

Michael Cloud Invoice May-Dec 2012

Libertarian Party Fundraising Letters

Appeal	Drop Date	Description	Gross Revenue
1206 RE	07/02/12	Renewal Letter	\$ 13,195.00
1207 HO	08/06/12	Don't let this hold back..	\$ 33,261.00
1209 HO	09/13/12	Urgent Libertarian Message	\$ 19,684.00
1210 HO	10/04/12	If all americans knew	\$ 16,646.00
1210-2 HO	10/30/12	Is this the ..Good News..?	\$ 11,461.00
1211 HO	11/26/12	foot stompin, smil making..	\$ 12,079.00
1212 HO	12/31/12	You gotta see this: can't fail	\$ 16,595.00
		FUNDS RAISED	\$ 122,921
			\$ (7,000.00)
		=	\$ 115,921.00
Commission =		x	15%
\$1000/letter +		=	\$ 17,388.00
(Net-1000)*15%		=	\$ 7,000.00
		=	\$ 24,388.00

Libertarian Party Fundraising Emails

Topic	Email Date	Revenue
Hope and Possibility for Liberty – A Christmas Message to You	17-Dec-12	\$570
Was 2012 the best year ever for our Libertarian party candidates?	07-Dec-12	\$365
A Whole Lotta Shakin Goin On	29-Nov-12	\$16
Only 24 Hours Left for You to Help GOTV	05-Nov-12	\$2,231
Last 4 Days 'til Election	01-Nov-12	\$1,730
Urgent Libertarian message- last 7 days election Day	29-Oct-12	\$2,690
Breaking News LP Candidates + New Polls Reveal + What Rs Are Saying Privately	12-Oct-12	\$5,159
Libertarian Party Fights Back Against NEW Republican Party Attacks	09-Oct-12	\$1,695
Amazing impact of petition to include gov. GJ in debates	02-Oct-12	\$8,530
The LP strikes back	28-Sep-12	\$17,272
Ron Paul's race is over - but his mission lives on! - Tom P's Paul Fest list	25-Sep-12	\$3,313
I've got to get this off my chest before I explode	07-Sep-12	\$7,430
Republicans trying to knock GJ off ballot in PA	21-Aug-12	\$7,973
Last call to get LP in on Tampa Ron Paul festivals. Need your help now! Half Michael/Half Carla	20-Jul-12	\$3,305
Matching phone solicitation		\$10,000
Follow up to BA Matching email of 6/25	27-Jun-12	\$13,052

Ballot Access ALERT: Libertarian Votes On the Line	18-May-12	\$11,157
FUNDS RAISED		\$96,488
		10%
COMMISSION		\$9,649

News Releases

Topic	Post Date	
1,139,562 Votes for Gov. Gary Johnson. Record-Setting L...	07-Nov-12	\$500
A Vote you'll never regret	06-Nov-12	\$500
Vote LP or Please don't vote	05-Nov-12	\$500
Why No True Libertarian Vote Romney	12-Oct-31	\$500
An Open Letter to the Commission on Presidential Debates	01-Oct-12	\$500
Gov. Johnson could cost Romney 5 states	13-Aug-12	\$500
ObamaCare ruling	28-Jun-12	\$500
Rand Paul Betrays His Father's Principles Half Michael Half Carla	08-Jun-12	\$250
		\$3,750.00

LP News Review & Editorial Services

Issues II, III, and IV – 3 issues @ \$500 ea. = **\$1,500**

Miscellaneous Services and Charges

Item	Post Date	
Editing for H1206 ARF - BA Alert	20-Jun-12	\$250
Ron Paul Festival Flier/Email Half Carla/Half Michael	15-Aug-12	\$250
		\$500

LP National Convention Promos, Marketing, & Sales Emails

Topic	Post Date	
Libertarian Party's National Convention May 3-6 in Las Vegas	30-April-12	\$750
Gold Packages sold out; 22 Silver Package left; More LP...	27-April-12	\$750
Libertarian Party's National Convention this May in Las Vegas	13-April-12	\$750
How Many LP Candidates do You Want to Elect?	19-April-12	\$750
Mark Hinkle, LP National Chair, 4 Reasons Why to Attend	29-Mar-12	\$750
Ruth Bennett, Convention Chair, Invitation to Attend	21-Mar-12	\$750
David Bergland Wants You to Come to the LP Convention	15-Mar-12	\$750
"9 Reasons Why Libertarians Like You Are Going,,,"	8-Mar-12	\$750
"Why Is This Year's 40th Anniversary Libertarian National Convention Unlike Any Other In LP History?"	28-Feb-12	\$750
Why Haven't You Been Told These Things About the Libertarian National Convention this May 2-6?"	22-Feb-12	\$750
"Why you? Why are you getting this first?" - Libertarian Party	14-Feb-12	\$750
Total		\$8,250.00

Billed to the Libertarian Party

Zero -
\$0.00

Generated \$170,846
in Paid Convention Packages

Fees and Charges for 2012

Fundraising Letters RAISED \$122,921	\$24,388	
Fundraised Emails RAISED \$107,363	\$9,649	
LP News review & editorial services	\$1,500	
News Releases	\$3,750	
Misc.	\$500	
	Total	\$39,787
	Billed For	\$38,800

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Between February 14 and May 7, 2012 Michael Cloud generated over **\$170,514** in LP National Convention Revenue.

From May 8 to December 31, 2012, Michael Cloud Fundraised over **\$230,284** for the LP.

Total: \$400,798 for the Libertarian Party.

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