

MERCHANDISING COMMITTEE (MerchCom)

The Merchandise Committee continues to be an active, dedicated and productive group. 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. MerchCom has established a consistent record of fulfilling its primary mission; making money for the Party since 2003. The committee has successfully introduced new products and expanded its market as well. On average sales of merchandise is in line with budgeted goals.

That being said, we have been operating under very difficult financial and administrative environment this year. The Merchandise Committee wishes to stress to the decision makers that it is imperative that the flow of funding for maintaining existing inventory as well as investing in new inventory be kept at an adequate level to support the continued expansion of profitable fundraising from merchandise sales.

2006-07 Accomplishments:

- ✚ Approved use of the Earth Flower logo to 6 state/local committees
- ✚ Approved use of the Earth Flower logo to 11 candidates running for office for use in their campaign materials
- ✚ Roll-out of several new products
 - ☐ Green Party Peace Magnet
 - ☐ Green Party Sweatshirt
 - ☐ Green Party Tote Bag
 - ☐ Green Party Baseball Caps
 - ☐ Green Party Earth Flower Patch
 - ☐ Green Party 10 Key Values T-Shirt
 - ☐ Green Party Sunflower/4 Pillars T-Shirt

- ✚ Use of online newsletter, Greenline for merchandise advertising
- ✚ Promotional Ad in Green Pages
- ✚ Creation of online bookstore

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 expanding our customer base and introducing new products to *appeal to* returning customers
- ✚ Continue to build bulk merchandise program to benefit Green Party visibility and fundraising at the state level
- ✚ Continue to assess success of GPUS products
- ✚ Introduce new tabling kits
- ✚ Provide ready made template for customized state party and campaign materials
- ✚ Engaged in tabling events on the state/local level

Product Assessment:

What's Hot?

- ✚ T-shirts
- ✚ GP Buttons
- ✚ Peace Buttons
- ✚ Sweatshirts
- ✚ Bumper Stickers
- ✚ Tote Bags

What's Not?

- ✚ Peace Magnets

Members:

Co-Chairs: LaVerne Butler (DC) and Jon Olsen (ME)

Active: Emily Citkowski (DC), Jason Nabewaniec (NY), Jeff Turner (HI)
Rick Johnson (VA), Rebecca Rotzler (NY), Rebecca (Becky) Webber (DC)