

# GPUS 2013 BUDGET

## FUNDRAISING REVENUE NARRATIVE

### Introduction

Our current political system is utterly unable to provide any solutions to the problems that face us. At the same time, the best presidential campaign in Green Party history is bringing in more dollars, more exposure, and more potential activists than ever before. Our Fundraising Director has greatly improved our data and systems since he joined us in 2011, and has recently had training and advice from fundraising professionals. This all adds up to a clear path for growth and a great opportunity for the party.

Will we be able to convert Jill Stein donors, volunteers and voters into Green Party donors, volunteers and voters in our states and on the national level? We need to recognize that it won't happen by itself. We have to work for it.

We are presenting a realistic budget that includes a 14% increase in revenue from 2012. Each of the previous three years saw less revenue for GPUS than the year before. So projecting a significant increase like this is a statement of faith that we are on the way up once again.

In the coming year, will we get these resources, or more, to hone our message, run more competitive campaigns, buy advertising, and more? Or will we fail to capitalize on the opportunity, like we did with the influx from the Nader 2000 campaign? You are the person who will answer that question.

We are planning a couple of new programs that will help increase our revenue:

Donor recognition program. This will help us learn more about who donors are and why they donate. We will also enlist their help in reaching out to others.

Focus on the achievements of our elected officials. We believe this is the best way to tell our story.

We need concrete volunteer support from Green Party members and leaders, as outlined in this plan. We need you to think about who in your state party might be able and willing to help. We need you to put out a call, and make phone calls, and recruit at your state and local meetings, and connect with us, to help us find these people.

We are years away from being able to hire any additional staff. That means if you believe this opportunity should be grabbed with both hands, you must put your own hands to work to help make it happen. We need everyone. That includes you.

Signed –

David Sacks, Fundraising Director

Karen Young, Fundraising Committee; Co-Chair, Steering Committee

## Executive Summary

We expect to finish 2012 only reaching about 77% of our budget goal. The goal was \$327,000; we expect to finish the year at around \$251,000.

The shortfall was caused by: a major donor who died, and one who changed his mind about supporting us; a failure to ramp up major donations from others; and losses in the Sustainer category. We underestimated the amount and type of work needed for major donors. We did manage to increase revenue in other categories, but not enough to meet very ambitious goals.

We expect to increase revenue significantly in several categories. We believe that the influx of new people into the Party provides several specific fundraising opportunities detailed below:

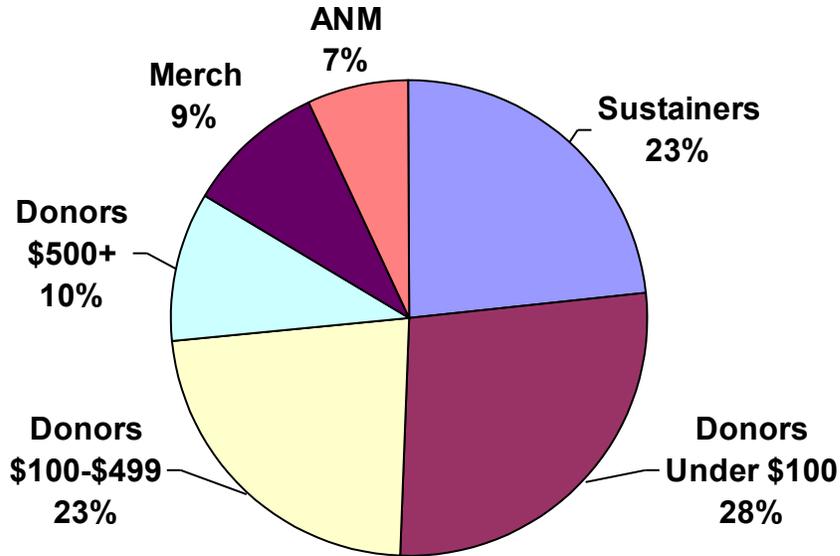
In one-time donations under \$100 we project a 27% increase and in one-time donations from \$100-\$500 we project a 24% increase. Making a small one-time donation is the lowest commitment a donor can make, and can happen without a lot of extra effort from us. We exceeded 2011 performance in 2012 in these categories.

In Merchandise we project a 58% increase. Buying a t-shirt or button is a relatively small commitment that allows people to publicly identify with what we hope is an exciting new community for them. We were well over 2011 revenue in this category in 2012. This increase, however, will depend on building a robust Merchandising committee.

We are projecting smaller increases in other categories. In sustainers, we were well below 2011 revenue in 2012. Becoming a monthly donor is a greater commitment. At the same time, most monthly Sustainer donations are small - \$5 to \$20. We are projecting an 11% increase.

In major donors (\$500+ one time), we are projecting a 15% increase (up to \$30,000). We expect to hold in depth conversations with current major donors about why they give. We will also target specific communities that have special reason to support the Green Party, such as the single payer health care supporters. These will form the basis of a major donor campaign.

## Total Revenue: \$286,700



## Total Revenue Amounts By Category

Category	Projected Revenue
Sustainers	\$ 67,000
Onetime Donors – Under \$100	\$ 78,000
Onetime Donors - \$100-\$499	\$ 65,000
Onetime Donors \$500+	\$ 30,000
Merchandise	\$ 26,700
ANM	\$ 20,000
<b>Total</b>	<b>\$286,700</b>

## REVENUE PROJECTIONS BY CATEGORY

Note 1: The figures for “2012 Actual” were determined as follows. They include actual revenue through October 2012, plus projected revenue for Nov and Dec. The final, actual revenue may differ.

Note 2: “Percent of goal” refers to what percentage of the goal in the 2012 budget that that “2012 Actual” number represents.

Note 3: We use the term “net new” donors below because in each category, there is attrition every year. People who donated last year do not necessarily donate, or donate the same amounts, this year. So “net new” is the total number of donors we need above last year’s total. We may actually need to bring in more new donors, to replace ones who leave.

## **Sustainers - \$67,000**

<b>2011 Actual</b>	<b>2012 Budget</b>	<b>2012 Actual</b>	<b>% of Goal</b>	<b>2013 Budget</b>	<b>% of Total</b>	<b>% Increase</b>
<b>\$70,000</b>	<b>\$78,000</b>	<b>\$60,600</b>	<b>78%</b>	<b>\$67,000</b>	<b>23%</b>	<b>11%</b>

Sustainers are Green Party supporters who make a monthly contribution to the Green Party.

It would take a total of 35 net new sustainers (avg 2.9 per month) at \$15 per month (or \$180 a year) to go from 2012 actual to 2013 budget (\$6,302 net increase). This assumes they would contribute all year long, which would likely not really be the case, but we can’t really estimate the number of months they would contribute.

2012 is the first year we have had a clear definition and reliable numbers for Sustainers. Previously, Sustainers were defined as anyone who made “regular” donations, whether monthly, annual, or at some other frequency. We believe that in the past they were overstated. This is one reason we not only fell far short of our goal, but far short of where we were in 2011.

We have to grow people's commitment to the sustainer level and that takes time. Also, most of our sustainer amounts per month are very low (very few are more than \$20).

We plan to choose some key people, Sustainers themselves, to help us build a campaign to get more sustainers, and appear in advertising, if you will, talking about why they give monthly. This will include targeted emails and phone calls. We will also make an effort to get current Sustainers to raise their monthly donations.

**VOLUNTEER NEED:** Researchers to determine which National Committee members are currently Sustainers, and analyze the number and percent of total Sustainers by state.

**VOLUNTEER NEED:** Existing Sustainers to participate in the campaign.

**VOLUNTEER NEED:** Excel and/or Visual Basic expert to help create macros and reports. Salsa does not have enough capacity for the reports we need, and we can’t pay for an accountant to produce them either.

## One-Time Donors Under \$100 - \$78,000

2011 Actual	2012 Budget	2012 Actual	% of Goal	2013 Budget	% of Total	% Increase
\$48,000	\$81,600	\$61,500	75%	\$78,000	27%	27%

Making a small one time donation is the lowest commitment a donor can make, and can happen without a lot of extra effort from us. This is one category where we exceeded 2011 performance in 2012, although we were well short of an over-ambitious goal.

So this is where we see the best potential for growth from Stein supporters. It would take 330 more donations (avg 28 per month) of \$50 to go from 2012 actual to 2013 budget (a \$16,500 increase).

We expect to receive the list of Stein donors and send a mailing to them before the end of 2012. The results of this mailing will likely carry on into early 2013. We will craft a special letter to them, to be signed by Jill Stein.

Adding these prospects will raise the size of our mailings from about 10,000 pieces to 14,000 pieces. We will keep these prospects on our list through 2013 and then remove those who haven't responded.

We are crafting new thank you messages, and welcome messages for those who sign up for our newsletter through the GPUS website. Previously signups were added to the donation mailing list, but did not receive welcome messages.

**VOLUNTEER NEED:** Graphic designer to design a compelling letter and/or envelope for prospects, using no more than one additional color. This will be an ongoing need as well.

## One-Time Donors: \$100-\$499 - \$65,000

2011 Actual	2012 Budget	2012 Actual	% of Goal	2013 Budget	% of Total	% Increase
\$36,000	\$54,400	\$52,633	97%	\$65,000	23%	24%

Larger donations are more of a commitment, but they also add up a lot quicker. It would take 61 net new donations (avg 5 per month) of \$200 to go from 2012 actual to 2013 budget (a \$12,367 increase). We have already seen an increase in these larger donations in the most recent months of the Stein campaign.

A key to increasing these two categories of one-time donations is better communication and coordination with states. We need to be sharing lists both ways as often as possible and talking about what works. We need to be reaching out to many more people, to bring in more donations.

**VOLUNTEER NEED:** State leaders to participate in the Fundraising Committee and to enable list sharing.

## **One-Time Donors: \$500+**

<b>2011 Actual</b>	<b>2012 Budget</b>	<b>2012 Actual</b>	<b>% of Goal</b>	<b>2013 Budget</b>	<b>% of Total</b>	<b>% Increase</b>
<b>\$44,000</b>	<b>\$60,000</b>	<b>26,160</b>	<b>44%</b>	<b>\$30,000</b>	<b>10%</b>	<b>15%</b>

The bulk of our 2011 major donor donation total came from the Juoni Trust, which expired in 2012. So we actually raised more from other major donors in 2012 than last year. However, the 2012 goal proved wildly unrealistic.

We have hardly begun to pursue major donors, and it takes time to build those relationships. So we think it's prudent to be conservative. It would take approximately one new major donor (\$640) every two months to reach the 2013 budget - a \$3,840 increase.

We expect to hold in depth conversations with current major donors about why they give. We will also target specific communities that have special reason to support the Green Party, such as the single payer health care supporters. These will form the basis for a small, personalized mailing to target prospects, followed by phone calls and in person appointments where possible.

**VOLUNTEER NEED:** Researchers to develop profiles of potential major donors.

**VOLUNTEER NEED:** Current major donors to participate.

**VOLUNTEER NEED:** Communications professionals to help us take the information we gain from talking to donors and turn it into videos, one-sheets, mailings, etc.

## Merchandise - \$26,700

2011 Actual	2012 Budget	2012 Actual	% of Goal	2013 Budget	% of Total	% Increase
\$7,500	\$20,000	\$16,900	85%	\$26,700	9%	58%

We saw a significant increase in merchandise sales in 2012, even though we fell well short of an unrealistic goal.

Getting to \$26.7K would take another avg \$816 in merch sales per month - a \$9,799 increase.

We believe that the influx of new people into the Party provides a good opportunity to sell merchandise. Buying a t-shirt or buttons is a relatively small commitment that allows people to publicly identify with what we hope is an exciting new community for them.

Our goal for this category is ambitious, however, and meeting it will require a lot of help from people we don't presently have on board. We will need to aggressively promote merchandise, have more exciting designs and items, and be able to keep enough sizes on hand.

**VOLUNTEER NEED:** People with experience in merchandise design and production at low cost.

**VOLUNTEER NEED:** Possibly need volunteers in DC to help with order fulfillment out of the office.

## ANM - \$20,000

2011 Actual	2012 Budget	2012 Actual	% of Goal	2013 Budget	% of Total	% Increase
\$24,812	\$25,000	\$28,245	112%	\$20,000	7%	-29%

This is the only category in which we were over budget for 2012, and we owe that to Tamar Yager and Hillary Kane, who not only put on a terrific convention, but kept revenue up and costs low. Any revenue increase in this area would not happen without increased participation on the ANM Committee by people with some event experience.

2013 will be an off-year national meeting, which always has lower attendance than a presidential year. Also, we do not yet know where the meeting will be held. We are projecting a revenue number in line with other recent off-year national meetings.