

Local party budgeting & fundraising

NWGP training day 18/7/26, delivered by Emily Heath
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1. FUNDAMENTALS

Who is responsible for budgeting & fundraising in your LP? It could be your chair, treasurer, fundraising coordinator, someone else, or a small team – make sure you have agreed who!

How big a budget will you need to win seats at the 2027 Local Elections (LE)?

- Each target ward can cost £2k or more over the long & short campaign, with expenditure peaking in March/April.
- Monthly income of approx. £170 needed per target ward
- You'll also have some year-round general running costs – see section 2.

Who are we trying to raise funds from – e.g. members, supporters, the public ...?

- Some people prefer to give money than to be involved in other ways, but you need to make a compelling ask, make the ask repeatedly using different methods, and make it easy for people to donate.
- Best to have donations from lots of supporters rather than a few major donors (risky and unsustainable!).
- Members get asked for money a lot (local, regional & national asks) - who else might support your local campaign?

Set a realistic target for fundraising ☐ make an action plan ☐ regularly review progress

2. WHAT EXPENDITURE MIGHT A LP INCUR?

Annual

- Essential: Registration with the Information Commissioner's Office (£40/y)

- Optional: Subscriptions for IT services such as for online meetings (e.g. Zoom = £160/y), graphic design (e.g. Canva = £120 per person – but could share a login?), secure cloud storage for electoral data (e.g. Protondrive is EU-based). Free versions are available with some limitations – but for bigger LPs it may be worth paying for pro versions. Paying annually is usually cheaper than monthly. Team up with neighbouring local parties to share costs? Use GPEW's [Public Liability Insurance](#).
- Optional: Small Society Lottery license if you want to run online raffles or lotteries (£40/y)

Monthly / recurring

- Banking fees (if applicable) – e.g. £7/month for Unity Trust Bank
- Venue hire for in-person meetings, socials and action days
- Printing of year-round target ward newsletters
- Staff salaries or freelance contracts for provision of services (larger LPs only)

Occasional

- Catering for action days or socials
- Bulk purchase of spatulas (for safety while leafleting) and clipboards (for door-knocking & polling day)
- Reimbursing volunteers for expenses (e.g. travel, paper, printer ink, purchase of 'How to Win Local Elections' manual - £21 from [AGC](#)) if needed

Local election-related

- Purchase of 'marked registers' from your Council, showing who voted at the last election – only available for 1 year, pay per ward – cost varies with size of ward, but typically £40-50 per large ward/division.
- Paying for social media screening - [GPEW service](#) costs £45 per target candidate
- Printing of election literature for expected elections (and possibly also unexpected by-elections) – use <https://www.leafletfrog.co.uk/green-party-printing/> to get rough costings for different shapes and sizes of leaflets. Check how many addresses in each target ward first for size of print run. You'll need multiple leaflets and a calling card, ideally also targeted letters in envelopes, and window posters (buy some bright green paper to print these yourself).
- Reusable materials such as posterboards, stakes and ties, rosettes.

Once every few years

- £500 deposit per General Election candidate which you only get back if they poll more than 5% of the votes. Mayoral candidates' deposits are £5,000, but shared between several LPs, maybe with help from NWGP. No deposit needed for LEs.
- General election freepost leaflet (optional, printing costs £1000-ish, delivered free by Royal Mail. GPEW usually offers a design and ordering scheme.)
- Banners for demos
- Branded hi-vis vests for litter picks/events

3. WHAT SOURCES OF INCOME MIGHT A LP HAVE?

Annual

- Local party capitations – 16% of national membership fees for members in your area, paid annually (roughly averages at £4 per member)

Monthly

- Standing orders from members/supporters
- Councillors donating a small % of their allowance (e.g. 5% to LP, 2.5% to NWGP)
- Monthly lottery – e.g. '100 club' (requires a Small Society Lottery License)
- Donations box at meetings & other events (if appropriate)

Occasional

- Target To Win grants or loans from NWGP or GPEW – apply a few months before LE, show that you have a realistic TTW plan and have done some other fundraising too
- Crowdfunders – most effective in the 2 months before an election
- Fundraising events
- Offering services such as catering for events, or an arts/crafts/cookery workshop
- Run a fundraising stall at an event - e.g. second-hand books, plants, cakes
- Raffle – online (requires a small lottery license from your Council) or in person (no license required)
- Sponsored events
- Selling merchandise? Risky and not recommended unless you are a pro!
- Bequests - encourage members to leave a gift to your local party in their will
- One-off major donations from individuals
- Loans from individual members to help with cashflow (with written agreement)
- Donations from organisations or companies - but check permissibility and ethics

BUT political parties **can't** receive:

- Gift Aid (only registered charities can get this)
- Charitable grants
- Donations of more than £500 from people not on the electoral register in the UK

4. TOP FUNDRAISING METHODS

- **Monthly giving requests** tied to local campaigning goals – best for long-term, sustainable income.
 - Can use Action Network (AN) for this, but LP needs to set up a Stripe account first to get payouts (upsides: keeps all your supporter data in one

place; downsides: transaction fees, card payments may stop when card expires).

- Other fundraising platforms also require an online payment account (e.g. Paypal, Ryft, etc) and they will charge platform fees AND transaction fees.
- Direct Standing Orders to your LP bank account are best of all – no fees, no expiry date. Give your local party bank account name, sort code and account number for members who can set up a SO themselves using online banking, and have a SO form for others.
- Ideally plan a fundraising campaign involving multiple emails and 'phone-banking'. Takes a lot of organisation and a team of volunteers, but worth it.
- Schedule local fundraising to not clash with national/regional - ask FOs!
- **Events with ticketed entry and optional extra donations** – e.g. meal, quiz, gig, ceilidh, games night, auction of goods/promises, garden party, celebrity speaker ...
 - Can sell tickets via AN or other platforms like TicketTailor or EventBrite.
 - Can be a lot of effort to organise, most donations will be one-off, but brings extra benefits - socialising and team-building, and raising money from people outside of your core LP membership.
 - Ideally have a donations box and card reader at the event (e.g. Sumup, Square, Zettle by Paypal - some work just using a smartphone with no extra gadget needed) for additional donations and on-the-door ticket sales. Create a QR code for people to scan which takes them to a donation page.
- **Election crowdfunder**
 - Needs a clear goal and deadline, supported by lots of publicity, excitement and repeated requests and updates.
 - Most donations will be one-off and made in the 2 months before an election.
 - Could do one per local party or per target ward or per GE candidate
 - E.g. Bristol GP raised £25k for their GE campaign 2024
<https://www.crowdfunder.co.uk/p/turn-bristol-green>

5. **USEFUL RESOURCES** *(note: URLs may change as members' website develops)*

Old members' website – has a fundraising section:

<https://members-old.greenparty.org.uk/fundraising-guidance>

3 sub-sections:

- **Raising funds effectively for your local party** - includes template budget, cashflow planner, letters, emails, crowdfunder, standing order form, a training presentation by Jonathan Elmer (2022)
- **Regulations and reporting** - lots of detailed advice including step-by-step for checking permissibility of donations, reporting to the electoral commission, legal compliance, different rules for general vs. local elections, etc
- **Using Crowdfunder** - detailed advice on how to set one up

New members' website:

<https://members25.greenparty.org.uk/fund-the-green-future/> - more content coming soon

<https://members25.greenparty.org.uk/fund-the-green-future/donation-systems/> - some good advice here

<https://members25.greenparty.org.uk/local-party/donations-loans-receiving-and-reporting/> - includes links to advice about bequests, company ethics, etc

Training hub:

<https://linktr.ee/greenpartytraining> - lots of good videos here