GPUS STATE LEADERS SURVEY 2013

INTRODUCTION

In March of 2013, the GPUS Strategic Planning Committee issued a series of three surveys to Green Party members across the United States. The following is a consideration of the State Leaders Survey responses. The Strategic Planning Committee received 76 responses from 36 states.

METHODOLOGY

The State Leaders Survey data was gathered from multiple leaders across the queried states. The state survey instructions asked that only two leaders from each state fill out the survey in its entirety. Most state leaders filled out the entire survey. Many states were only able to have one leader complete the survey. To create a pool of data that can be considered evenly across the surveyed states, each state’s multiple entries were compiled into one dataset. The goal of compiling this data is to give each state equal weight despite the different numbers of leaders who submitted form data.
Does your state party have ballot access at present?

- Ballot status changed?
- Does your state have partisan registration?
- Candidates got 25% or more of the vote?

**Political Landscape**

1. **Candidates got 25% or more of the vote?**
   - N: 13
   - Y: 23

2. **Does your state have partisan registration?**
   - N: 16
   - Y: 20

3. **Ballot status changed?**
   - N: 16
   - Y: 20

4. **Does your state party have ballot access at present?**
   - N: 16
   - Y: 20

**Active local organizations**

- 1-10
- 11-19
- 20+

**Recent Party Growth**

- Growing
- Same
- Shrinking
**Electoral Options**

- Public Campaign Financing
- Proportional Representation
- Same-Day Registration
- Instant Runoff Voting (IRV)
- Early Voting

**Open-Ended Answers**

CT Public Financing is not progressive and favors major party candidates.
IRV is limited, experimental, and modified
Public Campaign Financing for State Supreme Court of Appeals candidates only
Public financing, but only Repubs & Dems receive any
Satellite Voting / Voting Centers
SC uses IRV for overseas voters.
Public Campaign Financing is virtually impossible for third parties due to the way the code is written
Vote by Mail
PARTY COMMUNICATION METHODS

Party Communication Methods

- Phone number database?
  - Yes: 25
  - No: 9

- Online communication/database platform?
  - Yes: 21
  - No: 13

- Does your state party use direct mail?
  - Yes: 18
  - No: 18

- Acquire contact information for registered Greens?
  - Yes: 18
  - No: 16

What database system do you use?

- Constant Contact
- Icontact
- Mailchimp
- NationBuilder

How often to obtain lists?

- Yearly
- 1/yr
- < 1/yr
PARTY COMMUNICATION METHODS (CONT.)

Email frequency

- Yearly
- < 1/yr
- Quarterly
- Monthly
- Never

How often does a typical member receive a phone call from the state party?

- Yearly
- < 1/yr
- Rarely or never

Direct mail frequency

- Yearly
- 1/yr
- < 1/yr

Direct mail count

- > 5000
- 500 – 4,999
- < 500
Open-Ended Answers
And Mailchimp, I just couldn’t pick two :) 
civicrm and MailMan
CiviCRM and mailman
Currently CiviCRM, possibly switching to NationBuilder.
Facebook. Will be looking at other options once elected.
However, we do have several listservs and a FB presence.
I simply don’t know.
Iconact
It’s a email blast system built into Dreamhost. The rules of this system forbid us to add new members ourselves (they must self-register online), and so we only have ~600 recipients. Local organizations tend to use Mailchimp.
just email service and group lists from yahoo groups
Not sure what this means- "online communication/database platform".
unknown to me; our webmaster handles this.
We have two yahoogroup listservs.
yahoo
Yahoo Group
Yahoo Group
Open-Ended Answers
Annual Convention
As of this time, just FB. Not sure what has been done in the past.
brochure, website
e-mail Newsletter
facebook page, website
Facebook; letters to editor, petition drive for ballot access
I produce a daily drive-time radio show on WOLI, but it's Green friendly, not official
Green Party
I put up a FB page and got only a few respondents.
leafletting, but far too little of it.
Our infrastructure is weak right now, website is down, no e-mail blast capability.
That needs to be our first priority to rebuilding.
people believe that running candidates does this but there is no proof of this
We *have* tried all these; not so much this year.
We also have a website and a listserv through which interested people contact us
re: membership.
We are going to figure this out ASAP. Planning to attend Earth Day events and
recruit/register members to start.
winning local elections
Word of mouth- person to person.
Word of mouth, issue activism
working with other groups
### Recruitment Challenges

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Difficulty getting lists from national party</td>
<td>3</td>
</tr>
<tr>
<td>Poor reputation of Green Party</td>
<td>9</td>
</tr>
<tr>
<td>Retention</td>
<td>13</td>
</tr>
<tr>
<td>Voter apathy / belief politics is ‘dirty’</td>
<td>14</td>
</tr>
<tr>
<td>No recruitment goal setting</td>
<td>15</td>
</tr>
<tr>
<td>Lack of funds for advertising/promotion</td>
<td>21</td>
</tr>
<tr>
<td>No dedicated local committee/effort to recruit</td>
<td>21</td>
</tr>
<tr>
<td>Activists’ reluctance to prioritize or engage in...</td>
<td>22</td>
</tr>
<tr>
<td>Few or no experienced organizers</td>
<td>25</td>
</tr>
<tr>
<td>Reluctance to commit to “third party politics”</td>
<td>29</td>
</tr>
</tbody>
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### Open Answers

All of the above

All of these issues result in Oklahoma from no ballot access. I believe if we could change that, many of these challenges would dissipate.

Failure to field winning candidates

Lack of ballot presence, no active website yet

Ralph Nader stole campaign from Dems. We 'can't win'.