

Green Party of the United States					
2017 Budget Proposal					
	2016	2016Budget	Amended	2017	
	Budget	Amendment	2016 Budget	Budget	Line Item Narrative
<b>6 REVENUE</b>					
7 Donor Contributions					
8 Sustainers	78,000		78,000	144,000	\$10,000/per month now - project a 20% increase for 2017
9 Other Contributions					
10 Under \$100	26,500		26,500	80,000	
11 \$100-\$500	26,500		26,500	80,000	
12 Over \$500	24,000		24,000	40,000	
13 sub total - donor contributions	155,000	75,000	230,000	344,000	
14 Planned Giving	0		0		
15 Merchandise Sales					
16 Retail Sales	9,000	6,000	15,000	12,000	full price retail sales
17 Bulk Sales	1,500		1,500	2,000	deeply discounted quantity sales to states & locals
18 Printed Literature & Green Pages	2,325		2,325	2,120	Green Pages & other printed literature @ 20% of cost
19 Annual National Meeting Registration Fees	28,000		28,000	15,000	
<b>20 TOTAL REVENUE</b>	<b>195,825</b>	<b>81,000</b>	<b>276,825</b>	<b>375,120</b>	
21 FUNDRAISING COSTS					
22 Fundraising Staff					
23 Fundraising Director	19,500		19,500		All salaries moved to line 135
24 Payroll Taxes & Insurance	4,680	-2,145	2,535	0	12% - SS / unempl / worker's comp / temporary disability insurance - moved to line 136
25 Fundraising Writers -Independent Contr		4,000	4,000	15,000	\$1,250/month
26 Lea	19,500	-17,875	1,625	0	
27 Total Fundraising Staff Costs	43,680	-16,020	27,660	15,000	Does not include employees - only contractors
28 Direct Mail					
29 Printing & Mail Prep Costs-resolicitation	14,000		14,000	16,000	4 donor mailings - one will be as A/B test of pre-sort vs. bulk mail to measure response rates
30 Postage Costs-resolicitation	5,000		5,000	5,000	4 mailings
31 Printing & Mail Prep Costs-other		3,000	3,000	12,000	Candidate campaign list mailing
32 Postage Costs-other		1,000	1,000	2,000	Candidate campaign list mailing
33 Prospecting for New Donors	6,000	4,000	10,000	10,000	to be used for various fundraising initiatives and building donor lists
34 List clean up by outside vendor		3,000	3,000	3,000	third party vendor to fill in missing n/a phone# & emails in our lists
35 Total Direct Mail Costs	25,000	11,000	36,000	48,000	
36 Other Fundraising Costs					
37 ANM Fundraiser Costs	1,500		1,500	1,500	
38 Donor Recognition	0		0	0	
39 Total Other Fundraising Costs	1,500	0	1,500	1,500	
40 Merchandising Costs					
41 Cost of Merchandise Sold	5,850	4,000	9,850	7,800	50% of retail + 90% of bulk sales
42 Cost of Printed Materials	0		0		
43 Postage & Shipping	900	2,000	2,900	3,000	
44 Advertising & Promotion	500		500	1,000	discretionary funds for merchcom to promote merchandise
45 Inventory Growth	1,800	4,000	5,800	2,400	20% of retail sales - expand inventory to support sales growth with more merchandise choices
46 Total Merchandising Costs	9,050	10,000	19,050	14,200	
47					
48 TOTAL FUNDRAISING COSTS	79,230	4,980	84,210	78,700	
49					
<b>50 NET REVENUE AFTER FUNDRAISING COSTS</b>	<b>116,595</b>	<b>76,020</b>	<b>192,615</b>	<b>296,420</b>	<b>Net Funds Available for Green Party Operations</b>
51 % of revenue available for operations	60	94	70	79	
52					

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53	<b>PROGRAM EXPENDITURES</b>					
54	<b>ELECTORAL POLITICS</b>					
55	Political Organizer Salary	0	10,000	10,000	0	Salary has been moved to line 135
56	Payroll Taxes & Insurance	0	0	0	0	Moved to line 136
57	Health Insurance	0		0		
58	Ballot Access	5,000	15,000	20,000	20,000	Ballot access plan for 2017 and legal costs
59	Candidate Support	0	3,000	3,000	3,000	
60	Campaign Schools	0		0	3,000	
61	PCSC	500		500	0	
62	<b>TOTAL ELECTORAL POLITICS</b>	<b>5,500</b>	<b>28,000</b>	<b>33,500</b>	<b>26,000</b>	
63	<b>ORGANIZING AND OUTREACH</b>					
64	Volunteer /Youth/Field Coordinator				0	Salary has been moved to line 135
65	Payroll Taxes	0		0	0	Moved to line 136
66	Green Pages					publish two issues in 2017
67	Layout	600		600	600	final preparation for printing
68	Printing & Shipping	2,000		2,000	2,000	print and ship to GPUS office
69	Platform Summary Printing	0		0	3,000	some printed for sale - e-doc available
70	Outreach Committee				15,000	
71	Advertising - timed to election season	0		0		
72	Advertising - ongoing social media	900	4,000	4,900	6,000	pay for click ads on Facebook paying Facebook for ads based on likes and interests
73	Caucus Allocation		2,000	2,000	5,000	budgets \$1000 of expenditures for each caucus
74	Graphic Designer-Independent Contractor		5,000	5,000	7,500	
75	Printed Materials	500	6,500	7,000	5,000	
76	Diversity Committee		5,000	5,000	5,000	translation of materials into Spanish, and other caucus operational expenses
77	Travel & Lodging Scholarships for ANM	2,000	2,000	4,000	4,000	diversity support distributed by diversity committee
78	Anti Oppression Training Program	0	1,000	1,000	2,000	continuing this training established in 2013
79	Media Committee					
80	Media Director Salary	15,000	2,500	17,500		Salary has been moved to line 135
81	Payroll Taxes & Insurance	1,800	300	2,100	0	Moved to line 136
82	Media Contact List	300		300	300	
83	Media Committee-communication svcs	0		0		
84	Scott Travel/Lodging/Per Diem (ANM)	0		0		in Governance ANM section for 2017
85	Equipment (ANM)	0		0		in Governance ANM section for 2017
86	<b>TOTAL ORGANIZING &amp; OUTREACH</b>	<b>23,100</b>	<b>28,300</b>	<b>51,400</b>	<b>55,400</b>	
87	<b>GOVERNANCE</b>					
88	Annual National Meeting					
89	Venue & AV Support	11,300		11,300	6,000	room rental & audio/visual equipment services
90	Staff Travel/Lodging/Per Diem	5,950		5,950	5,950	7 staff @ \$850 each
91	Multibox & Livestreaming	1,500		1,500	1,500	travel & expenses for contractors - livestream / multibox for press conference
92	Speaker Travel/Lodging	1,500		1,500	1,500	travel/lodging/honorariums for key presenters
93	Supplies/Printing/Miscellaneous	1,750		1,750	1,750	other costs in support of ANM activities
94	ANM Cost Sub Total	22,000		22,000	16,700	
95	Steering Committee					
96	ANM Travel	4,500		4,500	4,500	allowing \$500 estimate per SC co-chair
97	ANM meals		1,000	1,000	1,350	allowing \$150 per SC Co-chair for meals
98	ANM Lodging	2,250	250	2,500	2,250	allowing \$250 estimate per SC co-chair
99	SC/staff in person Planning Retreat				9,750	estimate 15 attendees @ \$650 per person

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					<u>Line Item Narrative</u>	
100	Steering Committee Sub Total	6,750	1,250	8,000	17,850	
101	International Representation					
102	Global Greens Membership Dues	0	350	350	350	Global Greens annual dues for 2017
103	FPVA Membership Dues	200		200	200	FPVA annual dues for 2017
104	International Committee Travel	0	3,000	3,000	6,000	partial travel and lodging for three delegates to GG meeting and FPVA meeting
105	Legal Counsel	0		0		
106	TOTAL GOVERNANCE	28,950	4,600	33,550	41,100	
107	OPERATIONS OVERHEAD					
108	Executive Director	0		0	0	Salary has been moved to line 135
109	Office Manager	0		0		Moved to line 136
110	Office Associate	16,000		16,000		Salary has been moved to line 135
111	Payroll Taxes & Insurance	1,920	0	1,920	0	Moved to line 136
112	Health Insurance	0		0		
113	Web Manager - Independent Contractor	8,400	2,000	10,400	10,080	average 48 hours/month @ \$17.50/hour
114	Accountant - Independent Contractor	3,600		3,600	3,600	\$300/mo
115	Rent	11,190		11,190	15,000	estimated cost of more space at current locatin or moving to another office
116	Utilities	0		0	1,200	
117	Phone/DSL internet access	48	550	598	2,000	
118	Online Services	0		0		itemized below
119	GPUS Server	2,500		2,500	2,750	Pair Networks - list serves and domain hosting
120	Nation Builder	3,800	900	4,700	8,000	donor database & website hosting paid for a year in advance in Feb
121	ECWID	180		180	200	online store services
122	PayPal services	1,680	2,000	3,680	3,600	online payment services their fees are based on increased volume
123	Online Communication Service				2,500	to be tested and determined later
124	Log me in	300		300	0	
125	IT Development	0		0	10,000	voting software fixes upgrading new campaign database or other ?
126	Supplies	1,000	1,000	2,000	1,800	printer cartridges / paper / miscellaneous
127	Postage	1,200		1,200	900	general correspondence -shipping merchandise itemized at line 50
128	Insurance	940		940	1,000	general liability & property insurance policies
129	Electronic Payment Processing Fees	4,896	2,025	6,921	9,378	2.5% of total revenue their fees are based on increased volume
130	Miscellaneous-bank fees, etc.	0		0		
131	TOTAL OPERATIONS OVERHEAD	57,654	8,475	66,129	72,008	
132						
133	SALARY COSTS LEFT BLANK ABOVE				210,000	5 - 5 1/2 full time equivalent positions showing a zero amount above for new hires & existing employees
134	PAYROLL TAXES ON LINE ABOVE				25,200	12% - SS / unempl / worker's comp / temporary disability insurance
135						
136	TOTAL PROGRAM EXPENDITURES	115,204	69,375	184,579	404,508	Salary and payroll tax costs as a % of Total Program Expenditures = 58%
137						
138	EXCESS REVENUE OVER EXPENDITURES	1,391	6,645	8,036	-108,088	
139						
140	Add estimated cash balances forward from 2016				175,000	
141						
142	Estimated Balance Forward from 2017 to 2018				66,912	includes \$60,000 in operating reserve funds
1						