

## MERCHANDISING COMMITTEE (MerchCom)

Despite the loss of one of its co-chairs and its small membership, MerchCom has managed to remain active and productive. The committee consists of committed individuals who work cooperatively brainstorming, discussing and developing policies and products which will reflect the goals of building public awareness and support for member Green parties while also generating income for the Green Party of the United States.

### 2006 Accomplishments:

- ✚ Formal submission of committee bylaws to the SC for approval to become a standing committee
- ✚ Development and approval of policy re Use of the Earthflower logo (Prop 207)
- ✚ Development of online application and downloadable PDF form for candidates and non-candidates re Use of the Earthflower logo
- ✚ Updated merchandise bulk pricing list
- ✚ Promotional bulk mail sampler sent to state parties (May)
- ✚ Roll-out of several new products
  - Bring Them Home Car Magnets
  - Green Party Kelly Green T-shirt
  - Women's Muscle T-Shirt
  - New Bumper Sticker Designs
- ✚ Ran holiday ad campaign in Nation magazine for GPUS merchandise highlighting car magnets
- ✚ Designed promotional order form for December 05 Direct Mail
- ✚ Use of online newsletter, Greenline for recruitment advertising
- ✚ Promotional Ad in Green Pages
- ✚ Held an "Impeach Bush" bumper sticker contest
- ✚ Designed a "GPUS Stamp of Approval" to award socially responsible "Green" businesses to supplement approved vendors list (This is not finalized)
- ✚ Development of customer satisfaction surveys

### Future Projects/Goals:

- ✚ Continue working on developing internal standard operating procedures (SOPs) and merchandising tools
- ✚ Development of policy and procedures for identifying socially responsible "Green" businesses to supplement vendors list
- ✚ Continue to refine marketing of GPUS merchandise towards increasing sales and visibility of the party
- ✚ Continue to build bulk merchandise program to benefit Green Party visibility and fundraising on a state level
- ✚ Continue to assess success of GPUS products
- ✚ Explore salability of new products

### Product Assessment: (see accompanying charts)

#### What's Hot?

- ✚ Bring the Troops Home Car Magnets
- ✚ Peace Party Buttons
- ✚ Green Party Buttons
- ✚ T-shirts
- ✚ Bumper Stickers

#### What's Not?

- ✚ Peace Flag
- ✚ Convention T-shirt
- ✚ Temporary Tattoos