Let Freedom Ring CMLC Liberator

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This Is Julie

...by Bill Kelly

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[Editor's Aside: This is probably the most frightening piece I am ever likely to publish.]

Hi, c'mon in. I need to show you something.

This is Julie..... Yes, she is very pretty when she sleeps. Can you believe she worries about her weight?I know. It's crazy.

Don't worry about making noise. First, she sleeps like a log. Between being a full-time nursing student and working at a halfway home for people with disabilities, she stays very busy.

(Continued on page 2

News

Reports in the newspapers indicate that we have approximately three State Senate candidates and 13 State House candidates. The Republicans are rumored to have 11 State Senate candidates, and around 80 State Representative candidates.

From press reports, this September the primary ballot for U.S. Senate will show a Democrat, a Republican, and a Libertarian. If they survive their own primary elections, which is not certain for the Republican or Libertarian, they will be joined on the November ballot by Constitution Party candidate Philip Lawler, perhaps Timesaver candidate Philip Hyde, and possibly by

(Continued on page 8)

Millions Moms March Dangerous To Women And Kids

....Liz Michael

[Reprinted with Permission]

I'm going to come right out and say this. I can't mince words any longer.

The so-called "Million Moms March" represents a clear and present danger to every woman in this nation, especially every teenage girl in this nation. Every woman participating in this march is participating in an act that may very well lead to her own death, assault, or rape, as well as the death, assault or rape of any woman or young girl in her family. Every individual participating in this march or financing this march is effectively sponsoring a future criminal assault on me and people I love, and I hold them as responsible as the criminal him-

(Continued on page 3

Our Web Pages

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http://www.cmlc.org
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Newest Congressional Lunacy It Violates The First and Fourth Amendments

[Press release sent to your editor.]

Anti-Meth Bill to Ban Websites, Magazines, and Increase Incarceration! The Methamphetamine Anti-Proliferation Act may soon become law. This bill proposes to ban most pro-pot books and websites, increase the penalties for production of marijuana and other drugs, allow police to make secret searches of private homes, and add thousands of DEA agents to smaller communities.

The legislation was unanimously passed by the Senate (S.486) with little public awareness last November, and is presently before the House of Representatives Judiciary Committee (HR.2987). The bill has begun to get some media attention and legislative opposition, so there is a small chance for amendments at this stage. A full floor vote is expected in early June.

The bill was originally introduced one month after US Drug Czar Barry McCaffrey quoted the Cannabis Culture website before Congress, and said he was getting "rolled in the public arena" by pot-supporters.

(Continued on page 5)

CMLC LIBERATOR Page

a Natural Law or Reform party candidate.

Ilana Freedman, Libertarian candidate for State Senate, Fourth Middlesex, filed her papers yesterday and has the receipt from the Election Division that says "On ballot unless otherwise notified". Ilana had 416 certified signatures (300 required).

Jim Mollison, Libertarian candidate for State Representative from Billerica filed his papers yesterday and has the receipt from the Election Division that says "On ballot unless otherwise notified". Jim had 176 certified signatures (150 required).

Local Pro-Liberty candidates Al Wilcox, Terry Franklin, and Mike Froimowitz all collected the signatures they needed to gain ballot status. Across the state, pro-liberty candidates had about a 50% success rate on ballot access.

Heartiest congratulations to candidates and their friend who managed to surmount the obstacle of Massachusetts Ballot Access and get our candidates on the ballot! It was a lot of work. It was hard work. But it was successful, and it is through successes like these that we will do even better in the future.

Who Are We?

The Pioneer Valley Libertarian Association is Massachusetts' oldest local Libertarian organization, with regular meetings since 1995. The PVLA and its sister Central Massachusetts Liberty Coalition work to advance freedom across Massachusetts' 1st, 2nd, and 3rd Congressional Districts, stretching from Williamstown to Dartmouth. Read about the PVLA and CMLC at http://www.wmlp.org and http://www.cmlc.org.



First Class Mail

(Continued from page 1) [This is Julie]

Second, if we could wake her now, maybe she could stop... Well .. you'll see.

No, don't worry. I'm okay.

Well, you see. Right now, her phone line is being cut.

This trailer actually belongs to her brother-in-law. He lived here as a bachelor. When he married her older sister, they moved to an apartment.

They plan to build a house on this land someday, but well ... they might change their mind.

Yeah, the trailer is pretty old. Her brother-in-law couldn't have gotten enough to make it worth selling. It wouldn't have rented for enough to make it worth the hassle of dealing with renters.

When she finished her freshman year in the dorms, he offered it to her rent-free. Her dad built the deck in the back. He built it in sections back home and hauled it up here in his truck. He and her brother-in-law assembled it.

It works pretty well for her. She's about twenty minutes from campus and fifteen minutes from work. She never had the time, money, or inclination to join a sorority. Even regular apartment life can have more distractions.

You heard that? Yeah, so did I. Julie did too. See? She's stirring; opening her eyes.

The guy who cut her phone lines just broke in the back door. It really didn't make that much noise. The doors on these trailers aren't very solid. The one bad thing about the deck is that it gave him a little more solid footing when he did it.

He's walking into the living room pretty carefully. He's not really worried, he's just spent so much of his life sneaking around that he's always a little stealthy.

Yep, her eyes are wide open now. She's not certain whether she heard something or whether she just had a dream. Yeah, her teeth are chattering a little.

He sees the extension cord running from the socket to the lamp over her favorite chair. That's where she likes to sit when she reads. The lampcord didn't reach any outlets from that corner. He's unplugging the lamp, but he decided just to jerk the cord from the wall.

Yep, she heard that. She's picking up the phone, but there's no dial tone. He already took care of that. She sits up in bed. Unfortunately, her cell phone is in the kitchen with her purse. It might not matter. The real phone would have instantly told the police where she was, and they could have been here in ten minutes. With the cell phone, she would have to give the ad-

dress. Speaking clearly when you're this terrified isn't 2easy. Maybe the police would get here and maybe thev wouldn't.

She wishes she had listened to her father. He wanted her to bring a gun. He taught her to shoot a couple of years ago, and she knows how to handle his old .38 pretty well. Still, she refused to bring a gun.

You see - Julie's only 19, and the federal government has now made it a crime for 19-year-olds to have a gun. No, she realizes that if she kept quiet about it she'd probably never be caught or never prosecuted if she were caught. However, she believes in obeying the law, and she doesn't want to take a chance on having a criminal record.

The guy walking down her hall with a knife in one hand and the extension cord in the other is 19 also. He can't legally own a gun either, but that wouldn't stop him. The only reason he doesn't have a gun is that he doesn't need one for what he has in mind.

According to our government, Julie can have a gun in two years. Unfortunately, no, I shouldn't say that. It isn't a matter of "fortune," "luck," "chance," or anything like that. This situation resulted from a deliberate decision by our government.

What I was going to say was that Julie doesn't have two years. She has about forty horrible minutes.

My name is Bill Kelly, and I am the original author of the "This is Julie" commentary. You can find this commentary at my website at

http://www.geocities.com/wftright/2ajulie.html

(Continued from page 1) (Million Moms March) self.

I know what you're going to say: "Liz, isn't that a bit strong? Can't intelligent people agree to disagree?"

No, not on this. I'm tired of trying to make peace with these people. I'm tired of having to defend my right to protect myself and my family. Tired of protecting my right not to be raped. Not to be murdered. Not to be a victim.

I usually approach the subject of the Second Amendment with the approach for which I believe it was designed: namely that the Second Amendment was designed to keep various arms in private hands to insure against the establishment of a tyrannical government. I'm gonna not talk about that: for now. The Jewish Holocaust and the Armenian Genocide notwithstanding.

I'm gonna frame the firearms issue strictly in terms

of one factor. Natural law.

First of all, let's establish one premise. A person under attack from an assailant has an inherent human right to defend themselves from that attack by any means necessary. I think most of us, in our hearts, believe that. If you do not believe that, you're already a stupid idiot. *Yes! You! Stupid!* I said it. I meant it. Deal with it.

Second. That right is natural and inherent. It is a right that any creature on this earth has by nature of their creation. Look at mammals, birds, insects, you name it. The vast majority of them are vested by a survival instinct to automatically repel any attempt to harm them, to prevent it, to hide from it. They are also given, in addition to their natural characteristics for self-defense, a brain, to devise ways of protecting themselves from attack, sheltering themselves from attack, and so forth.

Third, this right and instinct extends to *their family*. Look at almost any animal species, and you will always see vigorous attempts by mothers, and often even fathers, to protect their young. But it's not just blood relatives. That instinct toward self-protection also extends to the pack, the pride, the colony. Even if members of the colony really aren't related.

Fourth, the right and instinct also extends to *their property*. You see this in the wild. You even see it among pets. It's why dogs make such good guards. They instinctively protect the turf. And not just real property, but *things* also.

I had to lay all that out. Because I think everyone who deludes themselves into thinking they are civilized, or live in a civilized society, ties themselves to the bizarre concept that all society's problems can be solved if only they can pass some *stupid little law*.

The criminal, though, like the predator in the jungle, is under no such delusion. The criminal determines exactly what he wants, what his soul craves, and he goes after it. Sometimes the law does dissuade him. But the more vicious and demented he is, or the greedier he is, the less likely any stupid little law will deter him.

So into this eternal battle between criminal and citizen, come these individuals. They say that "we all will be safer if we all submit ourselves to restraints upon when and how we are allowed to defend ourselves, and we must get government approval to defend ourselves, and only defend ourselves in the way the government states we can. And we don't want any defense methods to be transferable from one person to another. And kids shouldn't be allowed to defend themselves."

Of course, they don't say it *that* way. They say "we want government registration of handguns."
"We demand trigger locks be sold with every gun."
"We want every gun owner to be licensed by the government." "We want to compel smart guns." "We want a Juvenile Brady bill."

Gun control isn't just unconstitutional. Gun control isn't just a bad idea.

Gun control is unnatural. It is against nature. People don't act like that. No creature on earth acts like that. Regardless of your religious belief, regardless of whether you think we have a soul or spirit or not, you must concede that however we came to be here, and whatever else we are, we are in animal form, and we have animal instincts, and one of those animal instincts is the instinct, the duty, to protect ourselves, our family, our friends and neighbors, and our property from harm. And we would not have flourished as a species without that natural instinct.

Now some of these "Million Mugger-enabling Meddlers" will ask me "Liz, do you want your six year old girl to handle firearms? Your sixteen year old boy? Aren't you afraid of having a gun in your house because of that?"

I'll be frank with you. Given the penchant for child molesters and child rapists, I frankly would get my kids to a shooting range at early an age as possible so that they may familiarize themselves with that means of self-defense, as well as familiarizing them with other self-defense methods. I frankly would rather my child have a piece concealed and know how to use it in to-day's world. I would probably give him one. I probably wouldn't let him go to a public school where he couldn't carry it.

Which brings me to the point. The "Million Mugger-enabling Meddlers" would have my full support if they were, like Mothers Against Drunk Drivers, demanding stiffer criminal penalties for physical assaults against children.

But the "Million Mom March" is doing the opposite. They aren't trying to make it safe for my kid to walk the street. They're actually setting up situations where my family might be rendered defenseless against these same thugs. How so?

Everything they propose...everything!...is aimed against me protecting myself and my family protecting itself, not for it. Forget the damned Constitution for a second. Forget the damned country for a second. A waiting period denies me for the length of the waiting period my access to self-defense and defense of my

family. Permit and licensing requirements do the same thing: delay and prevent my natural instinct for selfdefense. Age requirements: same thing. Saying a teenage girl is legally prohibited from carrying a firearm is like giving a child snatcher free license at her.

What about trigger locks, Liz? Surely you can't be against mandating trigger locks? But it's the same thing. A trigger lock places an assail at a distinct disadvantage. Crimes don't happen in days. They happen in seconds. Suddenly. Every second is precious in a self-defense and a trigger lock costs precious seconds and might disable the firearm entirely.

But enough of this falderal. Forget how many votes you have or think you need. Forget your interpretation of the Constitution. You have no right to tell me how I am to defend myself or my family. You have no right to tell my neighborhood how it is to defend itself. None. Notta. Zippo. Zilch. No stupid little law you pass against us will ever negate that natural Godgiven right and instinct. Deal with that.

The gun control people, in my opinion, have crossed a line in the sand. This ceased to be a civilized discussion long ago. This is a matter of self-protection. A matter of turf. If you are in favor of restricting the citizens' right to self-defense and defense of her family, then you are on the side of the criminals. Either you believe an individual has a right to defend against an assailant unhampered by stupid little laws, or you are on the side of criminals. And if you believe in using the power of the state to come down on me for protecting myself or my family, then both you and the state that does that are criminals. *Yes! You!*

And I'm here to tell you, on behalf of many many Americans with families, that we will have none of it any longer. Million Mom March supporters, what you advocate, if you succeed, will be a prelude to revolution. That is neither a threat nor a promise. That is natural law. We will not take these stupid little laws aimed at us any longer. We will, like a mother lioness defending her turf and her cubs, use any means necessary. Ultimately, whether you want it or not, natural law will assert itself. Deal with it.

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Drug-info ban The bill has many troubling aspects, foremost of which are its harsh censorship provisions. The bill bans any publication, website or even verbal communication which explains how to manufacture any controlled substance.

This provision would ban magazines like Cannabis Culture, High Times, 420 Times, pot grow books, and even private conversation on how to grow buds. Other banned information could include the safer use of illegal drugs, information on needle exchange, and a doctor discussing medical marijuana with a patient.

The bill also bans advertising of "illegal drug paraphernalia" in any form, including prohibition of internet links to sites which sell such items. This targets the advertising base of most pro-pot magazines and websites, and gives a second excuse for seizures and harassment.

Although the publishers and staff of magazines printed outside the US would be difficult to prosecute, this law would allow magazines to be seized by customs agents at the border. Printers, distributors, retail stores and Internet Service Providers could also be targeted.

Banning books

The section of the bill which would ban pro-pot publications is as follows:

It shall be unlawful for any person-

(A) to teach or demonstrate the manufacture of a controlled substance, or to distribute by any means information pertaining to, in whole or in part, the manufacture of a controlled substance, with the intent that the

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The Pioneer Valley Libertarian Association meets monthly at Bickfords Family Restaurant, Old Boston Road, Springfield. Bickfords serves dinner, breakfast, and a full range of desserts. Meetings start at 7PM, with a working meeting at 8PM.

The Worcester County Libertarian Association meets the third Sunday at Tweed's Restaurant, Grove Street, Worcester, at 6PM. [This is not the Tweed's Restaurant on Route 9, Shrewsbury.] Bring a friend. WCLA organizers include Kevin Haskell, City Council candidate Jerry Horton, and George Phillies.

The PVLA and CMLC web sites are hosted by Excell.net (http://www.excell.net) a locally-owned, locally operated internet service provider offering solutions to people and businesses in the Pioneer Valley. Why not patronize a fellow Libertarian? See www.excell.net for excellent internet service.

teaching, demonstration, or information be used for, or in furtherance of, an activity that constitutes a Federal crime:

(b) PENALTY- Any person who violates subsection (a) shall be fined under this title, imprisoned not more than 10 years, or both.

More jail, more narcs

The Methamphetamine Anti-Proliferation Act also adds a ten-year mandatory minimum sentence for causing "risk of harm to the environment" while producing any banned substance. This clause is ostensibly aimed at supposedly toxic methamphetamine labs, yet it could also be applied to outdoor cannabis growers using fertilizers or modifying terrain to suit their illegal garden.

The bill would also create many more DEA agents, to be stationed in "small and mid-sized communities." The added manpower will be used in "interrogating suspects, conducting surveillance operations, and collecting evidence" against drug users.

Some House Democrats have been pushing for amendments to the bill. Wisconsin Congresswoman Tammy Baldwin, the first openly lesbian woman elected to the US Congress, has proposed amendments which would either strike the censorship provisions, or exempt material otherwise protected by the First Amendment. However, there is little political support

for such alterations. Secret searches

Another important clause in the bill is so carefully hidden that it almost went unnoticed. A recent article by http://www.mapinc.org/drugnews/v00.n071.a01.html Dave Kopel in the National Review Online reported how the bill will "authorize federal agents to stealthily enter people's homes, search the homes, and not tell anyone."

The clause is hidden within the bill under the innocuous heading of "Notice Clarification."

Currently, federal agents can search a home with a search warrant whether the owner is present or not. However, they must notify the owner of the search and they must provide an inventory of any items they take.

The new clause would allow federal police to surreptitiously enter a person's home, conduct a search, and not tell the homeowner until months later. Even then, cops would not have to provide a list of "intangible" items taken in the search. So the cops would never have to inform you if they took photographs, photocopied your diary or copied your email after sneaking into your

The federal Bankruptcy Reform Act of 2000 also has the hidden "secret searches" language. This bill has

passed both houses, and was in a conference committee as of late May.

If the "secret searches" provision became law, it would apply to all searches conducted by the federal government, not just those involving methamphetamines or bankruptcy.

According to Kopel, "Should the Secret Searches item be deleted from the methamphetamine and bankruptcy bills, it is likely that Clinton will try to sneak the item into a gigantic budget bill, during the Congressional Republicans' annual fall appropriations surrender."

Action time

There are many things you can do to help stop this kind of censorship and prohibition.

Contact Tammy Baldwin to express your support for her proposed amendments to the bill. Send letters to local and major media explaining why you oppose this bill and why the drug war is wrong. Contact your local and national politicians, and tell them that your vote depends on their stand against such police-state legislation. And support publishers and booksellers brave enough to distribute forbidden books and magazines.

- * Tammy Baldwin: 1020 Longworth Building, Washington, DC 20515; tel (202) 225-2906; fax (202) 225-6942; Tammy.Baldwin@mail.house.gov; http://www.house.gov/baldwin/
- * More information about this bill is available at:
- * An article in Wired Online about this bill is at: http://www.wired.com/news/politics/
- * An article in the Village Voice on this bill is at: http://www.mapinc.org/drugnews/v00/n115/a01.html
- * For legislative information and updates about this bill, go to: http://thomas.loc.gov and do a search for S.486 and HR.2987.
- * For the Senate testimony from when the bill was passed, click on item 6 at this page: http:// thomas.loc.gov/cgi-bin/query/R?r106:FLD001:S14932
- * For the House of Representatives Justice Committee subcommittee on Crime, which is soon to vote on the bill: http://www.house.gov/judiciary/sub106.htm
- * Discussions will be held in the 420 Message Forum at 420Times.Com http://420Times.Com
- * 420Times.Com Would Like to Thank Dana Larsen of Cannabis Culture Magazine for Writing this Story!

Please Visit their website at http://CannabisCulture.Com

listen! wbai-fm! www.vitalcast.com

Letters

Editor:

I would like to share a few things I learned going door to door during the Norton campaign. Most of the people who were not connected to the patronage system felt that the government was stealing from them. I did not have to work hard to convince them of that. The problem is that they also feel that it is hopeless to do anything about it.

There is also a perception problem. To us we look like people trying to reform the country on a shoe string budget. Once in a while one of us will get elected to something. The lobbying effort on individual causes that stopped things from being an even bigger disaster was unnoticed by anyone but ourselves. To the people I was handing the leaflets to, I was another politician. When I explained that the candidate was Paul Norton and not me, I became an underling to a politician. When I said it in Spanish, I because a nice underling to a politician. We did get about 12 votes in the area, so we did get through to someone.

Usually when we win on an issue, we go on to the next thing and forget it. Maybe we should kick the loser after he is down, point out that he was ready to take away freedom and he had to retreat, and do it over and over. I am not sure what we do about the part where we look like another politician trying to con someone for a vote. (That is the way they see it.) Sincerely,

....Robert Underwood

Statistics!

Your editor recently had a chance to work through the district by District vote totals in the special election campaign run by Paul Norton. As you remember, he got 4% of the vote and finished fourth. However, the campaign concentrated in Chicopee. In his home town, Paul got not 4% but 10% of the vote; he was very close to finishing second. All that work we did had a substantial effect. See? Campaigning works!

I also worked through the hit listings for the CMLC web site. A lot of people came through the front door. Other popular entrance files at www.cmlc.org were curfew.htm, rights.htm, uslinks.htm, and antifree.htm.

A Modest Proposal

Local Libertarians and friends worked hard to get Al Wilcox, Mike Froimowitz, and Terry Franklin on the ballot. Is that it? Is there no way to run more people for other offices?

Bob Underwood raised some interesting questions at

the last meeting. We are going to be campaigning this Fall. It is plausibel taht we are going to be distributing palm cards or the like door to door, reminding people that they have a chance to vote for a pro-Liberty candidate.

There are two future opportunities. First, we can in principle get people onto the ballot in the primary, but anyone we run this way needs as many votes as they needed signatures. That's 150 for state rep, and more for higher offices. This is a hard row to hoe.

Second, if we are distributing palm cards for Al or Terry or Mike this October, or if we do a mailing to Libertarians in the region, we have the opportunity to urge people to "send Boston a Message! Write in (list of names.)" Write in candidates rarely win, but they can send a message to Boston that may wake up a few of our more sober state legislators.

We can use that write in campaign to send a stronger message to local Libertarians: These are the people we got on the ballot. To run a full slate of candidates, we needed more volunteers. Why not get us a change in 2002? Why not become a volunteer in the next election campaign in your home town?

We have until October to get Bob's idea into operation. It can be combined with support for current campaigns. Pieces we need include Candidates. Money for Cards. Distribution. Probably a town committee to buy the cards.

...George Phillies

Stand Up for Liberty!

We continue to reprint chapters from George Phillies' book on Libertarian Political Strategy. I continue with the five-step plan for launching affinity groups. The complete text of *Stand Up For Liberty!* has now been professionally e-Published by Third Millenium, http://3mpub.com, together with George Phillies' somewhat Libertarian science fiction novel, *This Shining Sea.*

In conventional economic theory, a standard assumption is that the market as a whole has perfect information. Inside trading regulations are a response to perceived consequences of imperfect distribution of market information. Investors are regularly counseled to avoid situations in which they personally lack good information. Purchase of a private home or AAA-grade bonds requires less specialized knowledge than, say, speculating in cattle futures. The market may have virtually ideal language, but you can still be totally ig-

norant.

Clever investors have found ways to beat the limitations of imperfect knowledge:

Instead of choosing stocks themselves, clever investors buy a mutual fund whose investment targets and potential risks match their interests and comfort levels. Mutual funds have important advantages relative to other investment devices: They have a welldefined track record, so you can determine how a fund's policies have served investors in practice. They are run by full-time investors, so buying their shares hires you the full-time thinking of an expert at a small fraction of his full-time salary.

Instead of investing in start-up firms directly, clever investors invest in consortia. They give their money to investment bankers who spend their whole life choosing start-up firms. Investment bankers have track records. You can determine what areas they target, and how good they are at choosing their investments.

Instead of launching their own company, clever investors buy stock. They put the money that they can afford in a firm and watch how their investment is handled.

Fortunately, it appears possible to transplant financial investment tools to the marketplace of ideas. Nothing proposed here will stop you from picking your own target campaigns. Nothing proposed here will stop you from launching your own project. I am proposing new ways to support the Libertarian movement, but the old ways will still be ready and waiting. You can still donate to your national Party, state Party, or local association. You can still donate to your choice of local, state or Federal candidates.

Method: The Unified Collection Plan

There are substantial overhead costs (fund-raising, accounting, reporting) associated with launching an individual political project. One way to reduce these costs to spread fundraising and bookkeeping costs over several projects. Under the Unified Collection Plan, a single support organization provides their members and donors with a description of each proposed project, who is running it, what it will do, and so forth. The supporting organization then receives donations, establishes notionally separate accounts for each project, distributes money to those accounts as directed by the individual donors, and disburses money to match project expenditures.

Supported projects must satisfy several criteria. Their support must be consistent with local campaign finance laws. The supporting organization needs a single contact with each project, the contact relaying spending requests from the project to the support organization. As a financial safeguard, supported projects may not spend money from the Unified Collection Plan accounts until they have been given the money by donors. A variation on this plan has been established by the Pennsylvania State Libertarian Party. This variation supports the Libertarian Strategy Caucus, http://www.lp2000.com.

How might donors allocate money to specific projects? The support organization mails project proposals to subscribers. The mailer has a return envelope with check boxes, allowing donors to specify how much of their donation is going to each project. For example, a state party might have projects for running Operation Politically Homeless booths, college organizing, strategic planning, fundraising, membership recruitment, and general advertising. The donors fill out their checks and fill in the boxes.

A wide variety of legal restrictions, some different in each state, affect whether or how this scheme can be used to support individual candidates for office. Recent advances in e-Commerce, in which donors can make payments by credit card over the internet, simplify compliance. Each donation can be directly routed to the appropriate campaign fund, potentially avoiding the suggestion that the support organization is improperly functioning as an unregistered political action committee.

Several questions arise at this point. For example, how is the supporting organization supposed to pay for its own expenses? Clearly, it could raise funds specifically for fundraising. It could also levy a service charge -- honesty requires that the service charge be revealed to donors -- on each donation. Guaranteeing that the stated service charge was a maximum and that only costs would be recovered will reassure readers. An analysis that compares the guaranteed maximum expense rate of your support organization with the huge effective overhead rate of some fundraising plans -- which may show millions raised, but only hundreds of thousands spent on actual campaign advertising -should be well received by informed donors. Many state parties publish their own newsletters. A Unified Collection Plan run through a state newsletter, the return envelope bundled with the newsletter, might have very low marginal costs.

To Be Continued.....