

**Resolution #55**

Title & Author

“Resolution on Grassroots Fundraising and Small Chapter Growth” by Nate K. of Metro Atlanta DSA; Travis D. of Knoxville DSA; Sam L. of NYC DSA.; Chris O. of St. Louis DSA; Riley W. of Olympia DSA; Michelle F. of Snohomish County DSA; Amy P. of Chicago DSA. *(updated with friendly amendments 7/10)*

Budget Analysis

Staff Costs	\$37,305	Some of this work is already planned with the hire of our new Tech and Data Manager Rebecca, Membership Services Associate Elizabeth, and Organizing Director Glenn, in addition to Development Director Alison. But significant staff time would be required to develop guide, administer chapter mentor program, and coordinate the whole project - estimated 1/2 time staffer more.
12% Overhead	\$4,477	
Direct Costs	\$0	Printing is already in national budget. Dues sharing costs not listed because resolution says they should be increased but not by how much.
Total Cost	\$41,781	

Author’s Cost Estimate

Staff would work with the National Tech Committee to develop a monthly dues drive webpage, as well as set up payment processor support for ACH Direct Debit, potentially involving a redesign of the main dues page as well. Staff would create training materials and graphics for locals to use in local dues drives. Staff would spend time talking to locals about the dues drive and encouraging them to participate. Staff would work with volunteers to create an organizing committee / small chapter organizing manual and training materials for regional conferences. Staff would work with volunteers to establish a national mentorship program.

This resolution establishes that chapters shall receive double the dues-share on their first 50 members. However, it does not set a firm dues-share rate. The intent is that as a part of this plan, the NPC should work with staff in committee to create cost-estimates for various dues-share rates, and then make a final proposal for a dues share increase.

Resolve

**BE IT THEREFORE RESOLVED**, that the National Political Committee, in consultation with staff, chapter leaders, and members, shall devise and implement a plan by February 1st, 2020 to support a national dues drive;

**BE IT FURTHER RESOLVED**, that this plan should focus on working with locals to engage in local dues drives and grassroots fundraising by signing up local active membership for monthly dues;

**BE IT FURTHER RESOLVED**, that as a part of this plan DSA shall make public a web page(s) specifically for people to sign up for membership with monthly dues, in which a person may indicate their chapter affiliation, choose a monthly dues amount, and choose a payment method with electronic funds transfer provided as an option;

**BE IT FURTHER RESOLVED**, that all incorporated DSA chapters shall receive dues-sharing according to the following rates: 30% of the average monthly dues contribution for the first 50 monthly- dues-paying members; 25% for monthly-dues-paying members 51-200; and 20% for any monthly-dues-paying members exceeding 200.

**BE IT FURTHER RESOLVED**, that DSA shall publish an organizing committee/small chapter organizing manual that includes guidance for conducting dues drives, incorporating as a DSA chapter, and opening bank account no later than February 1st, 2020;

**BE IT FURTHER RESOLVED**, that special programming for organizing committees and small chapters generally and rural organizing committees and chapters specifically be provided at regional conferences;

**BE IT FURTHER RESOLVED**, that DSA shall revive the national mentorship program and create a large chapter-OC/small chapter buddy program whereby volunteer mentors work with national staff to provide regular advice and support to remote organizing committees and small chapters;

**BE IT FURTHER RESOLVED**, that such mentorship and buddy programs should especially foster relationships between locals within the same state, especially to provide liaison support for assistance in compliance with relevant rules, laws, and regulations;

**BE IT FURTHER RESOLVED**, that the convention calls on each DSA local to endeavor to participate in the dues drive to build a strong, sustainable national organization with well resourced locals;

Background  
Information

**WHEREAS**, in order to fund the organization's staff and resources while still representing working class people, DSA engages in grassroots fundraising and solicits low-dollar donations;

**WHEREAS**, DSA benefits greatly from being inclusive of low-income members by offering a wide range of dues options and by waiving dues requirements when a member is unable to pay;

**WHEREAS**, the implementation of a monthly dues system, dues splitting, and electronic funds transfers were all authorized at the 2017 DSA Convention;

**WHEREAS**, most of DSA's members make one-time or annual dues payments, but many locals have active membership who are willing to make larger contributions through monthly dues;

**WHEREAS**, DSA's ambitious organizing goals require financial and staff support for strong locals and a strong national organization;

**WHEREAS**, DSA should prioritize continued growth and devote additional resources to supporting new chapters;

#### **Amendment #28 to Resolution #55**

Title &  
Author

**"Amendment on Unincorporated Chapters"** by Chris O. (St. Louis DSA), Riley W.P. (Olympia DSA), Michelle F. (Snohomish County DSA), Amy P. (Chicago DSA)

Insert  
between 4th  
& 5th  
Resolve

**BE IT FURTHER RESOLVED**, any chapter that is unincorporated shall receive their dues share allocations through a method to be determined by the National Office until the date of their incorporation or for up to two years, whichever occurs first. For this purpose, the National Office should consider a combination of:

- Prepaid debit cards to be distributed to chapter treasurers
- Credit towards a catalog of DSA supplies, such as banners, buttons, literature, stickers, etc.
- Fiscal sponsorships of unincorporated chapters by nearby incorporated chapters