

Membership Acquisition and Retention Agreement

This agreement is made between the Libertarian Party of California (hereafter "LPC") and the Libertarian Party of _____ County (hereafter "County Party"). The Parties agree that the LPC will engage in joint membership acquisition and retention activities in _____ County and that the both Parties will pay a portion of the membership acquisition and retention costs. Specifically, the Parties agree:

1. The LPC shall process membership remittances, send up to four renewal letters, and from time to time send direct mail letters to prospective new members within _____ County.
2. In consideration thereof, the County Party shall pay to the LPC (or the LPC may deduct from payments otherwise due the County Party), \$30 for each new member toward the estimated \$60 acquisition cost per new member and \$0.50 per month per member toward the costs of processing remittances and sending renewal letters to members before they lapse.
3. The County Party agrees to phone each lapsed member to ask why they did not renew and to share each month a summary of the answers with the LPC.
4. The County Party agrees to phone each new member to welcome them to the Party and inform them of the time and location of local meetings.
5. Either Party may terminate this agreement upon 90 days written notice.

Executed on the _____ day of _____, 2005, by

Aaron Starr, Chair, Libertarian Party of California _____

_____, Chair, Libertarian Party of _____ County _____