sunday of the Month at 7:30PM on the EC line
- Discussions will include an informal agenda and round table discussions, focuses will include best practices and teamwork
- Region Reps will not be penalized for not attending, but will be strongly encouraged to do so
- Phone banking in Regions with the most opportunity as a collective effort as well as in one's own Region will be crucial for Affiliate Creation

COMMITTEE CHAIRS & OFFICERS

- Committee Chairs will continue to 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 create 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