



## 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 continues to look at new ways to expand its market as well. On average, overall sales of merchandise appear to be in line with budgeted goals.

Once again, we find ourselves having to operate 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. Finally, the committee needs to improve financial and inventory reporting to ensure that we are getting the best return on investment (ROI) possible.

### 2007-08 Accomplishments:

- ✚ Roll-out of several new products
  - Green Party Polo Shirts
  - Green Party 10 Key Value Refrigerator Magnets
  - Green Party Jar Openers
  - Green Party Eco-Friendly Take-Anywhere Bags
  - Green Party Personal/Affinity Check
  - Green Party Gift Certificates
  - Green Party Mystery Item (Unveiling Saturday Night)
- ✚ Use of online newsletter, Greenline for merchandise advertising
- ✚ Promotional Ad in Green Pages
- ✚ Developed criteria for Marketing Intern Program & Recruited an intern to work in the National Office
- ✚ Increased committee by three new members

### 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
- + Sweatshirts
- + Baseball Caps
- + Green Bumper Stickers

#### What’s Not?

- + CDs
- + Buttons
- + GP Patches
- + Tote Bags