

# GPUS 2014 BUDGET REVENUE NARRATIVE

## Introduction

A little more than a year after the historic Jill Stein for President campaign concluded, we have seen an influx of new donors, volunteers, and energy.

Nonetheless, for a variety of reasons, including the possibility that some donors were “tapped out” after the Stein campaign, GPUS did not see a revenue increase in 2013. In fact, 2013 revenue declined from 2012 totals. This is the third year in which there have been revenue declines. Instead of the hoped-for 14% increase in revenue that we projected from 2012 to 2013, we expect to finish 2013 with a 23% shortfall in that projection, a 5% shortfall in revenue from what we raised in 2012. This trend must be reversed. Now.

As a consequence of the above, we have developed a strategic plan, a plan that we feel confident will help to resolve some difficulties that have long hobbled our fundraising efforts. Beyond the utility of such a plan for members, we know that donors, especially major donors, want and indeed expect to see such a plan.

Going forward, we are also developing stronger “case statements,” these being clear and readable documents that explicate such things as, a) our reasons to exist, b) what we are accomplishing, c) what we hope to accomplish in the future. This should facilitate access to more donors and larger gifts. We are also working on a rebranding process, a clarification of our purpose and goals with a stronger visual identity and messaging, that should make the Green Party more attractive to potential donors.

Late this year, we established a volunteer phone banking operation. It is working well, and we plan to expand it next year.

Further, the IT Advisory Group is selecting a new and more robust database system, that should afford us even more opportunity to coordinate among party levels. In conjunction with a new “front end” on our website, better online fundraising and organizing tools will be available.

The above being said, there is still no substitute for “boots on the ground,” that is dedicated support from Green Party members who are willing to spend the time and energy to advance our resource base. There are jobs for volunteers to do (detailed later in this document) that don’t involve asking for money, as well as jobs that do.

We know that the budget proposed here is a “bare bones” budget. Please note, however, that we are including monies that we believe committees will be able to raise themselves, with the support of the national fundraising effort. We can fund more committees, and more projects, if we raise more money. It’s as simple as that.

We need to think about, and then contact, who among our state and local party members would be willing to help with this effort. We need everyone to assist GPUS with your various committees' fundraising efforts. This means making phone calls. It means recruiting at your state and local meetings, and it means dedicating yourself to finding ever more volunteers. WE NEED YOU.

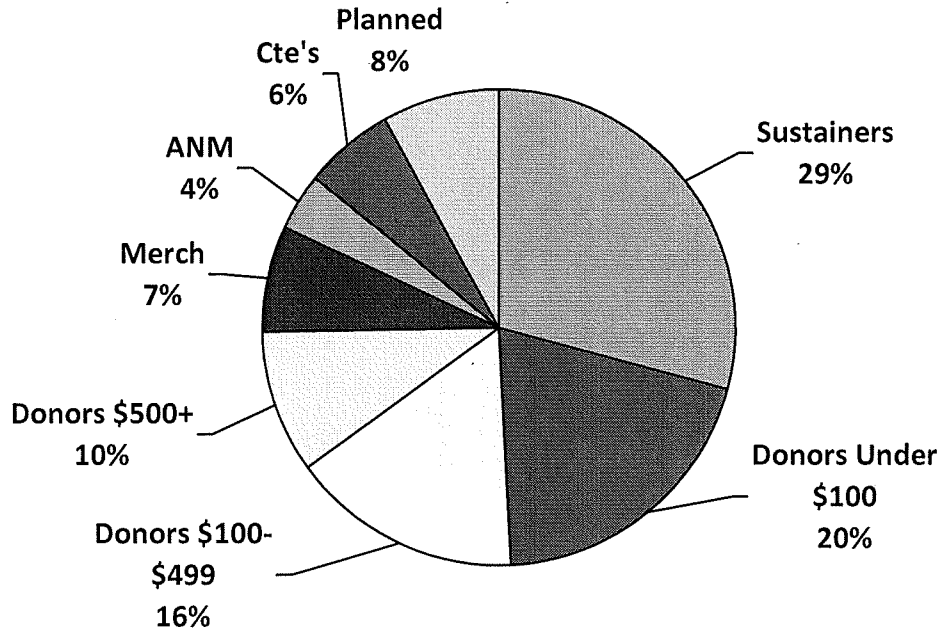
Signed –  
David Sacks, Fundraising Director  
Karen Young, Fundraising Committee; Co-Chair, Steering Committee

## Executive Summary

- We expect to finish 2013 only reaching about 77% of our budget goal. The goal was \$286,700. We expect to finish the year at around \$220,000 in revenue.
- More than ever before, we need to be realistic about our revenue prospects. We can no longer promise more than we can reasonably hope to achieve. As a result, we are projecting only a modest 7% revenue increase over 2013, or \$250,500 in our First Tier budget for 2014. The Second Tier budget adds another 5%. For the most part, we are not projecting significant percentage increase differences among our various revenue categories.
- We are planning a special joint fundraising campaign with several international Green Parties for Spring, 2014.
- The Coordinated Campaign Committee successfully raised thousands of dollars for candidates this fall. We feel there is definitely potential for expanded committee fundraising.
- We have been bequeathed \$50,000 from the will of a Minnesota resident.
- The primary bright spot this year has come in the Sustainer category. We project ending the year with \$68,000, a thousand dollars over our 2013 goal. This represents a 12% revenue increase over 2012.
- Unfortunately, the category of one-time donations under \$100 fell far short of our 2013 goal. The goal was \$78,000, but we now forecast a collection of \$46,800 – only 60% of goal and 15% below 2012. We found that existing donors often gave less this year than last. New donors did not bring in enough to close the gap.

- In the category of one-time donations between \$100 and \$500, we also fell short of our expectations. We expect to close the year at \$39,000, only 60% of the \$65,000 goal, and 14% behind 2012.
- In our major donor category (over \$500), we expect to hit only 70% of our 2013 goal, raising \$21,000 out of a planned \$30,000, about 8% short of 2012. We were able to bring some larger Jill Stein donors into the GPUS fold (with her help). We need to work on developing capacity in the major donor area.
- In Merchandise sales, we also fell very far short of goals that, in retrospect, were too ambitious. Our goal of \$26,700 was more than a \$10,000 increase over 2012's \$16,269 (in a presidential year). In 2013 we expect to hit about \$7,000, or 22% of goal. We did not have money to order new product until July, so missed more than half a year of potential sales.
- The Annual National Meeting also fell far short of its revenue target. We closed out at roughly half of our \$20,000 goal. Small turnout hurt our effort, but with keeping costs low, we held the ANM with a small profit. However the ANM is not budgeted to turn a profit. This amount equals the ANM expense amount in the Expense Narrative.
- The Fundraising Committee, quite frankly, was disappointed that it was not able to execute our Donor Recognition program. We simply did not have the funds to send Green Party cards to all donors, as we planned. We expect to be able to do this in 2014.
- We also did not have the person-hours to gather the success stories that are so helpful in selling the Party. Once again, we have a very important volunteer need here. Our fundraising staff also does not have the time to have in-depth conversations with donors to get to know them better, as was planned.

## 2014 Annual Revenue: \$250,500



## Total Revenue Amounts By Category

Category	Projected Revenue
Sustainers	\$ 73,000
Onetime Donors – Under \$100	\$ 50,000
Onetime Donors - \$100-\$499	\$ 40,000
Onetime Donors \$500+	\$ 24,000
Planned Giving	\$ 20,000
Merchandise	\$ 18,000
ANM	\$ 10,000
Committee Fundraising	\$ 15,500
<b>Total</b>	<b>\$250,500</b>

## REVENUE PROJECTIONS BY CATEGORY

Note 1: The figures for “2013 Actual” include actual revenue through September 2013, plus projected revenue for Oct, Nov and Dec. The final, actual revenue may differ.

Note 2: “Percent of goal” is “2013 Actual” divided by “2013 Budget.”

### Sustainers - \$73,000

2012 Actual	2013 Budget	2013 Actual (est)	% of Goal	2014 Budget	% of Total	% Increase
\$60,600	\$67,000	\$68,000	101%	\$73,000	29%	7%

Sustainers are Green Party supporters who make a monthly contribution to the Green Party.

We plan to choose some key people, sustainers themselves, to help us build a campaign to get more sustainers, and appear in advertising, if you will, talking about why they give monthly. This will include targeted emails and phone calls.

We will also make an effort to get current Sustainers to raise their monthly donations.

We believe there are a lot of new National Committee members who may not be sustaining donors, and that they would be good targets.

**VOLUNTEER NEED:** Existing Sustainers and phone bankers to participate in the campaign.

### One-Time Donors Under \$100 - \$50,000

2012 Actual	2013 Budget	2013 Actual (est)	% of Goal	2014 Budget	% of Total	% Increase
\$60,271	\$78,000	\$46,800	60%	\$50,000	20%	6%

We are crafting new “thank you” messages, and “welcome” messages for those who sign up for our newsletter through the GPUS website. Previously signups were added to the donation mailing list, but did not receive welcome messages.

**VOLUNTEER NEED:** Graphic designer(s) to design compelling letters and/or envelopes for mailings, and researchers to track down photos for mailings. These are ongoing needs.

### One-Time Donors: \$100-\$499 - \$40,000

2012	2013	2013	% of	2014	% of	% Increase

<b>Actual</b>	<b>Budget</b>	<b>Actual (est)</b>	<b>Goal</b>	<b>Budget</b>	<b>Total</b>	
\$49,436	\$65,000	\$39,000	60%	\$40,000	16%	1%

A key to increasing these two categories of one-time donations is better communication and coordination with states. We need to be sharing lists both ways as often as possible and talking about what works. We made good progress on sharing state lists in 2013, but have not done well with acquiring candidate lists. We need to be reaching out to many more people, to bring in more donations.

**VOLUNTEER NEED:** State leaders to participate in the Fundraising Committee and to enable list sharing.

## One-Time Donors: \$500+ - 24,000

2012 Actual	2013 Budget	2013 Actual (est)	% of Goal	2014 Budget	% of Total	% Increase
\$25,777	\$30,000	21,000	70%	\$24,000	9%	13%

We have hardly begun to pursue major donors, and it takes time to build those relationships. So we think it's prudent to be conservative.

We plan to hold in depth conversations with current major donors about why they give.

We also plan to target specific communities around issues that have special reason to support the Green Party, such as the single payer health care supporters. We plan to work with committees such as the CCC and IT Advisory Group on their fundraising, and help develop major donor contacts and pitches related to these committee projects and areas.

In-person meetings are required, so we plan to focus first on potential donors who live in areas where we have staff or volunteers that could hold those meetings, since there is no travel budget.

We need to identify members or supporters who have experience with major donor development to help us in this arena.

**VOLUNTEER NEED:** Researchers to develop profiles of potential major donors.

**VOLUNTEER NEED:** Current major donors to participate.

**VOLUNTEER NEED:** Communications professionals to help us take the information we gain from talking to donors and turn it into videos, one-sheets, mailings, etc.

## Planned Giving - \$20,000

We can't budget for planned giving, because there is no way to know when it might come in. However, we have received a bequest to the Party in the amount of \$50,000. FEC limits annual contributions from a single donor to approximately \$30,000. We expect to receive the \$30,000 in 2013, and the \$20,000 balance in early 2014

## Merchandise - \$18,000

2012 Actual	2013 Budget	2013 Actual (est)	% of Goal	2014 Budget	% of Total	% Increase
\$14,583	\$26,700	\$7,000	22%	\$18,000	7%	250%

**VOLUNTEER NEED:** Designers and people who have worked in merchandise programs for nonprofits are particularly needed.

## ANM - \$10,000

The revenue number represents registrations only. We don't budget for the ANM to turn a profit, though it actually has for the past couple of years. Any significant revenue increase in this area would not happen without increased participation on the ANM Committee by people with event experience, and without getting a much earlier start on both program and promotion than what we've had in years past, to increase turnout.

This will be the 30<sup>th</sup> Anniversary of the first Green Party meeting in the US, of what was then called the Committees of Correspondence. The 2014 meeting may be held in Minnesota at the same site as the original meeting. There may be some interesting marketing angles to take on this. We hope to see you all there.