

GPUS 2015 BUDGET EXPENSE NARRATIVE

I. INTRODUCTION

Our primary goal for 2015 is to build a Green surge to the 2016 election. To accomplish this we are allocating increased funding to ballot access and candidate development, maintaining our basic support operations, expanding on the outreach initiatives undertaken in 2014, and eliminating the small remaining GPUS debt.

Tier one of the 2015 budget is a very stringent financial plan to maintain a basic, functioning Party while striving to achieve these goals. Tier two is considered achievable only if significant work is devoted to increasing fundraising growth and success. This requires volunteers to join in the fundraising effort. Tier three is considered the ideal budget goal that will afford us the greatest probability of successful political engagement and political power.

This budget does not allow for any addition to the reserve fund. Adding at least \$1,000/month to the reserve account balance every month is an important future goal, to be achieved as soon as fundraising warrants. But, in the short term, paying off the small balance of our internal debt is a greater priority.

The following sections explain the major expenditure items or groups in the budget, working down from the top of the budget document to the bottom. We also have provided line item descriptions/explanations in this year's budget document for ease of understanding the various line items as you review the budget. Most comments refer to Tier 1 expenses.

II. FUNDRAISING COSTS – Tier 1: \$76,370 Tier2: \$85,320 Tier 3: 96,610

There is no increase in salary for the fundraiser for 2015. Overall fundraising costs have been reduced slightly from 2014.

In mid-2013 we began pruning our mailing list, working toward more efficient cost/benefit results. In 2014 we will continue to carefully select our mailing counts. For 2015 we plan to drop all the Stein donors who have never contributed to the Green Party since they were included in our donor database and mailings. The resulting savings are dedicated to be spent on prospecting for new donors.

All other fundraising costs are projected to be the same or a little less than last year, with the exception of the cost of merchandise sold and the postage for shipping, due to the projected increase in merchandise sales. Cost of merchandise sold is calculated at 50% of retail and 90% of bulk sales

Miscellaneous fundraising costs include the costs for the ANM fundraiser event, and the cost of the premiums/gifts for a donor recognition program that the fundraising committee has been working on.

III. ELECTORAL POLITICS – Tier 1: \$11,000 Tier 2: \$19,000 Tier 3: \$26,500

The Ballot Access committee requested over \$40,000 for 2015. We were only able to allocate the amounts above, which is still a significant increase over prior years. Everyone would like to dedicate more funds to this effort, but fundraising efforts will have to increase significantly for us to be able to do that. Getting more volunteers involved in fundraising is the key to more up the tiers and producing more funds for ballot access efforts.

For the CCC committee lines in tier 1, it was deemed that direct candidate support is less important than funding campaign schools for candidate development. Additional fundraising successes will restore candidate support as we move through the tiers.

IV. ORGANIZING AND OUTREACH – Tier1: \$32,321 Tier2: \$41,321 Tier 3: \$45,375

The Media Coordinator's salary request is a nominal \$50/month increase for 2015 to cover the additional deductible that our new insurance contract will place on employees.

The media line items total only a slight increase from 2014.

The Outreach section is allocated more funds to continue the work started in 2014 for upgrading our image, and for increasing outreach efforts planned, including capitalizing on our social media resource that has been built to over 100,000 likes on Facebook.

If we can move to tier 2 and 3, additional funds will be allocated to diversity work.

V. GOVERNANCE – Tier 1: \$14,000 Tier 2: \$17,200 Tier 3: \$20,900

The Steering Committee budget of \$4,500 is for Steering Committee travel to in-person meetings during the year, primarily the ANM. Lodging also is paid for SC members as the minimal benefit they receive for countless hours of dedication to Party leadership.

In prior years the ANM budget was just a place holder for unknown revenue and expenses at no gain or loss. For 2015 we are including a simple outline for ANM revenue and expenses in the budget detail. It is budgeted for a very small profit.

The International Committee is budgeted for dues to the Global Greens international organization, and for the FPVA in tier two. GPUS representatives travel expense to international meetings is from self-funding.

The Steering Committee decided to remove the legal expense from the budget and make a special budget adjustment if a matter arises that requires legal costs to be incurred.

VI. SUPPORT AND SERVICES – Tier 1: \$88,109 Tier 2: \$91,948 Tier 3: \$93,940

Support and Services covers the minimal staffing, technology infrastructure, office overhead, and supplies required to support the work of committees and volunteers to keep the our political

organization operating.

The Office Manager salary will remain the same as last year, except for the unavoidable increase in the medical insurance contract.

The website manager is continuing at the same rate as 2014.

In 2010 the GPUS discontinued the accounting contractor position for one year as part of a cost-cutting measure, with the office manager “temporarily” taking over the FEC filings. In 2011 and again in 2012 and 2013, it was proposed that a new accountant be retained and that the office manager continue to do the FEC filings until the new accountant had updated the uncompleted and delinquent accounting work. Funding shortages precluded that from happening. We will engage an accountant as an independent contractor in 2015 to begin the difficult work of catching up on, and carefully reconciling, several years of accounting work that remains to be completed.

In late October, 2014 we moved our office to a new location just across the DC line into Takoma Park, MD. The rent has been reduced by about \$8,000 per year.

The rest of the overhead costs are essentially the same as last year. IT Development is for further website upgrades. Postage is expected to go up in 2014. Insurance always creeps up slightly.

VII. RESERVE FUNDS.

The full amount of restricted funds owed to caucuses and committees has been placed in the reserve account for the last three years. It is available for disbursement requests. Rebuilding the reserve fund is an important future goal after the small remaining debt has been repaid. This is expected to be completed in 2015 and rebuilding of a reserve fund will commence before 2016.

Respectfully submitted by your Steering Committee with the endorsement of the Finance Committee.