Building a Durable Third Lane for the America First, Liberty, MAHA, and Independent Coalition: A Strategic Proposal for 2028 and Beyond

Executive Summary

American politics is in the midst of a major realignment but the coalition driving that shift still lacks a stable institutional structure.

The emergent coalition includes young voters, independents, libertarians, MAHA-aligned activists, America First populists, anti-war conservatives, civil libertarians, Bitcoin and crypto users, and other political dissidents. This group has already demonstrated real political impact—countering and reshaping narratives during the Biden years and tipping the 2024 election to President Trump.

The core weakness, however, is institutional durability. Without a permanent organizational framework, the coalition's momentum dissipates at the end of an election cycle or when the national conversation shifts to a new topic.

Recent political dynamics have clarified this constraint. Many within this coalition assumed the existing populist energy inside the Republican Party could evolve into a long-term vehicle for this broader alignment. But the Trump administration's abandonment of so many instrumental segments of its winning coalition—culminating in the vengeful campaign to unseat Thomas Massie—signals that the Republican old guard are not willing to cede control of the GOP.

Also, Robert F. Kennedy Jr.'s start-from-nothing independent presidential run was extremely inefficient and expensive, costing about $20 million for uneven ballot access results that did not put him in a position to win on Election Day.

This points to a central requirement for any dissident movement: independent institutional infrastructure.

Repurposing the Libertarian Party as the vehicle for the emerging America First coalition is the obvious solution. A new "American Liberty Party" would leverage the LP's existing ballot access, state affiliates, legal continuity, and organizational scaffolding as a structural shortcut—one that is likely to cost less than $2 million and require participation of just 3,000–4,000 activists.

The new American Liberty Party would be an institution immediately capable of launching a Massie presidential campaign, strategic electoral participation ("kingmaker" strategy), and serving as a permanent base of operations for energetic and capable activists who are no longer welcome in the Republican or Democrat parties.

The Mises Caucus is intimately familiar with the nature and structure of the Libertarian Party and it is ready to be the operational instrument to remake the LP into the American Liberty Party.

But to be successful, the strategy proposed in this paper must be set into motion within the next few weeks.

The Political Opportunity

The coalition already exists; it simply lacks infrastructure.

Millions of Americans who once identified as Republicans, Democrats, independents, libertarians, or politically homeless voters increasingly find themselves aligned on a common set of priorities:

- Free speech and opposition to censorship
- Ending endless wars and pursuing peace
- Fighting corruption and the permanent political class
- Election integrity and fair elections
- Affordability and economic opportunity
- Medical transparency and bodily autonomy
- Decentralization and individual liberty
- Putting American interests first
- Addressing the immigration crisis
- Challenging the monetary structure imposed by central banking

These voters are often treated as separate constituencies. They are not.

They are fragments of a broader political realignment that's been growing for two decades..

- The Ron Paul movement introduced millions of Americans to anti-war constitutionalism and the principles of sound money.
- Donald Trump's victories demonstrated the potency of anti-establishment populism.
- Robert F. Kennedy Jr.'s independent campaign demonstrated a massive appetite for alternatives outside traditional partisan structures.

Independent media has accelerated this process. Millions now receive their political information not from legacy institutions, but from an array of dissident voices including Tucker Carlson, Bret Weinstein, Joe Rogan, Theo Von, Dave Smith, Tim Dillon, and many others.

Yet despite this cultural power, there is no institutional vessel capable of preserving and deploying this energy over multiple election cycles.

The absence of durable infrastructure is the single greatest weakness of this dynamic, emergent coalition.

Why Existing Efforts Fail

America has repeatedly witnessed the same cycle.

A candidate emerges>An audience forms>Momentum builds>The campaign ends>Everything disappears.

The reason is simple: campaigns are temporary, while political parties are permanent.

Robert F. Kennedy Jr.'s 2024 campaign demonstrated both the opportunity and the problem. Despite possessing national name recognition, substantial fundraising, media attention, and a highly motivated base, his campaign was forced to expend enormous time, money ($15–$25 million), and legal resources simply trying to secure ballot access—with deeply unsatisfactory results.

Independent campaigns are handicapped from the start and they build nothing that lasts beyond Election Day—if they even make it that far.

This coalition deserves a permanent home.

Why Not Build a New Party?

Because building a new party from scratch is the most expensive and least efficient path available.

A new party must simultaneously build:

- Ballot access in all fifty states
- State affiliate organizations
- Governance structures
- Membership rolls
- Activist networks
- Candidate pipelines
- Donor infrastructure
- Legal continuity
- Institutional legitimacy

Every single election cycle would begin from zero and face legal roadblocks and institutional resistance in all fifty states and at the federal level.

There is a better way.

The Libertarian Party Is the Vehicle

For the last fifty years, the Libertarian Party has functioned as little more than a debating society whose main electoral accomplishment is to allow voters an opportunity to cast an insignificant protest vote.

And it is hampered by the widely held perception that it is culturally libertine, hopelessly out of step with the most thoughtful leaders and energetic activists of the America First coalition.

But the Libertarian Party does possesses valuable infrastructure that would be enormously expensive to build from scratch.

Think of it now as a tumbledown mansion with strong "bones" situated on a prime piece of real estate.

That infrastructure includes:

- Existing ballot access
- State affiliates
- Convention systems
- Legal entities
- Membership structures
- Candidate pipelines
- Activist networks
- Decades of institutional continuity

These assets must be appropriated for use by the only movement capable of saving America before it is too late.

The Proposal: The American Liberty Party

We propose using the Mises Caucus to lead a coordinated national and state-level effort to transform the Libertarian Party into the American Liberty Party in time for the 2028 election cycle. This would not be a symbolic rebrand, but complete institutional transformation that jettisons the LP's byzantine governing structure and cultural baggage.

This would include:

Nationally
* Rebranding the Libertarian Party as the American Liberty Party
* Adopting a new constitution and bylaws
* Creating a governing structure designed for growth and agility
* Broadening the coalition beyond traditional libertarianism

At the State Level
* Organizing state-level takeovers
* Electing delegates and new leadership
* Preserving ballot access
* Transitioning state affiliates into the new structure
* Building long-term state infrastructures

The American Liberty Party would then use the LP's valuable assets to play the pivotal role in the 2028 election and become a permanent home for the emerging coalition.

The Thomas Massie Opportunity

This strategy has a natural focal point: Thomas Massie

Massie represents many of the values that already unify this coalition:

- Anti-war
- Anti-corruption
- Pro-free speech
- Pro-decentralization
- Independent-minded
- Institutionally and morally credible
- Popular across ideological boundaries

Whatever path Massie chooses for a presidential run, his candidacy represents an enormous opportunity.

If he runs through the American Liberty Party in 2028, the campaign and party transformation happen simultaneously.

If he runs as a Republican in 2028, this project becomes equally important as it can strategically use—or not use—ballot access on a state-by-state basis to aid Massie's GOP run in the general election.

In either case, a Massie campaign generates millions of supporters, who must have a base of operations after November 2028 so their energy—and their cause—can carry on.

The American Liberty Party becomes that base of operations, poised to take advantage of the demographic and cultural shift that will occur when the Baby Boomers are finally too old to remain in charge.

Why This Moment Is Different

Previous third-party efforts have lacked three ingredients that are now clearly in place:

1. **The New Coalition:** We are no longer trying to create a constituency—it already exists.
2. **Independent Media:** Nearly all American voters can now be reached without relying on traditional gatekeepers.
3. **Existing Infrastructure:** The Libertarian Party already provides the legal and organizational scaffolding, and it is available at a bargain price. And the Mises Caucus is already organized and motivated to capture and repurpose the LP—it simply needs air support for the ground campaign they're already running.

The Ask

The objective is to arrive at the next Libertarian National Convention in February 2028 with overwhelming support for transforming the LP into an American Liberty Party that can harness and direct the broader America First, liberty, MAHA, and independent coalition into a force that can save America.

But this project cannot be executed by any single candidate, organization, or media platform.

It requires a coalition of coalition-builders. People with audiences. People with credibility.

It also requires foot soldiers with the willingness and capacity to do the unglamorous work of institutional change: organizing at the state level, contesting conventions, building delegate slates, and converting cultural energy into durable political structure.

The instrument to lead that work already exists: the Mises Caucus.

If properly supported and funded by the leaders and activists of the emergent coalition, the Mises Caucus will organize and execute the coalition's effort to take control of the Libertarian Party and transform it into the American Liberty Party. The Mises Caucus has already demonstrated its capabilities by mobilizing about 3,000 activists nationwide in 2022 to take control of the LP on a shoestring budget—but falling just short of the supermajority needed to permanently transform it.

Because the 2028 Libertarian National Convention is less than 20 months away (February 2028), work on this project simply must begin in Summer 2026—effectively immediately.

Conclusion

The hour is getting late.

Those of us with an aching in our bones to save the American way of life—the ideal by which mankind can still hope to pursue life, liberty, and happiness—know that the quickly falling night is likely to last a thousand years unless we act now.

It's time to stop complaining, theorizing, debating, or hoping.

It's time to stop merely promoting our own brands or worrying about the consequences of getting our hands dirty with politics.

It's time to harness the millions of sparks in the air around us and start a fire that darkness can never quench.

It's time to revive and complete the American Revolution.