

Liberty for America Late October 2016

Johnson Campaign Fundraising Fades to Half

We now have the Johnson 2016 campaign finance disclosures covering September, the so-called 'October' report. For September 2016, the Johnson campaign raised \$2,635,786, barely more than half of the campaign's August fundraising of \$4,971,147. The campaign began September with \$2,599,349 cash on hand, spent \$4,017,873, and ended the month with \$1,217,262 cash on hand.

And how was the money spent? Readers will note that 80% of all funds went to advertising, just what one would expect from a well-run campaign.

Advertising: Evan Twede, inc.: \$2,409,151; Facebook - \$306,082; IVC Media - \$235,061; Google Software - \$121,240; Printing \$67,047; Prime Source - \$58,349; City Creek Entertainment - \$45,701; Various (Jesse Ranney, Logan Productions, Power and Industry) - \$34,377; Mailchimp - \$8800; Christopher Miller - \$4,450; Snapchat - \$1,487.

Travel, mostly air (76 entries) - \$46,879. Political Event Venues - \$77,204; Event Production - \$5000; Registration Fee - \$1,665.

Campaign Consulting - \$382,422, including \$215,000 to Liberty Consulting Service; Fundraising fees - \$13,602, including \$8595 to Avondale Finance; Media Consulting - \$10,000 to Joe Hunter; online fundraising - \$7070; Social Media \$6651; Grassroots Advocacy - \$717

Money management: Merchant Service - \$102,072; Accounting Services - \$24,875; Bank Fees - \$1383.

Other: Software (Northstar Campaign Systems, Polis Politics, SlackSlack) - \$27,598; Office Supplies - \$3035, Rent - \$2500; Insurance - \$2466, Postage - \$1611, Software - \$1602; Utilities - \$659; Fortress Security - \$512, Telephone - \$453; Oregon Filing Fee - \$260; Internet - \$205.

Joint Fundraising Committee: We now have the third quarter report for the Johnson 2016 Joint Fundraising Committee, an object that lets large amounts of money be raised from single donors, namely a person's donation limit to a joint fundraising committee is the sum of the donation limits for all the groups that have joined the joint fundraising committee. Thus, I could (but have not) given to the joint fundraising committee with one check my \$30,000+ limit for the LNC, my \$10,000 donation limit for each "qualified" state committee, and my \$2700 donation limit for each non-qualified state committee, for more than \$100,000 from one donor to the committee. The candidate effectively keeps all the money; the 'joint' aspect does not extend to the national or any state committee having any likelihood of getting any benefit out of it.

For the third quarter the Johnson Joint Fundraising Committee, the Gary Johnson Victory Fund, raised \$2,317,690. We have total donations by month for the month in which people had given more than \$200. These totals are \$161,900 for July, \$508,002 for August, and \$755,883 for September. Donations from donors who have so far given less than \$200 are not reports by month. The dates are the points at which the cumulative donation from an individual reached \$200, and therefore may well include donations made in prior months. A reasonable estimate is therefore that half or a bit more of the \$2.3 million was given in September.

And where did the joint fundraising money go? Advertising: signs - \$260,363, promotional items - \$508,938, online advertising - \$155,912, “advertising” - \$70,000, printing - \$15,016, shipping fees - \$40,521, postage - \$153, for a total of \$1.05 million.

Fundraising: catering - \$12,308, event expenses - \$49,634, fundraising Commissions - \$60,842 to three people and to Avondale Finance.

Money handling: Compliance services - \$750, credit card fees - \$35,445, legal and compliance services - \$33,500.

Other: data services – 51,000, monthly fees - \$319, reimbursement of startup expenses - \$10,000, Travel reimbursement to Avondale Finance -\$4076.

Political Strategy consulting - \$10,600. Digital media consulting - \$40,230.

The unambiguous advertising component was \$1.05 million out of \$1,362,692 spent. In round numbers, 4/5 of spending clearly went to advertising. Fundraising casts were under 10% of money raised, while Money handling, data services, and other were around 6% of all spending. Consultants, which appears to have included the substantial human effort in online ad management, were under a twentieth of all expenses.

The Source Caught!

A false rumor is stalking our Republic. The meritless claim is that if the Libertarian Presidential campaign gets 5% of the vote, our 2020 candidate will have nationwide ballot access. The claim is completely false. For a chart of places where the Presidential vote in a particular state can have some effect, not a good effect in every case, see the latest LP News.

Thanks to a correspondent, we have finally uncovered a source for these rumors. It may not be the original source, but it is the source that vast numbers of Libertarians will read and believe.

The Source is the Johnson Campaign. We quote from their latest fundraising message:

“We need you to [chip in right now](#) to make sure we have the resources to change the course of history.

Why?

Because getting just 5% of the popular vote will bring about the most devastating blow to the two-party duopoly

that protects the Republican and Democratic parties from real competition.

How?

If we get 5% of the popular vote, the Libertarian Party will have automatic ballot placement for future elections, we will get substantial federal funding, and the establishment on both sides will have to face a real competition from day 1 of the election cycle.

Remember, the candidates for President and Vice President are both former governors. They held elective office. They can hardly not know how ballot access works in their own states.

We put the key line in red so you can't miss it. The Johnson campaign is claiming that 5% of the National vote gets the LP 'automatic ballot placement'. The only reasonable interpretation of 'automatic ballot placement' is that the description applies to the whole country. The claim is complete blatherskite. In most states, the Presidential vote total has no effect on 2020.

Nor is this the only case in which the Johnson campaign has advanced its claim.

As supplied to us:

10/21/2016 GJ fundraising email:

If we get 5% of the popular vote, the Libertarian Party will have automatic ballot placement for future elections,

10/24/2016 GJ fundraising email:

What the two major parties don't want voters to know, is that for every vote we get over 5% comes major party status for the Libertarian party. It means automatic ballot access for Libertarian candidates.

One prominent former LNC member, addressing our party leadership, has written *"Is there any recourse for LP members concerned our presidential campaign is flat out lying to donors and supporters? This isn't a matter of opinion... the claim that a 5% vote results in major party status and automatic ballot access is demonstrably false.*

By the time the duped voters and donors realize the campaign intentionally deceived them, Gary Johnson and his conservative Republican staff will be long gone, leaving party officials holding the bag.

I have to hear about the 5% canard every day... it's pretty clear where this unfounded rumor is coming from."

A current LNC member writes: *"The 5% major party status was on the website that is false. There are some states in which that is true (Washington) but this was stated as nationwide. I have had people very confused here in [my state]."*