

The Strategic Plan is focused on five goals, which are detailed below.

- 1) Increase Membership and Diversity
- 2) Run And Elect More Candidates
- 3) Create More Positive Awareness of the Party
- 4) Create Closer Ties with Movements, More Effective Issue Advocacy/Policy Development
- 5) Change Structures to Better Align with Goals

Goal Three: Create More Positive Awareness of the Party

OBJECTIVES What we should have	ACTION ITEMS What we will do	MEASUREMENT How we will know it's working	WHO Will Do The Work
Strong statements of the Party's mission and accomplishments	Create mission/vision statements and elevator pitches. Test them with target audiences. Provide tools such as webinars, videos or wikis for members to learn how to answer objections and share what works.	We have created clear mission/vision statements and elevator pitches. We have tested them and created tools to use them. Members are using them.	Outreach Committee Media Committee IT Committee Members
Strong statements of the Party's mission and accomplishments	Gather and distribute success stories from officeholders and others. Showcase inspiring, effective and diverse people.	We have collected success stories, and used them on our website and in other communications.	Outreach Committee; Fundraising Committee; Coordinated Campaign Committee
Strong branding: more consistency, strong messaging and visuals	Develop our messaging statements. Work with a professional branding expert/ designer to polish our statements, create a visual identity (logo, color scheme, fonts etc) to carry through all our communications.	We will have messaging statements or taglines. We will have a new visual identity and iterations such as web pages, handouts, templates that state parties can customize.	Outreach Committee Web Committee Steering Committee
Strong branding: more consistency, strong messaging and visuals	Create a new website that is more professional and dynamic looking, and where it is easier to find and manage content.	We will have a new website and content management system.	IT Committee Web Committee

Increased awareness of the party overall	Choose and train national spokespeople	Our spokespeople are chosen and are interacting with media, donors, etc on a regular basis.	Spokespeople, Media Committee; Steering Committee; Fundraising Committee
Increased awareness of the party overall	At least several times a year, mobilize members in campaigns to write LTE's/op eds, call talkshows, etc.	We increase the number of LTEs/op-eds/radio calls placed in local media.	Media Committee; Outreach Committee; <i>Issues Committees</i>
Increased awareness of the party overall	Increase GPUS use and train state parties in use of Social Media platforms (Facebook, Twitter, etc).	We will have increased hits, likes, followers, etc.	Media Committee Outreach Committee Web Committee
Increased awareness of the party overall	Develop a PR strategy to pitch and place positive stories around key themes in national media.	We will increase the number of positive feature stories and the number of media outlets.	Media Committee
Increased awareness of the party overall	National advertising	We will place advertising in national media outlets.	Media Committee Outreach Committee Fundraising Committee
Increased awareness of the party overall	Create/distribute more Green media content: cable and radio shows, columns in neighborhood newspapers, editorial videos, YouTube		Media Committee State parties
Tools to combat negative attitudes about the Party and third parties	Develop/test the best ways to talk about electoral reform, the need for 3 rd parties, and 3 rd party accomplishments. Create related materials/web content. Consistently spread these messages through members and allies.	Our messages on electoral reform, the need for a third party, and third party accomplishments will show up more frequently in the media.	Media Committee Outreach Committee <i>Electoral Reform Committee</i>
Communications targeted to diverse groups	Work with caucuses, spokespeople, Green Shadow Cabinet, members to create messages.	We will have targeted materials on website, print, etc.	Caucuses Outreach Committee, Media Committee, <i>Spokespeople</i>

Better internal communications	Gather regular reports from committees, states, caucuses. Inform members of what GPUS committees, candidates, officeholders etc are doing on a regular basis, and solicit feedback.	Members receive regular information on what is happening and regular feedback comes back.	Staff Committee Co-chairs State leaders <i>Officeholders Network</i> Steering Committee
Better internal communications	Hold quarterly conference call for NC delegates, state party leaders, SC, etc.	Solid attendance and productive exchange of information and ideas.	Steering Committee, State Party Leaders, National Committee, <i>Organizing Committee</i>
Establish internal environment that is positive and in tune with our values	Institute stronger National Committee listserv policies and/or enforcement to deter negative behavior and encourage positive interaction. Move to Forum from listserv.	Negative and unproductive comments are reduced, Higher member participation and more productive discussion results.	Forum Managers National Committee
Establish internal environment that is positive and in tune with our values	Institute bonding exercises at ANM's. Develop ways to celebrate and recognize Greens. Encourage more social/cultural activity	People feel that the party has become a warmer and more enjoyable organization. Retention increases	ANM Committee; Outreach Committee; Steering Committee; <i>Social/Cultural Committee</i>