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WHEREAS according to the Rules and Procedures of the GPUS (https://gpus.org/rules-procedures/#06) the Steering Committee has the responsibility to review proposals to meet criteria including:

> **6-5.1(d)** Is not in conflict with GPUS Bylaws, Rules and Procedures, Fiscal Policy or Presidential Convention Rules;
>
> **6-5.1(f)** Has been properly approved according to the relevant rules and procedures of the sponsoring entity or entities.

AND

The Fiscal Policy of the GPUS (http://gpus.org/fiscal.policy#06) includes:

> 6-2.1(c) Be informed by a process of input from the NC, Finance Committee, Fundraising Committee, caucuses, networks, committees, and GPUS Staff and Independent Contractors, as described in Section 6-3.
>
> 6-2.2(b) An Income Narrative to explain the income categories and line item projections of the budget, and provide a plan for raising that income, corresponding to the income projections;
>
> 6-2.2(e) Financial projections documenting historical performance, current year-to-date performance, and assumptions underlying future projections;

AND:

> 6-3.4 Input from the Fundraising Committee – September 20
>
> The Fundraising Committee shall provide a draft fundraising plan and projections, along with a fundraising expense plan, to the Finance Committee and SC by September 20th, including how such a plan and projections are to be described in the Budget Narrative.

AND:

> **Section 6-6 Budgeting for Future Years**
>
> A multi-year budget projected at least four years into the future shall accompany each Annual Budget proposal for informational purposes only. Such future budgets will not be subject to any implied approval by the adoption of the current year budget.

THEREFORE I Find that the proposal for 2022 GPUS Budget submitted by Treasurer Kane does not meet the requirements for a budget proposal as required by the Rules and Procedures, for reasons 6-5.1(d) and 6-5.1(f); specifically:

1. A multi-year budget projected at least four years into the future, as required by Section 6-6, is not included with this proposal.
2. 6-3.4 requires the Fundraising Committee to submit a “draft fundraising plan and projections” to inform the process required by 6-2.1(c), but a fundraising plan with projections has not been included to the Steering Committee to provide input for this budget proposal.

RECOMMENDATION:

To correct these deficiencies, I suggest the following course of action:

The last 3-4 years appear to have approximately the same income and expenditures, so projecting 4 years into the future, one would assume a similar level of income if no other changes were made. We could simply project 2021/2022 numbers into the following three years to meet the requirement of 6-6.

However, to meet the requirement and intent of 6-2.2(b) and 6-2.2(e) to produce “a plan for raising that income” that includes documentation of “assumptions underlying future projections”, I believe it is appropriate for the Steering Committee to include a statement beyond the Budget Narrative already provided that specifically recommends actions for the National Committee on how to improve fundraising and therefore income in future years, so that we do not have the same stagnant budget subject to extreme austerity in future years.

The budget proposal should be amended to reference this statement, and propose that the National Committee officially adopt the recommendations in the statement as goals, so that the Finance Committee, Fundraising Committee, and all other relevant committees have some guiding (or, shall we say, “steering”?) objectives for the 2022 fiscal year.

A short drafted statement/plan that I believe would meet the requirements and satisfy this Finding is proposed below:

PROPOSED ADDITIONAL STATEMENT AND RECOMMENDATIONS:

Fundraising expenditures and income have been roughly flat for several years, preventing serious growth in the GPUS budget and requiring deep austerity especially in the past two years as a result of decreased income during a pandemic and post-presidential cycle. Without significant changes to our fundraising process, based on the past several years, we would expect the next four years to be approximately unchanged, with the same income and expenditures -- that is, stuck in austerity that will significantly hurt our ability to grow the party.

Recognizing that we must adapt, the Steering Committee recommends that the National Committee adopt the following recommendations:

1. The Fundraising Committee is tasked with investigating and implementing expanded fundraising efforts, including but not limited to: phonebanking, textbanking, social media posts and very regular requests for donations for specific purposes.
    a. The Fundraising Committee is directed to set fundraising goals as follows:
        i. Provide a report to the National Committee at the 2022 Annual National Meeting describing what fundraising activities have been investigated and/or occurred in the first half of 2022, and how successful they were compared to historical trends.
        ii. Expand fundraising income by at least 50% compared with 2021 by the end of 2022.
        iii. Expand fundraising income by at least 100% compared with 2021 by the end of 2023.
2. Recognizing that work cannot be done without volunteers, the National Committee is tasked to actively recruit new committee members to represent all of our states and caucuses in future conversations around fundraising, budgeting, and recruiting.
    a. The National Committee is directed to set a goal of ensuring at least half of the accredited state parties and caucuses within GPUS are represented on the Fundraising Committee by the 2022 Annual National Meeting.
3. All other GPUS standing committees outside of Finance/Fundraising are tasked to work with the Finance Committee and Fundraising Committee to set well-promoted and transparent goals that set specific dollar amounts when applicable and necessary. Fundraising efforts should specifically highlight these goals regularly when asking for donations, to provide potential donors with a sense of where the money is going and for what purpose. This information should also be used in the preparation of future budgets.
    a. All standing committees should set the goal of presenting their goals to the National Committee at the 2022 Annual National Meeting.
4. The Steering Committee is tasked with developing a plan for staff and independent contractors to spend more time assisting fundraising efforts, and regularly report on staff efforts to the National Committee.
5. The Steering Committee, in the co-chairs' capacity as committee liaisons, is tasked with providing regular updates on standing committees' work toward these recommendations as part of the usual committee liaison reports process during Steering Committee meetings; such reports should be made available with the agenda and minutes to the National Committee in a timely manner as required by the bylaws, rules, and procedures.

These recommendations form the foundation of a plan to raise more income in 2022 and future years to accomplish our long-term goals of developing into a major national political party.