

What's wrong?

While we're proud of what we have achieved for such a small organization, we've reached a point where our success endangers us.

Our administrative procedures are not adequate to support our current level of activity. Further, our marketing is inadequate. We've developed excellent products and now we need to get them into the hands of the users. Also, our fundraising has been ad hoc and not systematic and thorough.

These difficulties may be common, even expected, in entrepreneurial one-man operations. But that's not the vision any of us have for the next five years. So we now need to lay the base of procedures and staff to become a real organization.

Here is the work we need to do:

Administration: We need to improve our order processing. While it can remain manual for at least one or two more years, it needs my attention to insure we fill a high percentage of orders promptly, and back-orders are reduced. I don't want another situation like when I was three months late filling an order for Christopher Albright (Louisiana), then lost his order for a fourth month!

Marketing: We need to refine our display advertising that we began in Reason Magazine last year; we need to send product release information and review copies to freedom-oriented media; we need to test direct mail for product sales.

Fundraising: While we have had much successful fundraising experience, and know the principles of both direct mail and large-gift fundraising, we have not yet developed a systematic approach to either. During 1990, I propose to do that.

Friend, I need your help -- financial help -- to keep going and serve you better. Only when I've gotten staff and procedures in place, can I safely return to my long suit: Developing new tools for all of us to use and reaching people of influence with the liberty message.

How we intend to meet the challenge?

We've done the first two steps, and need your help for the next three:

1. Attitude shift from innovate-now-and-do-the-rest-later to if-I-don't-do-the-basics-the-whole-thing-will-collapse. This is hard on me, but it's happening.
2. Move our office out of my home to "a real office" in a business district. This was accomplished October 1. Hooray!!
3. We need to hire qualified staff to work with me and actually perform the necessary administrative and support tasks. Our immediate need is to hire a secretary with administrative skills before I die in an administrative bog.