

Reports From Green Party Committees to the
Green National Committee
submitted at the
2013 Annual National Meeting
Iowa City, Iowa

GREEN PARTY OF THE UNITED STATES
Finance Committee
Annual Report to the GNC
July, 2013

INTRODUCTION

The primary mission of the Finance Committee is to monitor fiscal activities. It performs this duty in an advisory role to the Steering Committee, which has final authority on fiscal matters, except for those decisions reserved to the National Committee under the Fiscal Policy and the Bylaws of the GPUS.

Current active members serving on the Finance Committee are Susan Chunco, CA; Bill Kreml, SC; Henry Bardel, NY; Frank Young, WV; and Jeff Turner, HI. Susan and Jeff serve as Co-Chairs of the committee. Jeff is the Treasurer of GPUS.

BRIEF FINANCIAL HISTORY

GPUS has experienced a steady decline in revenues every year since 2008. By the end of 2009 total debt to outside vendors, various earmarked funds, and generous Green creditors totaled nearly \$93,000. Austerity measures were instituted in 2009 & 2010 to maintain operations. Some staff positions and the accountant contractor were eliminated. The office was moved for a reduction in rent and utilities.

2012 saw the first increase in revenue to reverse the decline experienced in prior years. By the end of the year that debt had been reduced to slightly over \$30,000, mostly as a result of the cuts made in prior years, but also due to 2012 being a Presidential election year that produced slightly stronger fundraising than prior years. Significant expenditures were made for ballot access drives in 2012, but they were partially funded by loans from Greens; \$5,875 of those loans remain unpaid, and are included in the total debt figure above.

CURRENT FINANCIAL CONDITION

Fundraising in 2013 has fallen short of expectations again. Our debt has grown back to nearly \$40,000 at the present time. Almost no budgeted items have been funded in 2013 except staff, rent and utilities, and required services to support communications and our donor database. There are some desperate, budgeted financial needs that are not being met at this time.

FEC REPORTING COMPLIANCE

When the former accounting contractor was terminated, the GPUS financial statements and the Federal Election Commission report balances were properly reconciled to match. In 2010 some reporting errors occurred that have rolled forward into 2013. Working closely with our newly appointed FEC analyst and their technical support department, the Office Manager and the Treasurer have amended the FEC reports to be accurate and proper at the present time.

FISCAL POLICY HOUSEKEEPING AMENDMENT

In the wake of ending the state sharing program at the end of 2011, the Finance Committee has undertaken a review of the fiscal policy to remove references to state sharing. In the course of that review, nearly two dozen other minor errors dealing with capitalization, punctuation, and grammar have been identified. Soon after the Annual Meeting a proposal will be presented to make these housekeeping changes to the Fiscal Policy. The Finance Committee urges approval of the recommended amendments when the proposal is presented to the GNC

BUDGETING AND STRATEGIC PLAN

The Finance Committee has prepared and delivered a draft budget to the SC for their consideration every year since it was created as an advisory Committee to the SC. Recently there has been talk of having multi-year budget projections to better support long term planning efforts. The Finance Committee strongly supports this initiative. Accordingly, as we enter our annual budget preparation cycle in just a few weeks, committees will be asked to make their budget requests for 2014, 2015, and 2016 to see us through this current Presidential election cycle.

The Finance Committee recognizes the hard work and substantive results of the Strategic Planning Group. We look forward to a thorough discussion, appropriate amendments, and subsequent adoption by the GNC. It is a necessary step to move us forward, and we hope to help by developing this long term budgeting as a tool to support that project.

RECRUITING FOR COMMITTEE MEMBERS AND THE NEXT TREASURER

There are only five members active on the Finance Committee at the present time, all being in their late 60's and early 70's. These five have served for quite some time and are willing to continue to serve, but strongly recommend recruiting some new folks into the group. Women and younger members are underrepresented and needed to balance the current membership, as well as laying out a path to the future for experienced fiscal management for the Party. The Committee also notes that the current Treasurer is in the middle of his second term, and has come to a general agreement that the job of Treasurer should have a lengthy, perhaps one full year, of internship as a participating member of the Finance Committee before assuming the duties of Treasurer. Please contact the Treasurer, Jeff Turner if you think you might consider serving on this committee. We are a very congenial group and have a rather good time even though we struggle with inadequate fundraising to fulfill the budget priorities that have been adopted.

RECOMMENDATION FROM THE FINANCE COMMITTEE

The Finance Committee would like to point out that we have cut and cut expenditures to the points where any more cuts will seriously jeopardize the continued viability of the GPUS as an organization. We do not have a spending problem; we have a fundraising problem. It is imperative that Greens significantly increase their fundraising revenue in order to realize our common expectations for success of a Green revolution in politics.

Green Party Outreach Committee Report

July 2013

Our Mission: The Outreach Committee (OC) works in concert with groups such as the Media Committee, Green Pages Editorial Board, Fundraising Committee, and Merchandising Committee, to create more consistency across all communications from GPUS, as well as to create clear and compelling messaging for our target audiences. The committee may create brochures and other promotional materials for the Green Party, and work with the Website Director in developing and maintaining website content and design. The committee also may work on advertising, volunteer coordination, and helping state parties grow their recruitment efforts.

Members:

Lora Friedenthal, NJ
Starlene Rankin, Lavender Caucus
Patrick Snider, CA
Lucas Aðalsteinn Schmidt, NM
Linda Thompson, CT

Liaisons/Observers/Advisors:

Karen Young, NY/SC Liaison
Lizzy Shaw, NV (observer, for now)

In March 2013, after doing some recruitment around the party, Karen Young organized a conference call of the Outreach Committee, which had been inactive for several years. We had our first call on March 27 and have held conference calls twice monthly since.

Accomplishments:

Set up New Listserv for Committee: We set up a new listserv for our committee's email communications. Set up a TitanPad to for meeting agendas and notes. We all are 'on' the TitanPad during our meetings. TitanPad lets us work on documents simultaneously.

Revised Rules: We reviewed the existing Outreach Committee Rules and Procedures and concluded that they needed to be revised. Our revised rules were submitted to the NC for discussion, a few changes were made and the final rules were approved June 23, 2013.

Improved Outreach Section of gp.org Website: During one of our calls, we reviewed each page of the Outreach sections of gp.org. We deleted some items that were out of date and/or no longer relevant, added some items, and re organized the page to make it easier to find things. We sent our edits to our web manager who made the changes. <http://www.gp.org/index.php/for-members/organizing.html>

Developing Messaging Strategy Project Plan: We want our party to grow and this is a key tool to help us do that. We plan to develop a coherent voice and messaging strategy to ensure that we are actually communicating what we mean to.

Search for Designer: We started searching for a branding expert to refine our messaging, and develop a visual identity that will strongly communicate that message. We'll have a color scheme and visual design elements, such as a logo and range of typefaces, that we will use to create consistency across all kinds of materials, from our website to brochures, banners and more.

Defining our Target Audience: The highest priorities for outreach (“target audience”) will be the people who we are most likely to convert quickly from “interested/ sympathetic” into higher levels of support or activity. Once we have more of them converted, we can tackle other people who are important, but will take longer or be harder to convert. “Supporters” for us, especially at our current stage, are not just people who vote Green, but people who support us financially, as volunteers and who help spread our message.

Our primary ‘audience’ that our marketing plan will focus on is: Young people (18-35), Blacks and Latinos, Low Income people, Progressive Dems, Non-Voters.

Developing our Message: some general ideas: Populist, anti-corporation; Local change; There are successes that are not electoral victories; Take a stand against a broken political system--our government just isn't good enough; Political reform; "No Strings Attached" We're nobody's puppet.

Fundraising Plan: We plan to raise between \$3000 and \$5000 in the Fall of 2013 to hire a Designer. We have an initial fundraising letter ready to go and we’re designing a template for an eblast. We’re compiling our target list for fundraising appeals.

Volunteers from gp.org: We reviewed how the volunteers coming in from gp.org are being handled so that volunteers actually get connected to a state party or local party leader, where applicable.

Developing Ideas for Volunteers: We want to create new ways for volunteers to be involved. This is essential for volunteers who live in areas where we have no viable local or state parties. One idea we had was to create Issue Action Groups Page on Facebook.

Growing the Outreach Committee: We need more members for our committee so we’ll be asking people to join while we’re at the ANM in Iowa City. After the ANM (in August) we plan to elect Committee Co-chairs.

Ecoaction Committee Annual Report, July 2013

The Ecoaction Committee took action this year against the Keystone XL pipeline project. In March, the committee drafted a letter to the U.S. Department of State (DOS) objecting to the draft supplemental environmental impact statement (SEIS) that approved construction of the northern leg of the pipeline. The SC approved the letter by consensus and sent it to DOS.

In June, as a result of comments received on the draft SEIS, the DOS inspector general launched an investigation into improper conflicts of interest between TransCanada and the contractor DOS hired to write the impact statement. The contractor had misled DOS by advising the government that it had no relationship with TransCanada and was not an energy company despite having consulted for the top five oil companies.

The Green Party's voice helped pressure DOS into revealing this conflict of interest, a setback to administration plans to push the pipeline through to completion.

In July 2012, the Ecoaction Committee adopted a fast-track proposal to endorse a petition to stop dam construction on the Skykomish river in Washington State. One national environmental group lists the river as one of the ten most endangered rivers in the country. The dam threatened the quality of the water, the fish and wildlife the depended on the river

In August, 2012, the Ecoaction committee adopted a fast-track proposal to endorse a Nuclear Information and Resource Service (NIRS) petition calling for an American Clean Energy Agenda. The agenda was a comprehensive plan for the next Administration's first 100 days in office, that would begin the shift from dirty and dangerous nuclear and fossil fuel sources to a clean, safe and affordable clean energy future.

In December, 2012, elections for officers were held. Tim Willard and Audrey Clement were reelected co-chairs and Robert Piemme was elected Secretary.

Ecoaction Committee membership rose to 18 this year, and our Facebook page has been active.

Tim Willard
Audrey Clement
Ecoaction Committee Co-Chairs

Platform Committee Report

Except for posting the Platform changes approved at the PNC last July, correcting a few errors and developing a PDF version as well, the committee has essentially been inactive since the 2012 convention until April and again last month when we began to discuss the schedule for submitting amendments for the 2014 cycle. We will begin accepting amendments August 1st and stop accepting amendments after February 1st, 2014. We've also essentially agreed to alter the process slightly. Amendments will be sent to the SC for posting to the voteslist once our section editors are satisfied that the amendments are ready to go rather than waiting until later and sending them in batches as was done the last two cycles.

We have also answered a few inquiries we have recieved about specific planks of the Platform.

Bruce Hinkforth
Co-Chair GPUS Platcom

Green Party of the United States
MERCHANDISING COMMITTEE
Annual Report to the GNC
July 2013

WHAT WE DO -- The primary mission of the Merchandising Committee (MerchCom) is to provide a funding source for the GPUS through the sale of products. The committee's secondary mission is to support outreach activities to increase the visibility of the GPUS.

RECENT HISTORY -- MerchCom had been inactive for well over a year by the time of the 2012 Presidential Nominating Convention, partially due to the financial straits that GPUS has been experiencing over the past few years. Merchandise requires a budget for production, and although budget lines have been carried for this priority, funding has been low or absent; consequently inventories languished and committee members drifted away. In Baltimore, Jeff Turner called for a rejuvenation of the committee and encouraged new members to join.

WHO'S ON BOARD -- With the help of Karen Young as SC liaison, new members were recruited and meetings began in December 2012. New co-chairs were elected -- Jan Martell on the creative side, Jeff Turner on the business side. The committee is primarily made up at present of Greens who are active in Green Party merchandise in their states, or have some professional or creative connection to production and design: Jennifer Sullivan, Ursula Rozum, Asher Platts, Lora Friedenthal, Starlene Rankin, and Dani Liebling are the more actively involved members. A total of 15 members are signed up on the listserv.

ACCOMPLISHMENTS -- So far this year work has primarily been done on urgent needs, working up and approving designs for a "membership card" and pin as thank-yous for donors and sustainers, and bumper stickers, some new T-shirt designs and some original T-shirts for the 2013 Annual Meeting.

LOOKING AHEAD -- The next step for the committee is to develop a plan for replenishing merchandise that the party has traditionally carried, developing new lines of merchandise that will be attractive and useful to Greens, particularly young Greens, and developing new strategies for promoting our products to state parties and individuals who are working in political campaigns, ballot access campaigns, and party-building outreach.

The committee welcomes new members, particularly those who may be knowledgeable in marketing, or have experience producing promotional merchandise for state parties or nonprofits. The committee also encourages designers and merchandise producers (freelancers or small businesses) who are Green Party members to get in touch with the committee to discuss services they may be able to provide. One of the major challenges the committee will face over the coming year is to develop strategies to maximize production on an extremely limited budget. Eventually as production and inventories are increased, the committee will become not only self-supporting, but also revenue producing for GPUS, which is its primary goal and purpose.

GPUS ACCREDITATION COMMITTEE REPORT

GPUS National Meeting

July 26, 2013

During the past year and a half, the Accreditation Committee (AC) has focused chiefly on two areas of committee activity. Shortly after last year's national meeting, the committee had an update in membership, with a few new members added and a few stepping off. That, along with new applicants for accreditation and the need to address the question of "non-participation" on the Green National Committee (GNC) and varying levels of activity in state affiliates, has resulted in renewed activity.

AC members assisted three applicants in working through the accreditation process. The committee sent proposals for accreditation for two of them, and both were approved by the GNC. We would like all to join us in welcoming two new members to the Green National Committee:

The Youth Caucus, accredited on 11/11/12

Kentucky Green Party, accredited on 2/10/13

The third applicant is the Green Party of the Virgin Islands, which had applied the previous year but ran into delays in getting application materials and required records to us. They had fulfilled all but one request when the committee's membership changed. Newer members wanted to wait to review the application again. The committee will follow up again after the national meeting, and we may have yet another accreditation proposal coming in the intermediate future.

The AC is in the process of finalizing a revision to the accreditation rules which we believe will provide a better framework for addressing varying circumstances of the GPUS and state affiliates. This will provide for categories of "activity" to address the varying types of activity now occurring: for instance, active state parties with active participation at the national level; state parties with activity, but not participating at the national level (i.e., the GNC delegation); state parties with minimal activity, but with one or a few reliable contacts; state parties that have really ceased to exist.

The committee also reviewed state participation levels on the GNC over the past 6 months to a year. Stemming from that review, the committee sent proposals to the GNC to designate two parties for "temporary inactive" status. These included the Green parties in Utah and Nevada (proposals were approved on 1/27/13). The Green/affiliate parties in Louisiana, Oklahoma, New Mexico and Missouri were also considered; these have met the requirement to maintain their participatory status on the GNC.

Recent contact to Oklahoma, Nevada and Missouri has indicated that there is some ongoing or renewed activity at the local or state level, including electoral activity or plans for such. Responses indicated that while there is a desire to focus on local and state organizing at this time, there is an interest in eventually resuming participation on the GNC. Nevada Greens recently held a meeting to re-organize, or re-vitalize, their state party. A Green is running for mayor of Oklahoma City, and there is report of some renewed activity in a couple OK cities, as well. In Missouri and Kansas, there is a fairly active group in the Kansas City area comprising Greens from both states, and also an interest in eventually renewing more active participation in the national committee.

Submitted July 20, 2013

GPUS Accreditation Committee

Holly Hart and Tamar Yager, co-chairs

hhart11@gmail.com

tamar@gp.org