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# Four Ways to Boost Your Impact



**G**ood news! Your generous annual Sponsorship of the Cato Institute is delivering our defense of liberty to more engaged Americans in 2016 than ever before. Cato.org, Libertarianism.org, and HumanProgress.org all had their best month ever in February, which was therefore the best month ever for Cato’s combined web traffic.

And during this election year, Cato will continue to be a consistent, principled, and nonpartisan advocate for individual liberty, limited government, free markets, and peace. While we face a challenging environment in Washington, D.C., your commitment to Cato’s libertarian public policy commentary, education, and research activities is a strong investment in educating policymakers and promoting these ideas in the media, on college campuses, and throughout the American political universe.

Cato’s significant impact is only possible because of our strong relationships with committed Sponsors. And today we are pleased to highlight several ways to become even more involved in the fight for liberty as a Cato Sponsor.

● **MEET LIKE-MINDED SPONSORS** who share our values and vision for a better world by attending a Cato event. Cato events include policy forums in Washington and other cities, weekend retreats, and the week-long Cato University, so there is truly something for everyone to enjoy. Perhaps you’ll find an event that is perfect for a friend still on the fence about liberty—and even if they can’t attend, many of these discussions are posted to our website.

● **UPDATE YOUR EMAIL PREFERENCES** and subscribe to up to 12 Cato newsletters that you can tailor for message frequency and topics you’re passionate about. Cato has a huge library of liberty resources we promote by email, and many Sponsors enjoy sharing these materials with their civic-minded family, friends, and colleagues—possibly changing hearts and minds along the way. And don’t forget that we have copies of the invaluable Cato Pocket Constitution if you’ve given yours away or need more.

● **SHARE YOUR IDEAS, FEEDBACK, AND CONCERNS** with staff so that we can learn from you and improve Cato. We consider Sponsors our colleagues at Cato, and we want to hear from you. With your input and financial support, Cato will more effectively discover opportunities to make a bigger impact. Cato’s Sponsors have great instincts on changing public opinion across the policy spectrum toward a more libertarian perspective.

● **BUILD YOUR LEGACY FOR LIBERTY BY INCLUDING CATO IN YOUR ESTATE PLAN** thereby denying the Internal Revenue Service another bite at your resources. “Eternal vigilance is the price of liberty,” we’ve been told. Cato’s excellent record of effectiveness in the ongoing battle to maintain a free society is made possible by plans written into the estates of the previous generation’s advocates for liberty. Whatever way you choose to fulfill your philanthropic priorities for liberty, we’d like to hear your ideas about what you want to do to help Cato achieve its mission to advance civil society. ■

**TO LEARN MORE ABOUT HOW YOU CAN ADVANCE THE WORK OF CATO, PLEASE CONTACT HARRISON MOAR, CATO’S DIRECTOR OF SPONSOR SERVICES, AT [HMOAR@CATO.ORG](mailto:hmoar@cato.org) OR 202-789-5259.**