ADVOCATES FOR SELF-GOVERNMENT

Marshall Fritz, President

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'been writing this letter for two weeks; finished it Sat., 12/8/90

Subject: The Advocates is bigger than Marshall Fritz

Dear friend of the Advocates:

We're at the most dangerous time in the Advocates' history.

Just as we're ready to seize the day, we're losing our founder, me. In this letter, I'm begging you to see that the Advocates is bigger than Marshall Fritz. And, oddly, we need me to leave. But I'm ahead of myself. Let me organize this letter, like Gaul, into three parts:

First: We have our first successful chapter! See their newsletter, enclosed. And we can recruit more chapter presidents with the new "Entrepreneurial Leadership Program." *

Second: We have a new leader! Carole Ann Rand (no relation!) will take it over first quarter 1991 and move HQ to Atlanta. She is the right person to take the Advocates from one chapter to 100. I'm staying on the board of directors.

Third: I'm starting a school as a for-profit venture.

I. Entrepreneurial Leadership Program

This is the key to this

The idea is to "download" the entrepreneurial nature of the Advocates from headquarters to the local libertarian chapter. ("Download" is a computer term for the transmission of good stuff from a central computer to local computers.) Here are some highlights:

* *You can "own" your own tax-deductible local chapter*
* *You get a 60/40 or 80/20 revenue split from HQ*
* *You get quality support from HQ*

The Entrepreneurial Leadership Program concept (E-L-P for short) will allow local libertarian leaders to start tax-deductible chapters of the Advocates. In order to reach what Don Ernsberger described in a recent letter as "long lasting educational units," we must attract quality local leaders and give them quality support. Here's how:

1. The local Chapter President needs to "own" the chapter.

"Own" is in quotes because we are a 501(c)(3) tax-exempt corporation. What I mean is that the Chapter President decides how the chapter is run much like a sole proprietorship. (A successful sole proprietor involves everybody in the information and discussion

* Did you notice the envelope said EVL and the letter says ELP? Well, I got the printer working on the envelopes while I was still drafting the letter. Our new Advocates intern, Darren Belk, made the ingenious observation that EVL could look a bit sinister (OK, "evil"), and suggested the new name. He was right!

NOTICE of IMPORTANT TEST:

This letter is being written without the traditional "TURN PAGE" message. Please advise if this omission hindered you!