

Background

On August 14, 2022 the Fundraising Committee submitted a beautifully written and edited proposal for Steering Committee Funding Approval. More time was requested to review the proposal and possible alternatives that would meet the same goals of the drive but spend less on mailing and increase engagement and donor conversion to sustaining membership.

Our fundraising in general has not been as historically successful at focusing on increasing Sustaining Members which has led to a revolving door of both one-time and recurring/monthly donors.

The suggested list of 3300 people mailed is based upon criteria that needs to be rethought a bit to maximize it's potential. The majority of the Steering Committee were not inclined to spend \$4200 on a mailer alone.

In the sample filter that was given to the Steering Committee by Tamar Yager that included 3300 people, a strong majority of donors had never given a donation over \$25.

This proposal seeks to augment a shorter direct mailing with phonebanking with the specific goal of converting donors to recurring donors and/or monthly Sustaining Members

Proposal

Part I

Instead of spending \$4200 all on letters to 3300 donors, per the Fundraising Committee proposal considered on August 14, GPUS will instead approve a maximum \$2600 (1100 mailings per based upon a this or A SIMILAR [filter of donors from the past two years who have donated at least one donation of \\$25 or more](#). (1543 people) with further adjustments based on change of address, etc.

The mailer drafting and approval process will take ten days (Sept 12-22) followed by eleven days for printing (Sept 23-Oct 3) With mailers mailed out no latter the second week of October.

The 300 hand addressed mailings will remain.

The Fall mailer will be drafted and conducted by the Fundraising Committee. In the event that the Fundraising Committee cannot fulfill the mailer, the Steering Committee will oversee the mailer and make appropriate adjustments.

An electronic copy of the mailer will also be included as a link in several Greenline emails.

In addition, 5% of proceeds from the mailer will be directly earmarked for Ballot Access Fund.

Part II

In addition to the mailers the GPUS will budget \$800 towards phone banking from experienced phone bankers for a stipend with, preferable consideration given to furloughed staff. This does not mean that furloughed staff will choose to participate.

- We will offer \$20/hr for a total of 80 hrs of paid phonebanking with a goal of reaching at least 1,000 good numbers.
- The phone bankers will be calling (callable) donors that are being mailed and other recent donors.
- GPUS will use remaining CallHub account funds for phonebankers who wish to use our CallHub instead of their own numbers and budget

The phone bankers will begin calling with a start date of October 3. Prior to this, staff will begin making donation phone calls and will be an additional resource for our small number of stipend phone bankers.

The Steering Committee will oversee the phonebanking initiative and script although help and guidance from the Fundraising Committee is greatly appreciated.

GPUS Steering Committee will also aggressively pursue alternatives and solutions to current staff duties and tasks to include time for phone banking and other forms of individual donor contact in order to cultivate and growing our Sustaining Membership, overall donor growth, viable contacts in our database, and contacting thousands of names in our database who yet to received correspondence from GPUS in accordance relevant government policy and good practices.

COSTS:

A maximum of \$2600 for mailers, \$800 for phone banking. Funding for the GPUS CallHub account refill will be considered as needed.

GOAL: Our goal will be to gain 50 or more new Sustaining Members donating \$10 or more a month. By mid 2024 50+ Sustaining Members should yield over \$10,000. A conservative estimate of \$4500 of the receipts (not above costs) will come from the mailers, solely based upon a very conservative reduction of the \$8500 long term estimated receipts from the Fundraising Committee proposal. However, since the total receipts will be from a combination of mailing and calling donors, it may be difficult to measure exactly how much of the final return on investment would be a result of mailing or calling donors alone.