

Fundraising Policy of the Georgia Green Party.

(adopted by consensus, May 25th, 1999, and amended 7/27/99 , 9/7/99 and 8/1/00)

I. Title, Purpose and Scope of Policy

This Policy shall be known and may be cited as the Fundraising Policy.

II. Roles Serving the Party's Fundraising Strategy

A. The Council shall designate a Fundraising Coordinator and may contract with or hire a Development Director and a Petition Drive Coordinator. Until the Council appoints a Fundraising Coordinator, the Treasurer may perform the duties and exercise the powers of a Fundraising Coordinator. The Council may delegate to the Fundraising Coordinator the duty and power to contract with a Development Director and a Petition Drive Coordinator. The Coordinator shall serve, along with the Executive Director, as the Party's representative in collective bargaining with staff, contractors and volunteers.

B. Each member of the Council is urged to participate with the Coordinator in the work of raising the funds necessary to honor the intention of the budget approved by the Convention and the Council.

C. The Fundraising Coordinator shall be a member of the Coordinating Council who is asked to propose to the Council a fundraising strategy and once adopted, coordinate the implementation of the strategy. The Fundraising Coordinator shall work with the Treasurer in the development of budget proposals for the consideration of the Party Convention and Council. The Coordinator may with the consent of the Council, hire or contract with and supervise a Fundraising Director and will advise the Council on relevant personnel matters. In the absence of a Fundraising Director, the Fundraising

Coordinator may exercise the powers of the Director or of a Petition Drive Coordinator. The Coordinator shall submit all Fundraising Projects and Budgets to the Quick Decision Council.

D. The Petition Drive Coordinator shall be committed to the values and practices of the Green Party. The Petition Drive Coordinator is authorized to hire, contract for and organize volunteers to serve as canvassers and petition circulators. The Petition Drive Coordinator shall serve as the supervisor of the canvas and petition operations and may designate subordinate supervisors as best serves the organization of their crew and work opportunities. The Petition Drive Coordinator shall consult with the Fundraising Coordinator and the Quick Decision Council on the deployment of their crew and the development of the Party's message as presented by the crew.

III. Role of the Council and the Quick Decision Council

A. The Council:

1. shall ratify all contracts and other policies, pay schedules and work rules that shall also be ratified by any contractors or employees when hired or when subject to collective bargaining.
2. shall have jurisdiction over advertising policy and merchandise policy - including the approval of all items in the product line.
3. May designate a Fundraising Reserve Account including a ceiling on funds that may be deposited into that account.
4. May transfer or designate money to that account which may be expended by the Treasurer consistent with Article IV. below.

B. The Quick Decision Council shall:

1. Designate a member to approve all printed materials used in Fundraising efforts.
2. Amend, ratify or reject any Fundraising Plan submitted by the Fundraising Coordinator, including plan provisions that designate a formula for dividing revenues between the Fundraising Reserve Account and the General Account.
3. Oversee the expenditure of Fundraising Reserve Account funds, consistent with a Merchandise Plan and Budget adopted by the Quick Decision Council to build and maintain the merchandise inventory.

IV. Fundraising Reserve Account

The Treasurer is directed to establish a Fundraising Reserve Account which will receive funds designated by this policy until it reaches \$20,000 plus the projected monthly obligations of the account to fund fundraising expenses. The Treasurer shall account for this Account separately from the General Fund or from other segregated accounts that now exist or may be established in the future. The Treasurer is authorized to disburse funds from the Fundraising Reserve Account for fundraising expenses that are consistent with Project Plans and Budgets approved by the Quick Decision Council, when funds exist in the Fundraising Reserve Account. For each fundraising operation, an amount equivalent to 10% of the operation's revenue plus its projected fundraising expenses shall be deposited in the Fundraising Reserve Account. Once the Account reaches its capacity as defined here, the 10% payments shall be suspended until the next month that a shortfall develops.

V. Accounting Procedures

The Fundraising Coordinator is urged to develop in consultation with the treasurer accounting policies and procedures that use standard accounting practices to account for and report monthly to the Council on fundraising expenses incurred and revenues derived from Party activities.

VI. Membership Development Strategies

The Council shall designate a Membership Development Coordinator who will serve as Chair of the Membership Development Committee. The Coordinator is charged with organizing staff, contractors and volunteers to conduct the business of the Committee. The Coordinator is charged with developing and implementing a plan and proposed policies on the use of the membership list and for a membership development strategy including membership enrollment, a membership services package (including a membership publication), and a membership renewal program. Until such time as the Editorial Council shall nominate and the Council shall appoint Editors for the Party publications, the Membership Development Coordinator may serve as or appoint the Editor of the Party membership newsletter and outreach tabloid and shall assist in organizing the Editorial Council. The Membership Development Coordinator is urged to work with the Canvas Director and the Petition Directors on strategies and procedures for membership enrollment. The Membership Development Committee is urged to use tabling, direct mail, petition circulators and canvassers in its efforts.

VII. Events and House Parties

A. Event Coordinators and Budgets

The Fundraising Coordinator is urged to designate one or more event coordinators who will develop fundraising project proposals and budgets for

review of the Quick Decision Council for fundraising events and house parties which will be used as opportunities for membership drives and merchandising. The QDC is authorized to approve fundraising projects with expenses not to exceed 20% of house party revenues and 50% of other fundraising event revenues.

B. Event Specific Segregated Accounts

The Development Director may with the consent of the Treasurer establish a temporary segregated account to serve a specific fundraising event, which has been approved by the Quick Decision Council and which is expected to generate in excess of \$1,000.00 in revenue. Within thirty days of the completion of a fundraising event for which such an account has been established, the Development Director shall make a complete report to the Treasurer, including all statements and other account reports, photocopies of all checks deposited, reports on all cash receipts of the project and receipts, invoices and any other instrument which document any expense drawn from the account or made from any petty cash fund authorized by the Development Director. The account's signature card shall authorize the bank to honor a check endorsed by at least one of the following three servants of the Party: the Treasurer, the Development Director or the Event Coordinator, at least two of whom shall be signatories on the account. An account signatory is authorized to disburse funds from the segregated account for fundraising expenses that are consistent with the Fundraising Event's Project Plan and Budget as approved by the Quick Decision Council when funds exist in the account.

VIII. Grants

Council members are urged to alert the Council about opportunities to raise grants monies that will support the Party's work and the work of its members.

IX. Major Donor Campaign

The Fundraising Coordinator is urged to develop a major donor campaign in cooperation with the members of the Council and the servants of the local affiliates.

X. FEC Matching Funds Campaign

The Fundraising Coordinator is urged to develop a campaign to raise \$5,000.00 or more in pledges under \$250.00 that qualify the Green Party's 2000 Presidential Candidate for FEC matching money.

XI. Petition Drive

A. The Party shall conduct a ballot access petition drive to obtain ballot access for its candidates for presidential electors and for each candidate seeking local office in races opened for Green nomination whose application for support has been approved by the Council. In the case of local races, where a candidate has not been nominated by the Party, the Council may authorize the use of the canvas for the circulation of ballot access petitions for the candidates who file with the clerk, an application, sworn as an affidavit, stating:

- 1) their intention to attend the Party's Nominating Convention and seek the nomination of the Party for public office they seek;
- 2) granting their permission for the Party to publish the affidavit and survey responses in its public outreach efforts;
- 3) that they are in basic agreement with the ten key values as a basis for organizing; and

4) that they have completed and filed with the Clerk, their response to the following five questions:

a) List five issues that you think are most important and what you would do about them?

b) Is there anything in the Platform of the Georgia Green Party with which you disagree?

c) Most Green Parties use a modified form of consensus decision making process to promote wide participation and encourage consideration of divergent viewpoints. What experience do you have with consensus?

d) Over the past few years, have you become more or less inclined to believe that a third party can work here in the USA?

e) How can we work together to make the Green Party more effective?

B. The Fundraising Coordinator is urged to nominate a petition drive coordinator and at least four but no more than eleven geographically dispersed Petition Drive Directors for Council approval and to propose a project budget including a draft Deal Memo for ballot access petition circulators. The fundraising expenses shall not exceed 80% of the petitioning revenues – including memberships, \$1.00 a signature contributions, and the net merchandise sales revenues (after replacement costs). The Coordinator is urged to consider the use of a percentage of gross wages as bonuses to award circulators and canvassers for the referral of new circulators, payable upon verification of the first 200 signatures, 500 signatures, 1,000 signatures or 5,000 signatures. The Coordinator is urged to consider the inclusion of bonuses for supervisory personnel (other than candidates of the Party) who handle accounting and personnel hiring, training and retention decision-making. The petition drive coordinator is urged to utilize festivals and other appropriate gatherings as opportunities to build awareness for the party with the petition effort. The Coordinator is directed to negotiate a contract with the Natural Law

Party for the employment of and payment for Green Party petition circulators who also collect signatures for the Natural Law Party's ballot access petition drive. The proposed contract along with proposed talking points for Circulators is to be submitted to the Quick Decision Council as are other fundraising projects.

XII. Canvas Operation

The Fundraising Coordinator is urged to designate a canvas director and to propose a Deal Memo for canvassers that will pay wages not to exceed 60% of their petitioning revenues – including memberships, \$1.00 a signature contributions, and the net merchandise sales revenues (after replacement costs). The Coordinator is urged to consider the inclusion of bonuses for supervisory personnel (other than candidates of the Party) who handle accounting and personnel hiring, training or retention decision-making.

XIII. Merchandise Program

The Fundraising Coordinator, as needed, is urged to propose amendments to the merchandising policy or product catalogue and to report to the Council evolving merchandise strategy.

A. Inventory Control, Accounting and Taxes

1. Inventory Control Sheets and the Inventory Summary Report

The Fundraising Coordinator shall approve the form of an Inventory Control Sheet and of an Inventory Summary Report. The Inventory Control Sheet shall include the retail and replacement costs of each merchandise item to assist in the preparation of payroll. The Canvas Director shall maintain a file of completed inventory control sheets and copies of Inventory Summary Reports.

2. Vendor's Role

Each canvasser or other employee, contractor or volunteer who vends Party merchandise will account for all Party property using signed inventory sheets. Each canvasser (or other staff, contractor or volunteer who vends merchandise) shall account for all merchandise and sign an Inventory Control Sheet and an Inventory Summary Report whenever merchandise is drawn or restocked from or returned to the Party inventory. The Canvas Director or the Development Director shall endorse the Inventory Control Sheet and the Inventory Summary Report to attest to their accuracy.

3. The Role of the Treasurer and Supervisory Staff

The Treasurer shall only pay a commission or otherwise disburse funds for inventory replacement on sales documented by Inventory Summary Reports, which have been properly signed and endorsed. The Development Director and the Canvas Director are authorized to withhold a final paycheck pending a final accounting - including payment at retail for sold items and the return of merchandise reported on the most recent Inventory Control Sheet as drawn from the Party Inventory. The Canvas Director shall file copies of the Inventory Summary Report with the Development Director, the Fundraising Coordinator and the original with the Treasurer at least once per pay period.

B. Advertising and Merchandise Strategies

1. Canvassers Role

The canvasser shall display buttons and other appropriate merchandise promotional materials and offer to sell catalogue items to members of the public who sign the Party's nominating petition or who otherwise demonstrate support for the party. The canvasser shall make available printed catalogues of Party merchandise to members and other petition signers who spend \$1.00 or more in dues, contributions or merchandise purchases.

2. Tabling and events

The Development Director is urged to provide for the participation of a canvasser or other staff, contractor or volunteer who will display, promote, vend and account for merchandise whenever Party activists or members are tabling or hosting a fundraising event.

3. Online and mail order merchandising

The Development Director is urged to report to the Coordinating Council on the resources needed to provide for online and mail order merchandising including sufficient staffing to provide for prompt order fulfillment.

C. Inventory Acquisition and Maintenance

Until December 2001 or until the Inventory of the Party's merchandise program has grown to a wholesale value of \$10,000, whichever may occur first, the merchandise budget shall consist of an amount equal to the cost of goods sold reported on Inventory Summary Reports plus 10% of the difference between the funds deposited in the Fundraising Reserve Account and the total payment due for periodic

D. Merchandise Catalogue of the Georgia Green Party

1) Publications:

a) Georgia Green Party Periodicals:

- i) Internal Discussion Bulletin (members only)
- ii) Outreach Tabloid of the GGP (to be developed)
- iii) Membership Newsletter of the GGP (to be developed)

b) Other Green Party Periodicals:

- i) **Green Pages** (published by the Association of State Green Parties)
- ii) **Green Politics** (published by the Greens / Green Party (usa))
- iii) **Synthesis / Regeneration** (published by the Greens / Green Party (usa))
- iv) **Groundworks** (published by the Groundwork Collective, San Francisco, California)

c) Pamphlets:

- i) **Local Organizing Guide** (to be developed)
- ii) **Platform of the Georgia Green Party**
- iii) **Draft Platform of the Association of State Green Parties**
- iv) **Y2K Citizen's Action Guide**, by Utne Reader

d) Books:

- i) **Against All Odds** by John Rensenbrink

e) Audio and Video Recordings:

- i) **1998 Campaign Video: The Party of Compassion, the Politics of Hope**

2) Logo items:

- i) **Buttons and Bumper stickers and bookmarks**
- ii) **T-shirts**
- iii) **Pennants and Banners**

iv) Fertile Sunflower Seeds

v) Flutes

vi) Puppets

vii) Greetings Cards

viii) Commemorative items specific to a fundraising event

3) Food items:

i) Edible Sunflower Seeds

ii) Organic sandwiches

iii) Water

iv) Fresh Juices

v) Beer, wine or other alcoholic beverages

XIV. Party Publications

A. Editorial Council and Editors

The clerk is directed to publish a Call for Editorial Workers for the Party Publications and to organize an editorial council which will nominate Editors for the consideration of the Council, develop, produce and publish both a membership publication and an outreach tabloid.

B. Advertising Rates

Consistent with Article XV. Advertising Policy, staff, members, contractors and volunteers are urged to solicit, accept and cause to be published

advertisements consistent with a rate schedule approved by the Quick Decision Council. The Quick Decision Council is urged to adopt a rate schedule which

- 1) is calculated so that not more than 50% of the publication is sold as advertising,
- 2) provides a 35% commission to staff and contractors who solicit and close an order for advertising space consistent with the advertising policy,
- 3) fully funds advertising sales commission. the printing, bundling, shipping and mailing costs of the publication based on sales of 75% of the ad space, and
- 4) offers advertising rates comparable to competing publications.

The ad rate schedule may include a discount for non-profits and a budget of advertising space, distinct from editorial coverage, which will be used to support Party building efforts and campaigns endorsed by the Party.

C. Georgia Green Party News

The Quick Decision Council may provide for the twice per calendar year publication of a 16 page tabloid-format newspaper to activate readers and educate Party members and the general public about developments in Green organizing focused on Georgia, but also including national and international Party news. The Publication shall run a contest to solicit proposed names and the Council shall consider changing the name of the publication prior to the printing of the second issue. The QDC is urged to publish the first issue as soon as possible but no later than October 1st, 1999, and to provide for a schedule for future issues, including copy and advertising deadlines.

D. Georgia's Working Greens

The Quick Decision Council may provide for the publication of a quarterly 12-32 page membership newsletter to activate readers and educate Party members

about developments in Georgia Green Party building efforts. The membership newsletter shall acknowledge members and volunteers who contribute to the building of the Party, invite members to participate in volunteer leadership positions in the Party, and report internal Party news. The Publication shall run a contest to solicit proposed names and the Council shall consider changing the name of the publication prior to the printing of the third issue. The QDC is urged to publish the first issue as soon as 100 or more members are enrolled in the records of the Party and to publish subsequent issues at quarterly intervals based on a schedule adopted by the Quick Decision Council.

XV. Advertising Policy

A. Scope of Policy

This advertising policy shall apply to all periodical publications of the Party except for the Internal Discussion Bulletin (which shall be supported solely with subscription fees), to all programs printed for fundraising or other events, and to requests for cosponsorship relationships for events or projects initiated by the Georgia Green Party.

B. Prohibited Advertising

No staff member, contractor or volunteer shall solicit, accept or cause to be published an advertisement from a corporation or business entity which:

- 1) is actively being boycotted by one or more organizations of the movement for peace and non-violence, social justice, grassroots democracy and ecological wisdom;
- 2) pays less than prevailing wages for its economic sector, fails to negotiate in good faith with its employees, to recognize their employees' designated

collective bargaining agent or is subject to pending charges for unfair labor practices or has a history of being found liable for such behavior;

- 3) files or is required to file a Toxic Release Inventory Report with the Environmental Protection Agency;
- 4) operates as a financial lending institution;
- 5) is engaged in weapons production, the nuclear industry, sex trade industry or other businesses clearly at odds with a Green Future as envisioned by the state Party Platform.

B. Exceptions to Prohibited Advertising

The Quick Decision Council is authorized in its own discretion to grant a waiver to a prohibited advertisement, after reporting by mail to the Council its intention to grant such waivers and allowing reasonable time for delivery and a three day comment period prior to final ratification of its action, when:

- 1) a lending institution files with the Coordinating Council of the Georgia Green Party a copy of its Community Reinvestment Act disclosures; or
- 2) The Georgia Green Party develops the capacity to choose democratically and support a team of Party volunteers and or staff to administer a program for
 - a) accepting and evaluating the filing of Plans for Toxic Waste Reduction and
 - b) for inspecting an advertiser's facilities for compliance with its written plans; and a polluting industry required to file a Toxic Release Inventory report, files with the Coordinating Council of the Georgia Green Party both a Declaration of a Corporation's Zero Waste Goal and annual updates of their Plan for Toxic Waste Reduction (designed to achieve a 99% waste reduction goal within a ten year period).

C. Permitted and Encouraged Advertising

Consistent with Paragraph B. Prohibited Advertising, staff members, contractors and volunteers are urged to solicit, accept and cause to be published advertisements from corporations or business entities which:

- 1) are organized as worker and / or consumer cooperatives;
- 2) operate reputable practices offering complementary and alternative health care to Georgia residents;
- 3) is on good terms with the collective bargaining agent recognized by its employees;
- 4) are operating businesses consistent with or who are honoring concrete plans to be consistent with the principles for economic development and economic justice espoused in the Platform of the Georgia Green Party.

D. Responsibility for the revision of the Advertising Policy

The Fundraising Coordinator is urged to propose in consultation with the web clerk and Editorial Council amendments to the advertising policy and strategy including recommendations for staff needs other than existing fundraising staff, the web clerk and the Editorial Council members.