

Role Definition: Outreach Director, Libertarian Party of Indiana

Mission:

To build relationships, increase visibility, and grow engagement with the Libertarian Party of Indiana by connecting with individuals, communities, organizations, and institutions that align with or are open to libertarian principles.

Key Objectives

1. Raise Public Awareness

- Increase recognition of the Libertarian Party and its values across Indiana.
- Humanize libertarianism—show that Libertarians care deeply about people and

2. Build Strategic Relationships

- Connect with civic groups, student organizations, community leaders, media, and potential allies.

3. Educate the Public

- Promote understanding of how libertarian solutions differ from the two major parties.
 - Support civic literacy through educational initiatives and events.
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Core Responsibilities

1. Community Engagement

- Attend or organize local events (fairs, festivals, town halls).
- Host or support Libertarian meetups and community forums.

- Build coalitions with like-minded organizations.

2. Youth & Education Outreach

- Create programs for high school and college students and educators.
- Partner with student groups (Young Americans for Liberty, Students for Liberty, etc.).
- Offer presentations or educational materials on libertarian principles.

3. Messaging & Communication

- Develop clear, compelling outreach messaging (flyers, videos, social media posts).
- Highlight stories of real people helped by libertarian policies or harmed by government overreach.
- Coordinate public relations efforts with the party's communications team.

4. Volunteer Mobilization

- Recruit and train outreach volunteers.
- Provide resources and guidance to county-level activists.

5. Diversity & Inclusion

- Ensure outreach includes underrepresented communities.
- Identify and engage groups who may resonate with libertarian values (immigrants, entrepreneurs, homeschoolers, etc.).

6. Metrics & Strategy

- Set goals for outreach efforts (e.g., new contacts made, events attended, materials distributed).
- Track data and report progress to party leadership.

- Adjust strategy based on what's working.
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◆ Potential Early Initiatives

- ☒ **Create an Outreach Plan:** A short-term plan (90 days) and a long-term plan (6–12 months).
- ☒ **Launch a Civics Education Program:** Target teachers, schools, and students.
- ☒ **Build an Outreach Toolkit:** Flyers, FAQs, talking points, and materials others can use.
- ☒ **Identify Key Events:** Find 3–5 major community events per region to attend or organize.
- ☒ **Map the Ecosystem:** Create a contact list of allied organizations, schools, media outlets, and community leaders.