Regional Training

When I developed the first regional training a few years ago, I knew it had the potential to propel the entire Party forward. Little did I know, however, that in 2021 it would take off into something much greater than I could even manage. We set attendance records, had a list of who's-who in top-level trainers, and managed to get our hands on even better information on how to manage and win effective campaigns.

The weekend-long, intensive training took place in person across all 8 Libertarian party regions. Attendees could choose between two main tracks: Campaigns and Affiliate Leadership. Each training utilized the talents and knowledge of 5 to 7 experts.

Attendees who completed all of their classes received a certification and had the option to be listed on LP.org. This helped with two major pain points - delegates who wanted to know what persons seeking party leadership positions had a baseline knowledge of best practices and candidates looking for trained campaign staff. There were 297 attendees from 42 states with 257 of them earning certification.

The training was funded entirely by donors. While it's true that everything the LP does is funded by donors, regional training is funded *directly* by donors, meaning they invested directly in the effort. Further, our donors didn't just give money; they donated other resources like volunteer time and food. One donor even donated the facility we used for the Virginia Beach training so we could comfortably seat over 100 attendees. Libertarians are investing in this training because they know this is how we will grow the Party.

It provides invaluable networking opportunities. Rarely can Libertarians meet up across state lines. It's even difficult for some state affiliates to get their members together. Regional training brings Libertarians together from nearby states. Breakout sessions provide the opportunity to connect with members in different

state chapters and a 5 pm end time on Saturday allows everyone to continue networking and mingling throughout the evening.

Attendees are asked to take a survey upon the conclusion of the training and the results are good. Really good. The overwhelming majority of those who attend regional training highly recommend it to other Libertarians. It's the reason why word of mouth has driven engagement in the effort over marketing efforts. Angela Pence, who attended the Atlanta, Georgia training, said, "I thought that because I had worked on campaigns already, I would know a lot of the information, but I didn't. I encourage anyone who is looking to expand to take this training. It is an insanely valuable resource." When asked how likely are you to recommend this training to a friend, attendees ranked it a 4.8 out of 5.

Attendees receive a binder full of material including worksheets, one-sheets, and graphics. These documents compliment the training and allow attendees to take notes and develop their own campaign and affiliate plans in real time. There are also materials in the binder that are not covered in the training due to time constraints, but nevertheless provide value to the reader.

Regional training compliments the training offered at the 2022 national convention. This Regional Training gives attendees a high-level overview of what is needed to run a successful campaign and run an active state affiliate. The Day of Education, offered at the National Convention, was much more specialized.

Over the past year, we've seen affiliates and candidates acting on the information they've learned and getting serious results. Candidates are experiencing a higher rate of return on their fundraising efforts and many affiliates are experiencing increased membership.

2021 Election results
The 2021 election was very successful in multiple ways. We saw continued success in our contested races. Affiliates are developing strategies for recruiting, training, and supporting their candidates and are sharing those ideas. Candidates and campaign teams are learning better techniques and increasing in skill.

250 Candidates (21 Incumbents) - 231,546 voters voted for a Libertarain candidate in 2021
    145 Total Elected (16 Incumbents) for a 58% win rate
        Partisan 117
            Contested 18 (8 Incumbents)
            Not Contested 99
        Non-partisan 28 (8 Incumbents)
            Contested 20
            Not Contested 8
      100 Not Elected (2 Incumbents)
        Partisan 57 (26 lost to D, 23 lost to R, 8 were other/fusion)
        Non-partisan 43
      5 Unresolved (3 incumbents) recount, run off top two, ballot qualification issue still to resolve

226 muni/143 elected for a 63% win rate
6 county/2 elected for a 33% win rate
15 State Legislature/0 elected
3 Statewide/0 elected
Looking at contested races only, our candidates had a 27% chance of winning the election.

To put these numbers in historical perspective (*this includes contested and uncontested*):
In 2019 we had 313 candidates, 102 wins for a 33% win rate
In 2017 we had 145 candidates, 54 wins for a 37% win rate
In 2015 we had 119 candidates, 42 wins for a 35% win rate

2021 Candidate Aftercare: To show our candidates appreciation, check on them, and lessen burn out, our goal was to call each candidate within 48 hours of the election and send a handwritten card within 5 days thanking them for their run. To accomplish the call within 48 hours volunteers from LP National staff, the LNC, and the Candidate Support Committee assisted. For those we had phone numbers for, the majority of calls were made within the 48 hour window. For those we had mailing addresses for, most received a thank you note within 5 business days - except for winners since we need to send them a pin.

While the calls were made to thank the candidate for running, they also provided invaluable information on areas such as good campaign members, roadblocks, solid candidates ready to run again in a more competitive position, and other successes

of campaigns. This information can be used to tailor training and also look for potential candidates for the Frontier Project.

Election night coverage
On election night we offered 4 hours of live coverage of the election streamed on Facebook and YouTube. Laryssa Gaughen assisted me in hosting, while John Gabso produced. Tyler Harris, Chris Clemence, and Drew Hreha assisted in finding election results, updating the CG/scroll, and assisting guests. We had a mix of guests on the show: some Spring election winners, candidates, winners as we found out their results, a Frontier Project Candidate, Affiliate and LNC leadership.

We had 3.3k views and 11,598 people reached. The interactions were overwhelmingly positive. Live coverage of the election helps connect Libertarians to what is happening outside of the one race they may know of and lets them join in our successes.

As I look back on 2021, it is my hope that the work we have done will translate into an even more successful 2022. Hopefully the trainings have given us plenty of candidates, campaign staff, and affiliates ready to support larger scale campaigns that will be run in the coming year. And hopefully, we will find more success at higher levels due to the work we are doing to prepare.