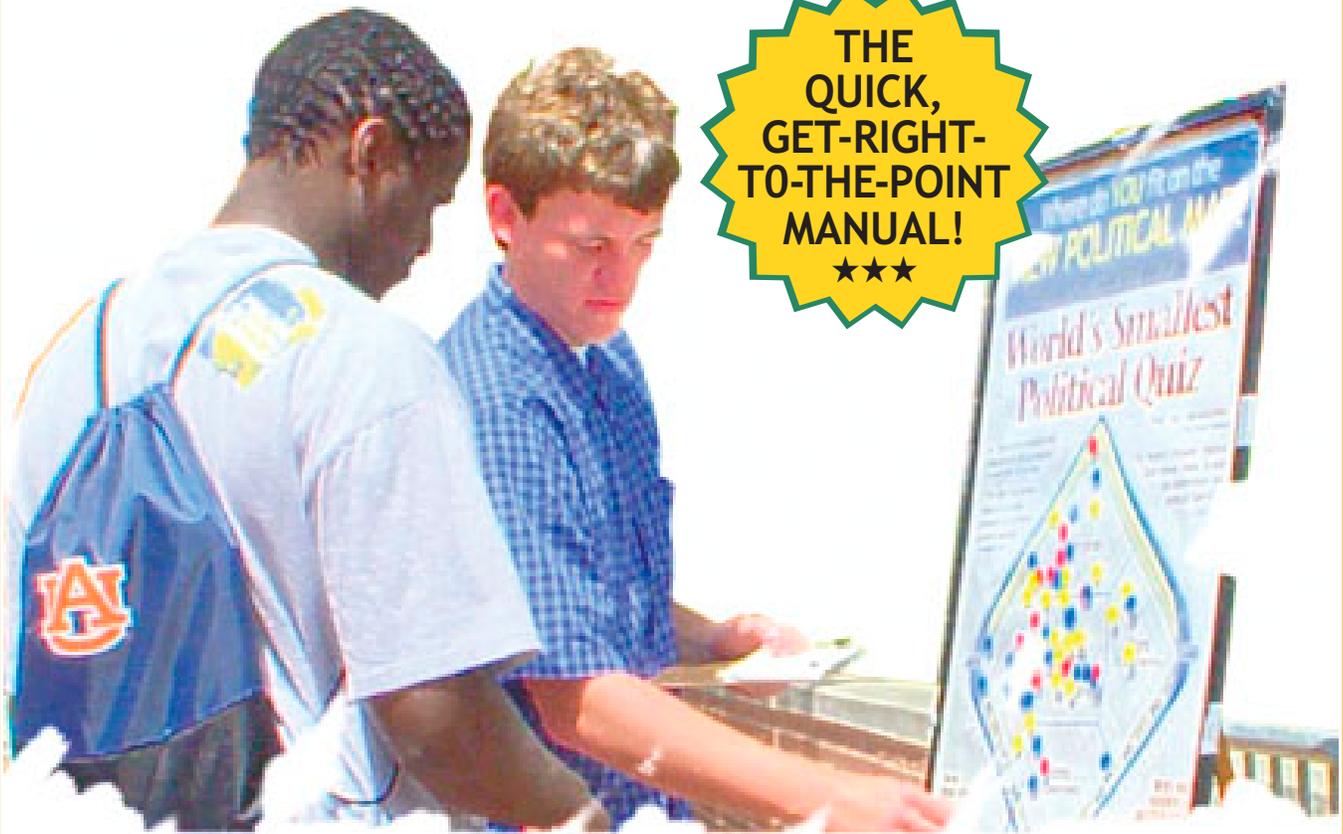


The Advocates for Self-Government Presents

# OPERATION POLITICALLY HOMELESS

THE  
QUICK,  
GET-RIGHT-  
TO-THE-POINT  
MANUAL!

★★★



Mini-Manual For Operating An OPH Booth

FIFTH EDITION

By Scott A. Kjar

## **About the OPH Manuals**

This is the OPH Mini-Manual. It's the short, get-right-to-the-point version of the OPH manual. It has fewer details, and quickly gets to the How-To portions. The Mini-Manual is drawn from the OPH Maxi-Manual.

The OPH Maxi-Manual is much more comprehensive and tells you everything you could possibly need to know about how to run a successful Operation Politically Homeless booth. It offers expanded background, explanations, examples, and options.

The OPH Checklists and OPH Sample Documents can be used with either manual, or alone.

Both manuals, along with the Checklists and Sample Documents, are available online at [www.TheAdvocates.org](http://www.TheAdvocates.org).

Feel free to use whichever manual best suits your own needs. For some items, you may want to read more information in a particular area, and can refer to the Maxi-Manual. For other items, you may want to get right to the heart of the matter, and can rely on the Mini-Manual.

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The Mini-Manual, the Maxi-Manual, and the Checklists and Sample Documents together comprise the Fifth Edition of the Operation Politically Homeless Manual.  
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# Table of Contents

- **Welcome to OPH** ..... 5
- **OPH in a Nutshell** ..... 6
- **OPH Background**..... 7
  - What is OPH, anyway?
  - Why do we do OPH?
  - When should we do OPH?
- **Doing an OPH: Advance Logistics**. .... 9
  - How do I get a time and place to do OPH?
  - How do I recruit volunteers to help?
  - What materials will I need?
  - Should I contact the news media?
- **Doing an OPH: Show Time!**. .... 11
  - What should I wear?
  - What should I say if the news media show up?
- **Doing an OPH: Working the Booth**. .... 12
  - Can you start with an overview of what will happen at the booth?
  - How should I arrange the booth?
  - How do I get people to take the Quiz?
  - How do I figure out where people belong on the Diamond Chart?
  - How do I get contact information from the prospective libertarians?
- **Doing an OPH: Follow-up**..... 17
  - What should I do with the names I get?
  - Should I hold OPH in conjunction with an Intro presentation?
  - What should I do at the Intro presentation?
- **Conclusions and Comments**. .... 18
  - What if I want more information about OPH?



# Welcome to OPH!

**W**elcome to OPH — Operation Politically Homeless. In the pages of this manual, I will describe what OPH is, how you can do your own OPH, and how to make sure that your OPH is successful.

I've been doing OPH for several years. I have administered thousands of Quizzes, seen people with all manner of political views, been asked questions ranging from the insightful to the provocative to the absurd, and generally had fun. That's right, *I had fun*.

I have to admit something right now: I'm somewhat introverted. Of course, in the movement for liberty, a lot of us are. And the idea of going out into crowds, meeting hundreds of people in a single day, and chatting with each of them for a few moments is not the way I would normally care to spend my day.

But with OPH, it's okay. I don't have to make idle chit-chat with people. I don't have to try to remember everyone's name. I don't have to worry about whether I know anything about the local sports team, or a particular TV show, or the latest gossip.

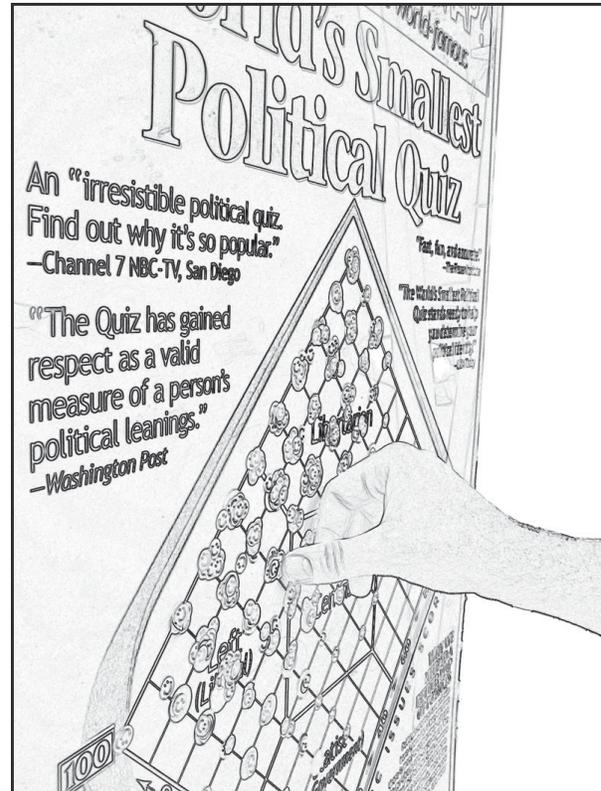
Instead, in my dealings with these hundreds of people, I only need to know two things: the basics of liberty, and how to operate an OPH booth.

Presumably, if you have this manual in your hands, you already know the basics of liberty. After all, OPH is about outreach, and if you're doing outreach, you already know that there is something worthwhile in liberty.

My task, then, is to teach you how to run an OPH booth. Think of this manual as a "how-to" book. After all, I'm an introvert. I like check lists. I like it when people explain things step-by-step — I like it when everything is laid out like a recipe.

Like any recipe, there will be some options. You can add chopped nuts to your cookies, or a touch of cinnamon to your pudding.

And you can use different ways of organizing the OPH booth, or of convincing people to take the Quiz. These options will be



presented and explained, and you can select the way that makes the most sense to you. After all, you're the one running your OPH booth.

And along the way, maybe you'll think up a new technique or two that makes your booth more successful. If so, *tell us about it!*

The lessons, methods, and options presented in this manual have all been thought up by previous people doing OPH, refining their techniques, testing them out, and generally seeing what works.

Read on to learn more about how you can organize and successfully run your own OPH. You will be helping people better understand their own views, and you will be furthering the movement for liberty in the process.

And remember, *OPH is fun!*

**Scott Kjar**

June 1, 2006

## OPH In a Nutshell

**W**hile this entire manual explains what OPH is all about, how to do it, when to do it, and much more, it never hurts to get the nutshell version first. That way, you can better understand how the details fit together, and what you are trying to accomplish. In that sense, everything you need to know is on this page. Everything, that is, except for the details that make it work! You can think of the rest of this manual as merely being an expansion on this page.

It's a warm, sunny day. You are working at an outreach booth, perhaps at a county fair, a city festival, or a college campus. You call your booth Operation Politically Homeless.

A person approaches you at the booth. The person has seen your banner, or perhaps the Diamond Chart, and is curious. The person wants to know what's going on.

You hand the person a small piece of paper. Across the top are the words "The World's Smallest Political Quiz." There are 10 statements on the paper. For each, the person has three choices: Agree, Maybe, and Disagree.

In a couple of minutes, the person has completed the Quiz, and hands the piece of paper back to you. Looking over

the person's answers, you quickly realize where this person's overall political leanings are.

You point to the Diamond Chart, standing on an easel. Based on the person's answers to the Quiz, you indicate where on the Chart this person belongs.

The person prints his or her first name on a small colored sticky dot, and places that dot on the Chart at the point you indicate. This point will be within one of the Chart's five areas: conservative, liberal, libertarian, statist, and centrist.

If the answers fall in the libertarian section, you invite the person to an upcoming event. You also ask for the person's contact information, so that you can inform him or her of upcoming activities.

If the answers fall outside of the libertarian section, you thank the person for participating, and you move on to the next person.



■ **Operation Politically Homeless is simple: You give people the World's Smallest Political Quiz, add up their scores, put a colored dot on the Chart, and collect contact information if they score libertarian. And it's fun!**

# OPH Background

In the next few pages, I will give you some background information about OPH. I will explain what OPH is, why we do OPH, and when we should do OPH.

## What is OPH, anyway?

Operation Politically Homeless (OPH) is a fun and exciting libertarian outreach technique.

At the OPH booth, we combine two key elements — the World’s Smallest Political Quiz and the Diamond Chart — to evaluate people’s overall political ideologies. In simplest terms, people come to the OPH booth, respond to the 10 statements on the Quiz, and learn where they lie on the Diamond Chart.

The interpretation of these results comes from a simple two-dimensional analysis. The normal left-right scale cuts right across the middle of the chart. Those who Agree with the economic statements and Disagree with the personal issues statements appear on the right (or conservative) side of the chart. Those who Disagree with the economic statements and Agree with the personal statements appear on the left (or liberal) side of the chart.

At the same time, there is a separate top-bottom axis. Those who say Agree more than they Disagree move toward the top, into the

libertarian area. Those who Disagree more than they Agree move toward the bottom, into the statist area.

Thus, we can evaluate each person on both axes. A person is to the left or right of the center, and also to the top or bottom of the center. This makes it easy to get an overall evaluation of the person’s political belief system.

Ultimately, OPH is an outreach tool that serves both to identify prospective libertarians, and to increase societal awareness of the complexities of politics by providing a more realistic two-dimensional model of political belief.

## Why do we do OPH?

In any movement, including the movement for liberty, there are two basic ways to grow: convince people to *change* their views, or find people who *already share* your views.

Both techniques are used by libertarians. Some libertarians prefer to “sell” liberty or “teach” liberty to non-libertarians. This is very fulfilling, but it is also very time-consuming, since it takes a long time (often several years) to convince a single prospect.

Other libertarians prefer to “troll” for libertarians, that is, to find people who are already libertarians but don’t know it. OPH

## World’s Smallest Political Quiz

— Scoring: For each statement, circle A if you Agree, M for Maybe (or don’t know), or D if you Disagree. —

<p><i>How do you stand on</i> <b>PERSONAL ISSUES?</b></p> <p style="text-align: right; margin: 0;">20 10 0</p> <ul style="list-style-type: none"> <li>▶ Government should not censor speech, press, media or Internet.    A   M   D</li> <li>▶ Military service should be voluntary. There should be no draft.    A   M   D</li> <li>▶ There should be no laws regarding sex between consenting adults.    A   M   D</li> <li>▶ Repeal laws prohibiting adult possession and use of drugs.    A   M   D</li> <li>▶ There should be no National ID card.    A   M   D</li> </ul> <p><b>SCORING</b> 20 for every A, 10 for every M, and 0 for every D: _____</p>	<p><i>How do you stand on</i> <b>ECONOMIC ISSUES?</b></p> <p style="text-align: right; margin: 0;">20 10 0</p> <ul style="list-style-type: none"> <li>▶ End “corporate welfare.” No government handouts to business.    A   M   D</li> <li>▶ End government barriers to international free trade.    A   M   D</li> <li>▶ Let people control their own retirement: privatize Social Security.    A   M   D</li> <li>▶ Replace government welfare with private charity.    A   M   D</li> <li>▶ Cut taxes and government spending by 50% or more.    A   M   D</li> </ul> <p><b>SCORING</b> 20 for every A, 10 for every M, and 0 for every D: _____</p>
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allows us to find these people easily and quickly.

By various estimates, libertarians make up somewhere between 15% and 30% of the American electorate. Yet, when people are asked about their political views, fewer than 5% — and often fewer than 1% — self-identify themselves as libertarians. That means that there are a lot of libertarians out there who just don't know it.

There is no easier way to find and identify these prospective libertarians than to do OPH. And that, to answer the question, is *why* we do OPH.

## When should we do OPH?

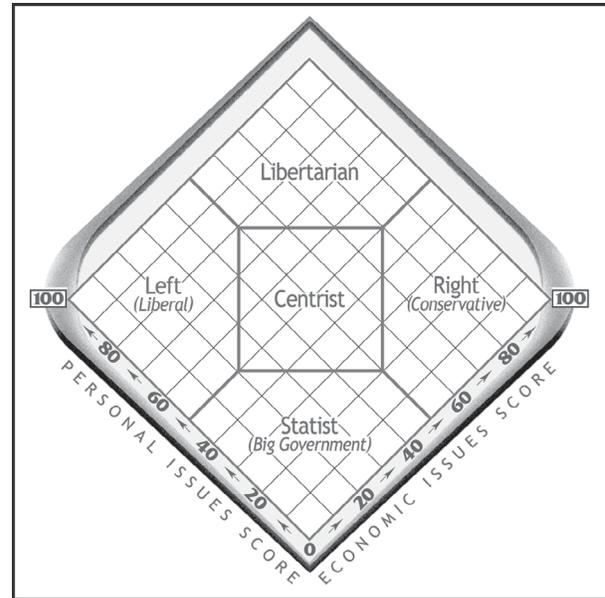
The purpose of doing an OPH is to identify prospective libertarians so that you can invite them to join your local organization. Thus, the best time to do OPH is when you can meet two criteria: you expect to find a lot of prospective libertarians, and you can assimilate them into your group. Let me expand on those two points a little bit.

First, OPH is a volume tool. It's a numbers game, pure and simple. The more Quizzes you give, the more prospective libertarians you will find, the more members you will gain, and the more activists you will unleash.

You want to go where the people are. You want places where there is a lot of foot traffic, and people are willing to pause for a couple of minutes to take the Quiz and see the results. Common places for OPH are state and county fairs, city festivals, gun shows, flea markets, college campuses, or even busy street corners. The *steadier* the foot traffic, the more potential libertarians you will encounter.

Second, you want to make sure that your organization is ready for a batch of new names. If you hold an OPH, identify a large number of prospective libertarians, and then never follow up with them, you have wasted your time. Very few of the prospective libertarians will follow through on their own; almost none will contact the Advocates for Self-Government or any other libertarian organizations without a little nudge from you and your organization.

Thus, when you plan to hold an OPH, you



should also schedule a few other activities soon afterward. Schedule an "Introduction to Libertarianism" presentation, or a mock debate with group members playing the roles of liberals, conservatives, and libertarians. Schedule a discussion about some of the funny things that government has done. Schedule an activity related to your target audience (e.g., if you are doing OPH at a gun show, follow up with a gun-related activity; if you are doing OPH at a hemp festival, schedule a medical marijuana presentation; if you are doing OPH on April 15, find a speaker to talk about the libertarian view of taxes, etc.).

In conclusion, you want to hold an OPH when you can expect to see a lot of people, and when your organization is in a position to quickly follow up with the new names. When you put these two elements together, your chances of overall long-term success improve dramatically.

# Doing An OPH: Advance Logistics

**I**n this portion of the manual, you will learn what to do in advance of the OPH, that is, how you go about preparing for the event. By “advance logistics,” we are talking about finding a location for OPH, getting permission if necessary, recruiting volunteers, making sure that you have the appropriate materials, and contacting the news media.

## How do I get a time and place to do OPH?

You want to select an OPH time and place where there will be a lot of people on foot who are willing and able to stop for a few minutes at your booth. State and county fairs, city festivals, flea markets, concerts, gun shows, Oktoberfests, downtown parks, outside of the post office, and college campuses are all likely OPH locations.

My suggestion is that you find a venue that will have a lot of local people, but not a lot of tourists. After all, you want to gain names for your organization, rather than merely gain names in general.

Also, pick a venue that will not be too noisy. A street dance with live bands may make it very difficult to hear your co-workers or the people who are taking the Quiz. A stadium concert where you set up a table out in the parking lot might be okay, because the sound from the concert might not be so bad out there. A booth at a fair or on a campus is usually okay.

In addition, you want a *steady* traffic flow, not a frenzied rush. Standing outside of the football stadium *after* the big game — as the crowd heads for home — is probably not conducive to getting many people to stop and take the Quiz. On the other hand, if there is a big tailgate event before the football game (or even the evening before), you may want to find a good location, and get people to take the Quiz

well before there is the big rush for the stadium.

Once you have decided on a time and place for your OPH, you will need to see about permission. Call the organizers, and ask about the rules for getting a booth. They will provide you with the information, including the size of the booth, the materials that they provide and the materials that you provide. Some events will be free, but others may require payment ranging from a few dollars to a few hundred dollars. Make sure that you are clear about the financial arrangements.

If you are doing the OPH on a college campus, you will probably need a student group to sponsor you. If there is a campus libertarian club, a Second Amendment group, an organization working for medical marijuana, or the like, this is a good place to seek such sponsorship (not to mention a good source of volunteers to work at the booth). If there is no such student group, contact the student government, or student activities office, and see what the rules are for starting a club. Using OPH to find new campus members is a great kick-off event for a new student group.

## How do I recruit volunteers to help?

You can do OPH alone, but it is usually more successful if there are more people working. Generally, 2-4 people make a good-sized crew for an OPH. Unless you have a very large booth or a large open-air space, more than four people at your booth can get crowded. In any case, it doesn't take very many people to work at an OPH.

The obvious starting place for volunteers is with members of your group or organization. Pick up the phone, and give them all a call. Tell them what you are doing, when it is, how long it will take, and ask them to help.

Some people will help all day, others may give a half day, and still others may only offer

an hour or two. Keep track of who is supposed to work when.

If you are not already a member of a libertarian-oriented group, but you are planning to do an OPH, then you are probably trying to start such a group. Contact the umbrella group you plan to associate with — whether it be the Advocates for Self-Government, NORML, the state or national Libertarian Party (or other libertarian-leaning political group), JPFO, or whatever — and ask them for some leads. They may well have some names of people in your area who have already expressed a desire to help out, and are just waiting for someone to come along to coordinate some activity.

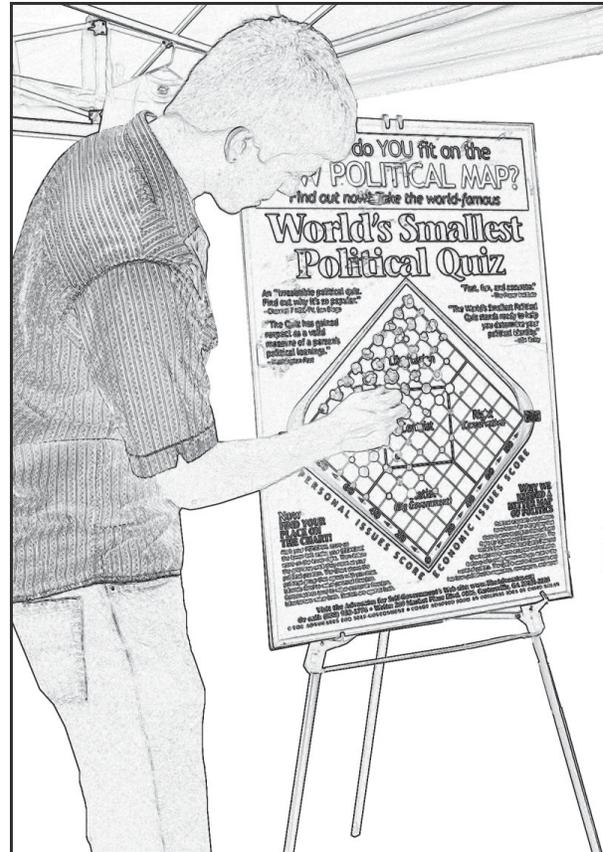
And if nothing else works, remember this: you can do OPH alone. The advantage to having more volunteers working at the table is that you can administer more Quizzes and evaluate more potential libertarians. But it is perfectly possible to work the table alone if you absolutely cannot find anyone else to work with you.

## What materials will I need?

The most important things you need are the Diamond Chart, copies of the Quiz, pens, colored stick-on dots, and volunteers. You may also need a table, an easel, and a couple of small bags. You can get the Diamond Chart and copies of the Quiz from the Advocates. You can get the other materials locally. Be sure to read the section on “Working the Booth” for more ideas about how you can arrange your table, and what other materials might be helpful.

## Should I contact the news media?

Absolutely. While an OPH is primarily designed to identify prospective libertarians, it also serves to show clearly the differences between libertarians, conservatives, liberals, centrists, and statist. As such, it is a *great* tool to show your local media representative.



■ Having the Chart on an easel is a *great* way to attract people to your OPH booth.

# Doing An OPH: Show Time!

**R**emember the old adage: you don't get a second chance to make a first impression. Since you are at the table as a representative of some organization, whether it is a state libertarian group, a local issues group, or some other entity, you want to make sure that your appearance and demeanor convey favorable information about your organization. Remember, this is not about how you normally look or act; it is about how your audience will react to how you look and act.

## What should I wear?

Your exact attire will partly be determined by the type and location of the event. If you are at a professional event, you will want to wear professional attire. If you are at a casual event, then casual attire is acceptable. Think about how your target audience will be dressed. Then, you will want to dress that way, or slightly better.

Another item that is important but often overlooked is skin care. If you are going to be outside, you will want some sun screen. If you are in an area with bugs, an insect repellent is a good idea. Don't forget some drinking water.

## What should I say if the news media show up?

First, make sure that they get shots of the Diamond Chart, and of one or more individuals taking the Quiz. Next, explain to the reporter what the Chart is, and how it separates folks into their respective ideologies. Along the way, make sure that you drop in other relevant contact information, like the Web site for the Advocates for Self-Government ([www.TheAdvocates.org](http://www.TheAdvocates.org)), or the name of the Libertarian Party, the Republican Liberty Caucus, the Democratic Freedom Caucus, Cato,

IHS, or other group you are affiliated with, and their respective contact information.

Be sure to point out the overall results you have so far. Explain the general trend — e.g., which group seems to be the most represented, and which group is the least represented? Also, since you will compile the final results after the day is over, offer to fax the final tallies. If the results get in soon enough, the reporter may work that piece of information into the story.

I would like to toss in one extra hint about dealing with the news media. In my experience — and in the experience of many others with whom I have spoken — attractive and articulate women are more likely to get coverage than are men. If you have an attractive, articulate woman working at the table, designate her as the reporter's key contact person, and make sure that she gives the statements and explains the process. And if there is a photo, make sure that she is in it.

A secondary effect of this is that if women are seen as prominently participating in your organization, women may subsequently join the organization. In the movement for liberty, we generally have more men than women, so anything that helps recruit more women is a big plus.

# Doing An OPH: Working the Booth

**I**n this section, you will learn how you can arrange the booth, get people to take the Quiz, evaluate the Quiz, and put the results on the Diamond Chart. And most important, how you get people to give you their names and contact information before they leave the booth. After all, that's the real reason you are there.

## Can you start with an overview of what will happen at the booth?

The overall flow of the booth is pretty straightforward. You will get people's attention and attract them to the booth. If you are using the Harris Jars, you will have them "vote" in a jar. Following that (or if you are not using the Harris Jars), the next step is for people to take the Quiz.

Once they take the Quiz, you will evaluate it for them, figuring out whether they are libertarians, conservatives, liberals, centrists, or statists. Upon completing that determination, you will show them where they will put their colored stick-on dot onto the Diamond Chart.

If they are in the libertarian section, you will invite them to attend the next meeting, event, or activity of your local group, and also ask for their contact information so that you can notify them about future meetings, events, and activities.

You will give them literature or information as appropriate, drop their completed Quiz into your Quiz bag, and move on to the next person.

That's pretty much the entire OPH in a nutshell. Of course, a little more explanation of some of those details might not hurt.

## How should I arrange the booth?

This is where you have a lot of options. How you should arrange the booth is based substantially on what options you are using.

## The Spartan Booth

I usually run a very spartan (simple) booth made up of the following items:

- Diamond Chart on an easel
- Copies of the World's Smallest Political Quiz
- Several clipboards (I use about seven when I work alone, and about 10 when I work with other people)
- Lots of pens (buy a lot of cheap Bic pens because they will walk away all day long!)
- Sheets of colored stick-on dots
- Flyer giving details of my upcoming "Intro to Libertarianism" speech
- Table (if the fair or other location does not supply one)
- Table cloth (hangs down far enough to hide the stuff under the table)
- Extra supplies in a box under the table
- A small plastic bag taped to the back of the table for completed Quizzes
- Small garbage bag under the table

When running this stripped-down version of the booth, just arrange the clipboards around the table so you have easy access to them as you move around the table to talk to people. Keep excess supplies under the table, not on the table, since they will clutter up your space. Special Hint: take the caps off your pens. People *never* accidentally walk away with a pen that doesn't have a cap!

The key to OPH is volume. Get people to take the Quiz, and then, if appropriate, get their contact information. Often, having a lot of flyers, brochures, caps, refrigerator magnets, magazines, or similar items at your booth merely slows down the process, and increases

the chance that someone will want to argue with you over something.

The Spartan Booth is OPH — nothing more and nothing less.

## Harris Jars

The Harris Jars are used both as a screening mechanism and as a fundraising technique. Since we recognize that many people are not going to be in the libertarian section of the Quiz, it is often helpful to reduce the number of people who actually fill out the Quiz and get placed on the Chart. The Harris Jars fulfill this function quite well.

For the Harris Jars method, you start with all the same items listed in the Spartan Booth, plus:

- Five clear two-quart jars
- A few dollars (coins and bills) for seed money
- Banner saying: “Does government do a good job?”

You will put the banner over your booth as a means of attracting attention. Your five jars, which should be prominently displayed on the table, are labeled “Always,” “Usually,” “About Half,” “Seldom,” and “Never.” With this technique, you will ask people to “vote” with

some money in one of these five jars. The rest of the booth is made up of the Chart, clipboards, copies of the Quiz, colored stick-on dots, and so on from the Spartan Booth. Instead of asking everyone to take the Quiz, you only ask those who scored Seldom or Never. This pre-screens your audience.

Another way you can use the Harris Jars is to wait until people have already taken the Quiz. Before they leave the table, ask them to drop a little money into their favorite jar.

## Candidate Booth

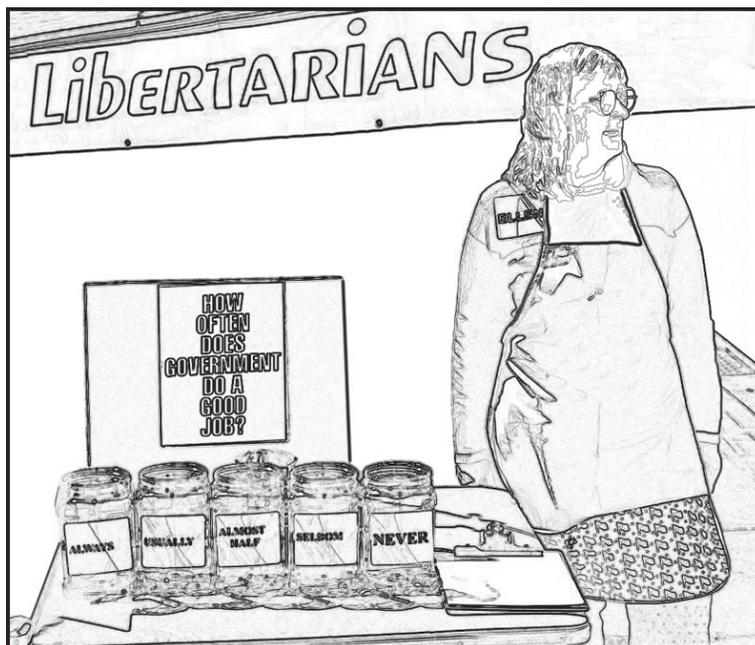
If you are running a booth for the candidate, you will want to be sure to add these items:

- The candidate!
- Banner with candidate’s name (e.g., “John Smith for Governor”)
- Brochures and candidate information

You will probably do the OPH the same, but in the end, your purpose is to get people to vote for your candidate. This may be a little bit trickier than you think at first. After all, once you have people take the Quiz, and you show them where they stand on the Chart, they will likely want to know where the candidate stands on the Chart. In this way, you are as likely to turn people off from voting for you as you are to turn people on to voting for you. If you are a libertarian, and the person in front of you has scored in one of their other parts of the Chart, they are likely to conclude that you are *not* the candidate for whom they should vote.

On the other hand, if you can get all those in the libertarian area to cast a ballot for you on Election Day, that might be a big improvement over what you otherwise would have polled.

Just remember, the purpose here is to find people who are already libertarians but don’t know it; we are substantially less interested in confirming for others that they are not libertarians. And remember: keep your table neat.



- The “Harris 5-Jar” technique is a good way to pre-screen your audience.

## Information Booth

You could offer a lot more information at your booth. And, while I don't recommend this, you might decide that it is worthwhile to administer fewer copies of the Quiz and engage in a few more conversations. After all, those people who stop to talk might actually turn out to be people sincerely interested in libertarianism, and by chatting with them for a few minutes, you could substantially increase the chances that they will become involved. (However, you are also more likely to have to argue with conservatives, liberals, and statist, but hey — you are the one running the booth!) For an Information Booth, you might add some of the following:

- Brochures from the Advocates
- Political party brochures
- Brochures from think tanks such as Cato, FEE, IHS, or PERC
- Magazines such as *Reason* or *Liberty*
- Journals such as *Journal of Libertarian Studies*, *Independent Review*, or *The Cato Journal*

In this case, a major initiative should be to get people to take some information for later reading.

Caution: do *not* try to load people down with every single item at your table. Find out the person's interests, and then offer them a couple of items. If you give too much, people will end up being overwhelmed, and likely to throw it all away. If you give a little info — just the right amount — then people are more likely to actually read it. And remember, with all these different items on the table, it is important to keep the table neat.

## ALL Booths

I have talked about some things to have at your booth. One thing that I mentioned earlier in the manual was a poster frame with a plastic cover for your Diamond Chart. This helps keep it clean and neat, and makes it easier when you have to peel off the stick-on dots. You will have to peel them off after every outing, or else you soon have a blob of color and no one can even see the ideological labels underneath, at which time the Chart loses all of its value.

Another thing that I have tried to mention over and over is that you should always keep your booth neat. If your booth gets cluttered, messy, or unkempt, you will quickly scare off your prospective Quiz-takers.

However, there are also some things that you should *not* have at your booth:

- Duct tape
- C-clamps to hold things together
- Obscene or offensive shirts, pins, flyers, caps
- Grungy volunteers in stinky clothes
- Half-eaten food or food wrappers

Duct tape and C-clamps are amazing fix-alls for whatever goes wrong. Of course, they also look unprofessional, or even tacky. If you need tape, use transparent tape or double-faced tape so that your tape doesn't cover or hide your materials. As for the other items, they convey a negative impression to most people. You are trying to convey a positive impression, so you should avoid these things. And remember again that old adage: you never get a second chance to make a first impression.

## How do I get people to take the Quiz?

This is one of the most important questions in the entire manual. After all, if no one takes the Quiz, then you are just standing there all day watching people go past. And for those introverts among us, this may also be the most difficult question, since we don't automatically approach other people in a way that sets them at ease and makes them want to cooperate with us.

Yet, this need not be a difficult part of the operation. If I may borrow from Nike commercials for a moment, you have to decide what to say, and then *just say it*.

What you say may be partly based on how you are organizing the booth, or on how people look when they go past, or on something else unrelated. The point is that you have to get someone's attention first, and the rest follows.

For example, if you are using the Harris Jars, simply make eye contact with someone near the booth, and ask the question on your banner: "*Does government do a good job?*" You can use this same line over and over all day

long. Once people hear the question, you can point to the jars, and ask people to drop a quarter in the jar of their choice.

If they participate that far, then you say "Would you please take our 10-question survey?" And as you do this, hand over a clipboard and pen. Place these in people's hands before they have a moment to say "no." After all, they are going with the flow, and it is easy for you to set the pace of your encounter.

If you are working at a candidate booth, you simply ask people to learn about your candidate. "Are you familiar with Mr. Jones, candidate for Governor?" Once you have their attention, then tell them that Mr. Jones is getting feedback from people, and ask them to please fill out this short political opinion survey.

My particular technique is somewhat akin to a carnival barker. You have all seen carnival employees urging you to attend their show, or come to their booth. "Five tries for a buck! Come on, give it a try!" They urge and cajole you to toss ping-pong balls into saucers, or throw darts at balloons, or squirt water into a clown's mouth, win a stuffed bear, guess your weight, or whatever it is. These carnies get your attention, and just ask over and over and over.

Since I frequently do OPH on college campuses, I tell students that they should stop and take my test, that I guarantee they will pass, that every answer is a correct answer, and so on.

While I take no for an answer, I don't take *no answer* for an answer, and I keep pitching to them until they either say okay, no, or are out of earshot. Eventually, I might say something cute enough that the person turns to me and agrees to take the Quiz.

## How do I figure out where people belong on the Chart?

Once they have taken the Quiz, you will need to evaluate their answers and figure out where they belong on the Chart. This is very simple. You will calculate a score for the Personal Issues, and a separate score for the Economic Issues. You give 20 points for each Agree answer, 10 points for each Maybe answer, and 0 points for each Disagree answer.

For easy reference, there is a space on the

Quiz where you can write the point total for each section. When you add them up, put the respective point totals in these spaces. You will use these numbers to figure out where the person belongs on the Diamond Chart.

Note that the points themselves don't have any particular underlying meaning. They are simply the mechanism by which we figure out where the person belongs on the Diamond Chart. We could have used an entirely different mechanism to indicate where people belong, or used single digits instead of double digits, or many other systems; this one is just easy to use.

It is not necessary for people to understand that big scores or small scores have particular meaning, or even to know what their scores are. After all, these numbers are only used to indicate the point on the Chart where the person belongs. It is the location on the Chart that has meaning, so don't get bogged down explaining to the person what their calculated scores are.

Let's look at one example of scoring to give you a better idea of how this works. Suppose you have these answers:

### What are your views on PERSONAL issues?

Government should not censor speech, press, media, or internet. .... D  
 Military service should be voluntary. There should be no draft. .... A  
 There should be no laws regarding sex for consenting adults. .... A  
 Repeal laws prohibiting adult possession and use of drugs. .... A  
 There should be no National ID card. .... A

### What are your views on ECONOMIC issues?

End corporate welfare. No government handouts to business. .... M  
 End government barriers to international free trade. .... M  
 Let people control their own retirement. Privatize Social Security. . D  
 Replace government welfare with private charity. .... A  
 Cut taxes and government spending by 50% or more. .... A

#### ■ Personal Issues

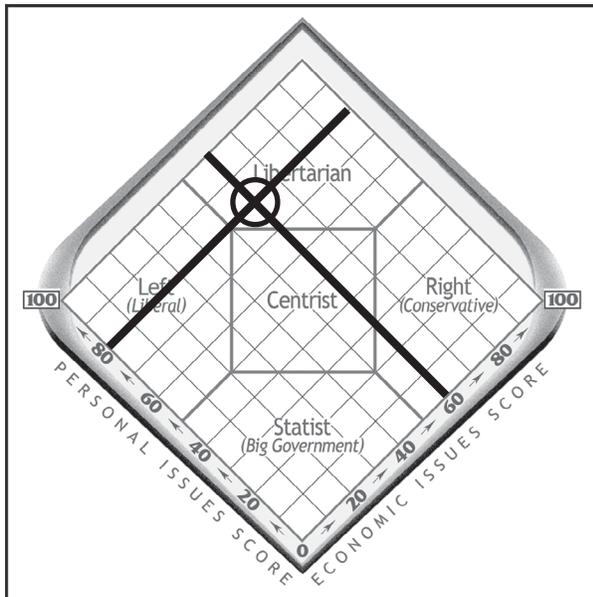
You would add 80 points for the four Agree answers (20 + 20 + 20 + 20), and 0 points for the Disagree answer. Thus, you would put 80 in the space under the Personal Issues section.

#### ■ Economic Issues

In this case, you would add 40 points for the two Agree answers (20 + 20), and 20 points for the two Maybe answers (10 + 10). We add 40 + 20, and get a total of 60 points for the Economic Issues section.

We will find the number 80 on the Personal

Issues side of the Chart, and see where its line goes up and to the right. We will then find the number 60 on the Economic Issues side, and see where its line goes up and to the left. We call this person an 80-60, and we find the spot where these two items intersect. This point is in the top portion — the libertarian section. Whoopee! That's what you are looking for!



Once you have evaluated the Quiz three or four times and figured out how to place people on the Chart, you will realize that this is a very easy task. For the person taking the Quiz, of course, it might be tough to figure out because they have likely never done this. But once you have scored a small handful of Quizzes, you will be able to find where folks fit on the Chart as if you were an old pro at it.

## How do I get contact information from the prospective libertarians?

First, you should be aware of the things you should *not* do. *Do not* say, "Uh, like, would you, uh, like to, y'know, be on my, um, mailing list?" The answer to this question is always "NO!"

Being uncertain is the kiss of death in outreach. If you are uncertain or tentative about this request, then the other person, who has less information than you have, will be even

more dubious. And uncertainty leads to rejection. Better practice what you will say and then say it smoothly, cheerfully, and confidently; don't just blurt something out.

When I find someone who scores in the libertarian section, I usually respond like this: "Hey, that's great — you're a libertarian. Did you know that?" (pause for answer) "I'm here today with (my local group) and we are out trying to identify people who already believe the things that we believe — like you. If you give me your contact information, I'd be happy to inform you of upcoming activities and events that you might find interesting."

At this point, I hand the Quiz back to the person and turn it over to the back, where I have the spaces for the person's Name, Address, City, State, Zip, Phone, and E-Mail. I also hand over a pen, and then *I shut up!* Don't talk while the person is writing this down; talking at this stage will reduce the number of people who actually fill it out. And be sure to get the e-mail address; it is easier and less expensive to send e-mail to your contacts than it is to send regular mail.

Once I've got their contact information, I tell them about our upcoming group activities. I like to do OPH in conjunction with an "Introduction to Libertarianism" presentation. And because I often work on college campuses, I frequently hold an Intro presentation on that very night, to get those who are really enthusiastic. I often hold another Intro session in about two weeks, for those folks who need a little time to put the event on their calendar.

Remember, the main purpose of the OPH booth is to gather names of prospective libertarians. It is *not* to argue with every conservative or liberal who comes along and wants to pick a fight. If you want to do that, you don't need an OPH booth; you merely need a sign that says: "*Libertarian wants to argue with Liberals and Conservatives. Step up and give me your best shot!*" You will have all the argument you need, and you won't have to go to the effort of putting up an OPH booth.

# Doing An OPH: Follow Up

**F**ollow-up is a crucial element of the OPH event. A good follow-up event soon after the OPH will significantly increase your conversion rate — the number of people who actually become members of your organization. Since a main purpose of OPH is to find prospective libertarians whom you can then get to join your group, doing the OPH without doing the follow-up pretty much misses the point of having the event in the first place.

## What should I do with the names I get?

There are three key things to do with all of the contacts you get.

First, enter them into your group's database so that you can mail information, newsletters, and other information to them.

Second, enter them into an e-mail management tool, such as Yahoo Groups, so that you can send e-mail to them. (This is faster and far less expensive than regular mail.)

Third, share the information with the Advocates, who will help pass these names along to other libertarian organizations, such as think tanks, magazines, or book sellers.

And remember this: *contacts grow stale!* Whatever you are going to do with the names, you should do it *immediately!*

## Should I hold an Introductory presentation after the OPH?

I do. In fact, this is the key to *all* of my OPH events. I don't just do OPH simply because I like doing it (although I certainly like doing it!). Rather, I do OPH to try to get people involved in my organization. And for most people, if they are going to take any action, it will be right away.

A person whose results place him or her in

the libertarian area will usually either be interested right away — or won't be interested at all. And if the person is interested right away, you need to have an event right away.

The best thing to do is to hold an "Introduction to Liberty" presentation that very evening, and another within two weeks of your OPH. Strike while the iron is hot. Have an opportunity for the person to immediately begin learning more.

## What should I do at an Intro presentation?

I suggest you start off by "borrowing" from some great libertarian book, such as David Bergland's *Libertarianism in One Lesson* or either of Harry Browne's campaign books, *Why Government Doesn't Work* or *The Great Libertarian Offer*. Just read them, pick out the basic themes, arguments, and examples, and give the presentation.

If you really don't want to write your own speech, that's not a problem. The Advocates has some pre-written speeches that you can deliver. You can buy the script from the Advocates, and you can even listen to a tape of someone else delivering the speech before a live audience.

Also, have a sign-in sheet. Have someone working at the door, and get every attendee to sign in when they arrive. Sometimes, the information from the OPH table will be illegible, or you may have spilled coffee on it, or something else can happen. It's better to get the information again. And that way, if someone brings a friend, you will get the friend's information, too.

A final suggestion: End every introductory presentation by inviting attendees to join your group and become volunteers. Remember, you don't just want these folks to become libertarians — you want them to become *active* libertarians.

What can these new volunteers do? They can help staff your next OPH booth! Put them to work recruiting the next generation of libertarian activists. That's the only way our movement will grow.

## Conclusions and Comments

**A**fter they come to the OPH, after you add them to the mailing list, after you give the Intro Presentation, after you share the names with the Advocates, you can prepare for your next OPH outreach event!

### What if I want more information about OPH?

This Mini-Manual is taken from a longer OPH Maxi-Manual. In the interest of brevity, some sections have been reduced, re-written, or eliminated entirely here. The Maxi-Manual includes more background on the Diamond Chart, suggested wording options when you deal with people at the table, and much more. Thus, the first place to look for more information is in the Maxi-Manual.

In addition, you can look at the "Checklists and Sample Documents" file. It includes a check list to track everything you are doing, sample press releases, information on how to compile a press list, and so forth. Just print these out, and follow them like a game plan.

The Maxi-Manual and the Checklists and Sample Documents are all available online in PDF (Adobe Acrobat) format. They can be downloaded for free at [www.TheAdvocates.org](http://www.TheAdvocates.org)

There is additional information available at the Advocates Web site, including a very thorough FAQ (Frequently Asked Questions) about the World's Smallest Political Quiz.

You might even send an e-mail to me personally, if you come across me out in cyberspace. For that matter, if you catch me at just the right time, I might come help you set up an OPH table and give an Intro to Libertarianism speech. Good luck, and never forget: *OPH is fun!*



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