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**Using Elections to Build
the Green Party**


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What Role does the GP play?

Advance the Ten Key Values through:

- Electing Green candidates to public offices
- Public Education
- Issue Advocacy / Lobbying
- Movement organizing / social change



This makes us different. And the nation badly needs a third party.

Why do we run candidates?

Among our goals:

- To put Greens in office (i.e. to win the seat)
- To build the Party
- To educate the public
- To enhance the public perception of the GP
- To hold incumbents accountable

Often beyond reach.

Important to future electoral success.

Building the Party - Metrics

Measures of party-building success:

- **Volunteers Recruited**
- **Donors Recruited**
- **Staff/volunteers trained**
- **Public visibility (literature, debates, media)**
- **Endorsements (from labor, issue groups, opinion leaders)**
- **Voters registered**

But elections are intense efforts over 2-6 months. Then they are over. How do we solidify our gains?

Example: 2012 Presidential Campaign

We didn't win the office. But . . .

- **The Green Party fundraising mailing list grew by over 60%.**
- **Green voter registration surged (in Massachusetts, registration grew by 22%)**
- **Several state parties were reinvigorated by the race.**
- **Dozens of nationally known issue advocates endorsed the Green candidates.**

In the end, the race was a win for the Green Party.

Volunteer Activation

- **Objective: To convert campaign volunteers into ongoing GP activists.**

Ideas for accomplishing this:

- **Campaign turns its volunteer contacts over to Membership Committee**
- **Joint candidate/GP post-campaign party at which appeal is made for GP involvement.**
- **Telephone calls to invite campaign vols to GP state convention, GP public meeting, etc.**
- **Start a GP local in the candidate's district.**
- **Recruit campaign vols for the next race.**

Agreed to prior to endorsement?

> Consider the volunteer evolution pathway.

Donor Activation

- **Objective: To convert campaign donors into ongoing GP donors.**

Ideas for accomplishing this:

- **Transfer of campaign donor list to the Fundraising Committee**
- **Post-campaign fundraising appeal from the candidate for the GP**
- **Special fundraising mailing on issues prominent in the campaign**
- **Special approach to key donors by the candidate and the GP**

Agreed to prior to endorsement?

Other Follow-through

- **“How-to” documentation for future use: How was the campaign organized? What were the useful organizational contacts, software packages, vendors, etc.?**
- **Archived copies of appeals, speeches, policy statements, planning documents, petitioning kits, house party kits, letter writing kits, etc.**
- **Candidate/campaign manager assessment of successes, difficulties, lessons learned, and need for support.**
- **Assessment of campaign by candidate support committee.**
- **Update candidate support documents, procedures.**
- **Candidate role as ongoing public voice for the party.**

Resources

- **Stein campaign volunteer lists: Write Tia Nowack at hq@jillstein.org.**
- **Green Party Coordinated Campaign Committee**
<http://www.gp.org/committees/campaign/index.php>
- **Political Campaign Planning Manual, A Step By Step Guide to Winning Elections**
<http://www.ndi.org/node/13124>

Your thoughts?