

2011 GPUS BUDGET CASE STATEMENT

This Case Statement presents the resources and needs of the GPUS, what makes it unique, how the needs are addressed, and how people can become involved.

What Makes GPUS Unique

GPUS is the venue for state and local Green parties and their members to come together. Ours can be a lonely battle against the other parties, with their corporate coffers, control of the election systems, and control of the media. Even more difficult is our battle for hearts and minds, against the widely held belief that you can't change the stranglehold that Tweedledum and Tweedledee have on our national dialogue and government priorities. Only by working together can we build our party to be a real force for political change. Without GPUS, we wouldn't have a structured way to come together across states and regions.

What Needs Does GPUS Address?

- The need for inspiration. Here we see that we are not alone in our struggles, and we gain strength and faith to keep on fighting. Here we are inspired by other Greens around the country and the world, and encouraged by them to believe that we can achieve even more in our own backyards.
- The need for tools to do our work. Here we can find proven tools to build our organizations and our campaigns for office. Here we can get merchandise to help us be seen being Green.
- The need for community. Here we can come together at the Green Annual National Meeting, to build relationships in person and see other state Green Parties up close.
- The need for information and communication. Here is information central for all who wish to learn about what is happening around the country: for the press, for others working to change our electoral system, for people who want to help build a better America and are seeking others who feel the same way. On our website they can connect to state parties, read our press releases and news about Green achievements, and learn more about what we stand for. Or they can even speak to a human being in our national office who will help direct them to answers to their questions or connect them with State Greens and Green locals. Only on our website can a comprehensive election database about all Green candidates be found. Only GPUS has the means to do national advertising.

How does GPUS address those needs?

Here are some of the specific programs executed by GPUS:

- Campaign schools, campaign hotline, and on-line and printed resources. (<http://www.gp.org/organize/organize-kit/index.php>)
- Financial support for Green candidates through the Green Congressional Committee and the Coordinated Campaign Committee which will soon be reorganized
- State sharing program, which allows state parties to direct credit card donations through GPUS if they don't have the ability to accept credit cards, and also allows donors to GPUS to direct part of their donation to their state party
- Build national media coverage of Green Party candidates and campaigns (<http://www.gp.org/press.php>)
- Maintain the single, definitive official source of record for the history of all Green Party candidates and elected officials (<http://www.gp.org/elections/candidates/index.php>)
- Provide tools for states and local Green Parties to build lasting, democratic structures through national meeting workshops, database, fundraising, and organizing and outreach tools. (<http://www.gp.org/organize/organize-kit/index.php>)
- Maintain Green Party National Committee status with the Federal Election Commission (<http://www.gp.org/fec/fec.shtml>)
- Conduct Green Annual National Meeting and Green Party Presidential Nomination Convention (<http://www.gp.org/conventions/>)
- Support Ballot Access for state Green Parties (<http://www.gp.org/ballotstatus/>)
- Recognize and support Green Officeholders Network <http://www.gp.org/network/officeholders/>
- Media outlets: Green Pages (<http://www.gp.org/greenpages>), Green Papers, and more

What does GPUS need to better execute its mission?

Needs That Can Be Met Through Fundraising

- Hardware/Software upgrades and server for office
- Fundraising data migration to DIA/Salsa
- Development and customization of DIA/Salsa database
- Fundraising staff, paid and volunteer

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- A base of regular sustainer donations sufficient to fund basic operations and a reserve fund
- Higher income overall to allow greater funding for all programs

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Needs That Cannot Be Met Through Fundraising

- Stronger and more inspirational mission statement to replace existing organizational purpose
- Strategic planning and short and long-term goals
- Strategic messaging: macro and micro
- Clarifying, protecting, and honoring Donor Intent

How can people be involved?

- Participate in the Fundraising Committee
- Participate in other GPUS Committees
- Compile a list of donors and members from your state parties
- Compile a list of donors and volunteers from your candidates and campaigns
- Help by making personal solicitation calls to campaign donors and volunteers
- Participate and train in fundraising as part of the National Committee
- Train and involve of state party volunteers in fundraising
- Communicate regularly, promoting the GPUS to Green list servers and other list servers around the country
- Assess and report on public opinion regarding the GPUS
- Help develop a pool of IT volunteers by reporting IT talent within your local and state
- Help with translation of non-English materials
- Write a letter to the editor responding to community concerns

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For information on the methods and programs by which GPUS raises money, see the 2011 GPUS Budget proposal and the accompanying Income Narrative.