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Crisis in the making

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Y'all,

Wed Dec 22, 2010 4:38 pm

I hate to be writing this email. The elephants in the room should be obvious. They are:

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- 1: Liberty Forum is headed for disaster in virtually every measurable way.
2: The FSP's finances are headed for disaster.

Varrin Swearingen <varrin@...> captainacepilot Online Now Send Email

Weeks ago, I indicated that we needed to prioritize those two issues. Since that time, *some* progress has been made.

Liberty Forum has a keynote. There has been some promotion of Liberty Forum. However, the lineup isn't rounded out, promotion has been way too little way too late (litmus test: if my wife doesn't tell me she's hearing about it several times a day, it's way too little), and sales is commensurate with promotion (WAY underperforming).

The FSP had a money bomb. It did actually get far enough to have an announcement. It did manage to raise over \$8000 for the FSP. But it, too, was insufficiently promoted and WELL underperformed last year's well-promoted money bomb.

I have avoided getting too personally involved in either. I don't want to

micromanage this organization's activities. I don't have the time to micromanage this organization's activities. And I think it sets a bad precedent to have the same half-dozen people doing all the important work.

Yes, I'm disappointed. Yes, this is a bit of a verbal spanking. But now, we need to figure out where to go from here. If we continue on the path we're on now the FSP will be bankrupt this winter.

Let me say that again.

If we continue on the path we're on now, the FSP will be bankrupt this winter.

My question to all of you is this: Do we want the FSP to be bankrupt? Do we want to close the doors on the most effective pro-liberty organization in our lifetime?

If not, we need to do whatever it takes to:

- 1: Ensure the success of Liberty Forum, and
- 2: Raise the rest of the funds we need to keep the FSP operating (I'd say another ~\$20-25k in the next couple months at a minimum).

To these ends, I first ask Rich and Brandon to submit their plans *here* (on Doers) to resolve the underperformance of these two projects within the next 30 days. Further, I invite anyone else to submit your suggestions and/or plans, competing or complimentary, as the case may be. I request that you stick to constructive suggestions. I'll do likewise (under separate cover as a reply to this email).

I hope we can work together to resolve these issues. I'm very sorry I'm having to write this, especially around Christmas time when many of us are trying to focus our attention on our families (or anything other than FSP-related issues).

V-

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Varrin Swearingen varrin@...
freestateproject.org Liberty in our Lifetime
MD-11 Captain World Airways
Drums & Percussion Daniel 12:4

=====

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<p>Crisis in the making Y'all, I hate to be writing this email. The elephants in the room should be obvious. They are: 1: Liberty Forum is headed for disaster in virtually every...</p>	<p>Varrin Swearingen captainacepilot ☺ ☐</p>	<p>Dec 22, 2010 4:38 pm</p>
<p>↳ Re: Crisis in the making And, as promised, my suggestions: ... It appears to me that Liberty Forum's #1 need is promotion. Behind that, is a rounded-out lineup that attracts...</p>	<p>Varrin Swearingen captainacepilot ☺ ☐</p>	<p>Dec 22, 2010 4:51 pm</p>
<p>↳ Money I think the solution is this: We open the kimono and say: The FSP is running out of money we need money to fund things. Like X We then do a 'chip in'.....</p>	<p>Chris Lawless dreepa ☺ ☐</p>	<p>Dec 22, 2010 5:04 pm</p>
<p>↳ Re: Money another idea.... throw a hail mary. Email EVERYONE in the database a letter and say that the FSP is seriously short of money. Tell them what the 2011 budget...</p>	<p>Chris Lawless dreepa ☺ ☐</p>	<p>Dec 22, 2010 7:11 pm</p>
<p>↳ Re: Money I agree 100%. I'd also add to the option for a recurring automatic monthly pledge. -Rich...</p>	<p>Rich Goldman umbc_liberta... ☺ ☐</p>	<p>Dec 23, 2010 1:53 am</p>
<p>↳ Re: Crisis in the making Just regarding the money bomb. I apologize for not attending the kickoff meeting apparently on Friday 12/17. But I did not receive an emailing about the money...</p>	<p>Brian Wright brian_r_wright ☺ ☐</p>	<p>Dec 22, 2010 5:22 pm</p>

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