



Presidential Politics Workshop

Presidential Campaign Support Committee (PCSC)
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Green Party Annual National Meeting
Salem, MA July 27, 2019

Outline of Workshop

- **Why do we run for president?**
- **Previous results (ballot access, votes, fundraising)**
- **Nature of the 2020 presidential campaign**
- **Challenges in 2020**
- **How you can help**

>>> Give us your email to get a copy of all slides presented.

Why do we run for President?

What We Accomplished in 2016

- GP won 3.1 times more votes than in 2012.
 - GP received more than **21 times more votes** than any other progressive alternative party.
 - Jill won **federal matching funds 2 months earlier** than in 2012.
 - Jill's campaign raised over \$3.4m total – **triple the 2012 total** (not counting money for the recounts)
 - A high point in **ballot access**: 45 states comprising 89% of voters.
 - Campaign contributed to **surge** in GP registration, donor lists, volunteer lists, local candidates.
 - Campaign **revitalized state parties** and local chapters.
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Green Party Presidential Vote

Year	Candidate	VP Running mate	Votes	% of Vote
2016	Jill Stein	Ajamu Baraka	1,457,044	1.06
2012	Jill Stein	Cheri Honkala	469,501	0.36
2008	Cynthia McKinney	Rosa Clemente	161,680	0.12
2004	David Cobb	Pat LaMarche	119,859	0.10
2000	Ralph Nader	Winona LaDuke	2,882,955	2.74
1996	Ralph Nader	Winona LaDuke	684,871	0.71

How do we keep growing?



Why do we run for President? Practical Reasons

It is one of the most effective ways to grow the Party.

We can achieve a surge of

- **Volunteers**
- **Donors**
- **State/local party activity**
- **Green Voters**
- **Coalition partners**
- **Visibility**
 - **Conventional Media**
 - **Social media**
- **Voter registration**
- **Trained staff**
- **Candidate recruitment**

It wins ballot access.

It supports state/local candidates.

Offering Voters a Progressive Choice

PRESIDENTIAL CANDIDATE GUIDE	TRUMP	CLINTON	STEIN	JOHNSON
Full employment	NO SUPPORT	NO SUPPORT	SUPPORT	NO SUPPORT
Minimum Wage	\$10	\$12	\$15	ELIMINATE
TPP	OPPOSE	OPPOSE	OPPOSE	SUPPORT
Obamacare	REPEAL	CONTINUE	MEDICARE FOR ALL	REPEAL
Free Higher Ed	OPPOSE	FOR SOME	FOR ALL	OPPOSE
Student Debt	INCOME-BASED CAP	ADJUST INTEREST RATES	CANCEL	NO HELP
Legalize Marijuana	NO SUPPORT	NO SUPPORT	SUPPORT	SUPPORT
Fracking	SUPPORT	SUPPORT	OPPOSE	SUPPORT
Cut Overblown Pentagon Budget	OPPOSE	OPPOSE	SUPPORT	SUPPORT
Offshore Drilling	SUPPORT	SUPPORT, BUT LIMIT	OPPOSE	SUPPORT
Dakota Access Pipeline	SUPPORT	NO POSITION	OPPOSE	SUPPORT
Path to Citizenship	OPPOSE	SUPPORT	SUPPORT	SUPPORT
Overturn Citizens United	OPPOSE	SUPPORT	SUPPORT	OPPOSE
Gun Background Checks	OPPOSE	SUPPORT	SUPPORT	OPPOSE
Label GMOs	NO SUPPORT	OPPOSE	SUPPORT	SUPPORT
Abortion Rights	OPPOSE	SUPPORT	SUPPORT	SUPPORT
Private Prisons	SUPPORT	OPPOSE	OPPOSE	SUPPORT
Break Up Big Banks	OPPOSE	OPPOSE	SUPPORT	OPPOSE
Lobbyist Money For Campaign	TAKE	TAKE	REFUSE	TAKE
Death Penalty	SUPPORT	SUPPORT	OPPOSE	OPPOSE
Binding Climate Treaty	OPPOSE	OPPOSE	SUPPORT	OPPOSE
Unconditional Military Aid to Israel	SUPPORT	SUPPORT	OPPOSE	OPPOSE
Threaten Russia w/ No-Fly Zone	OPPOSE	SUPPORT	OPPOSE	OPPOSE

Some 2020 Dem candidates support.

Few 2020 Dem candidates support.

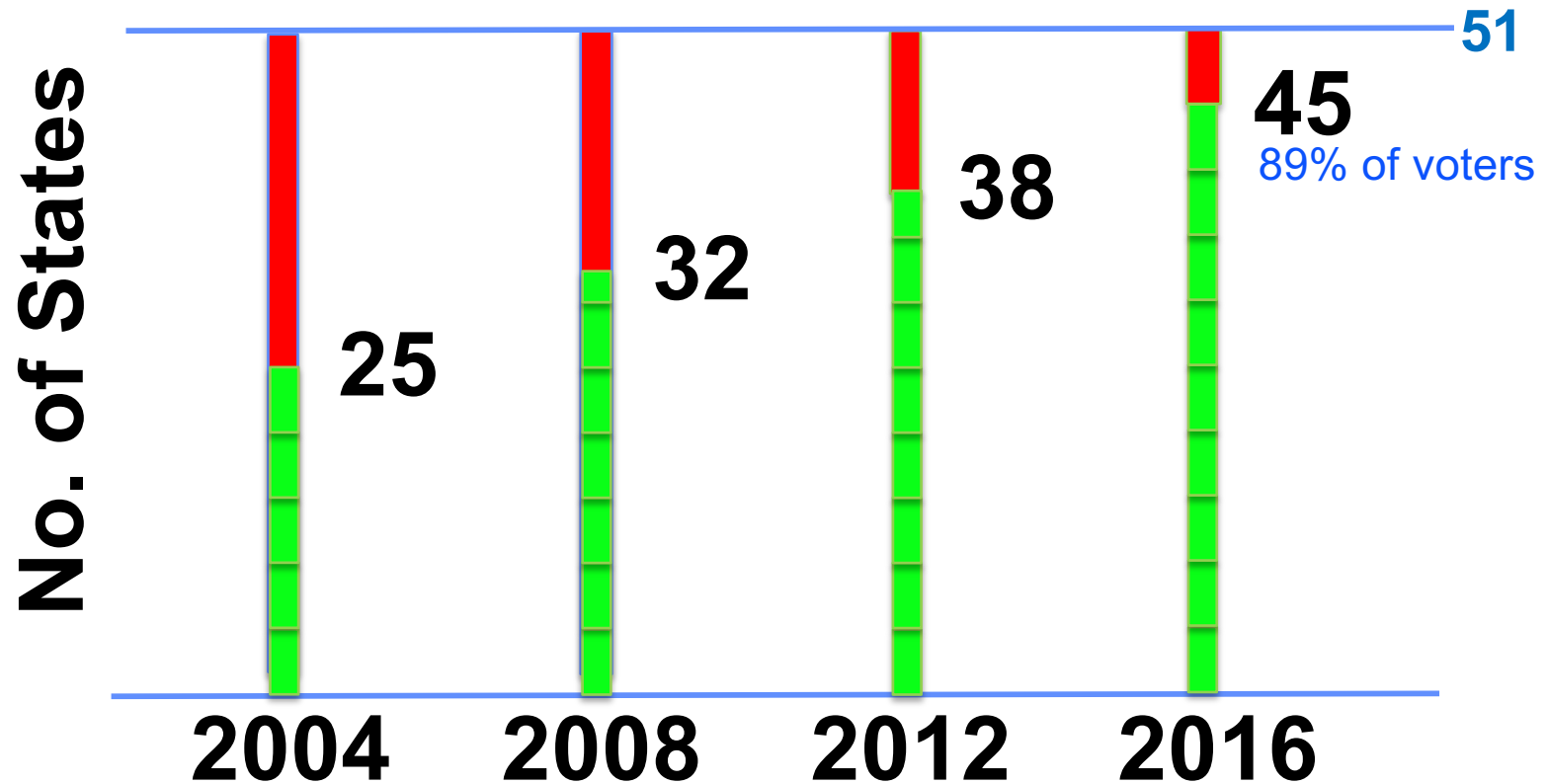
OCT 2016

Greens increase voter turnout

- In exit polls, about 60% of Stein voters said they would not have bothered to vote if their choices were only a Democrat and a Republican.

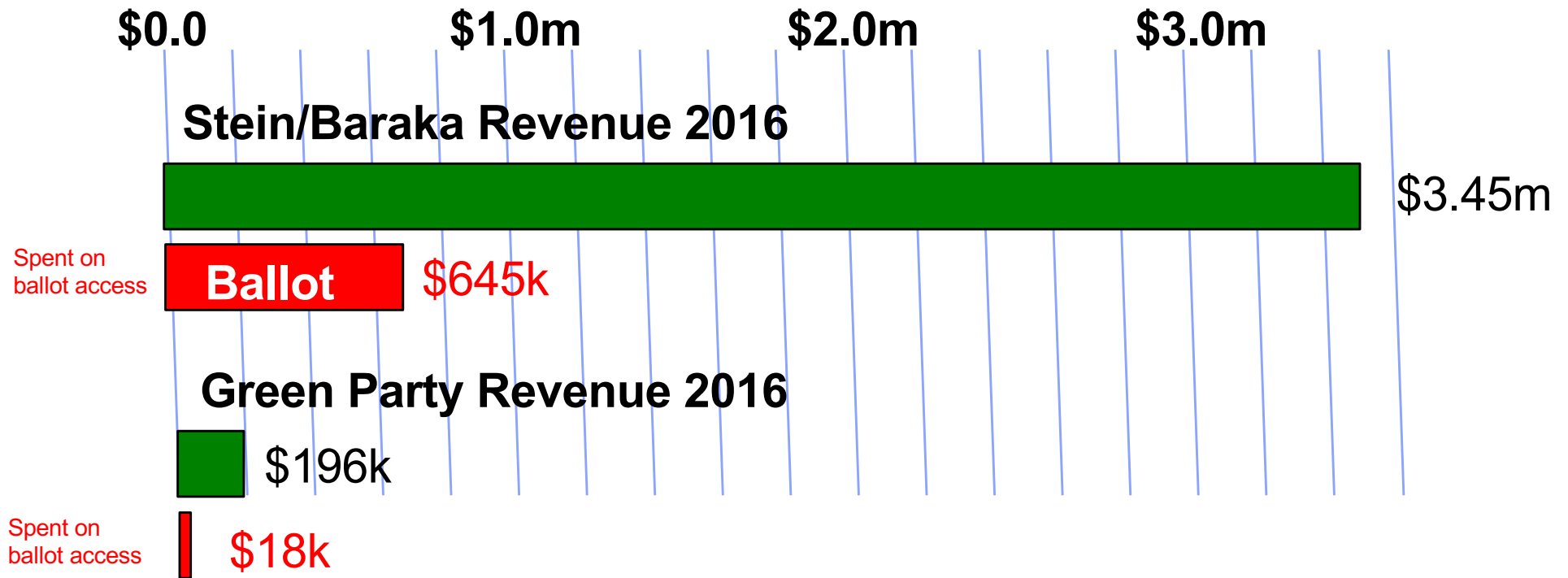


Green Party Ballot Access



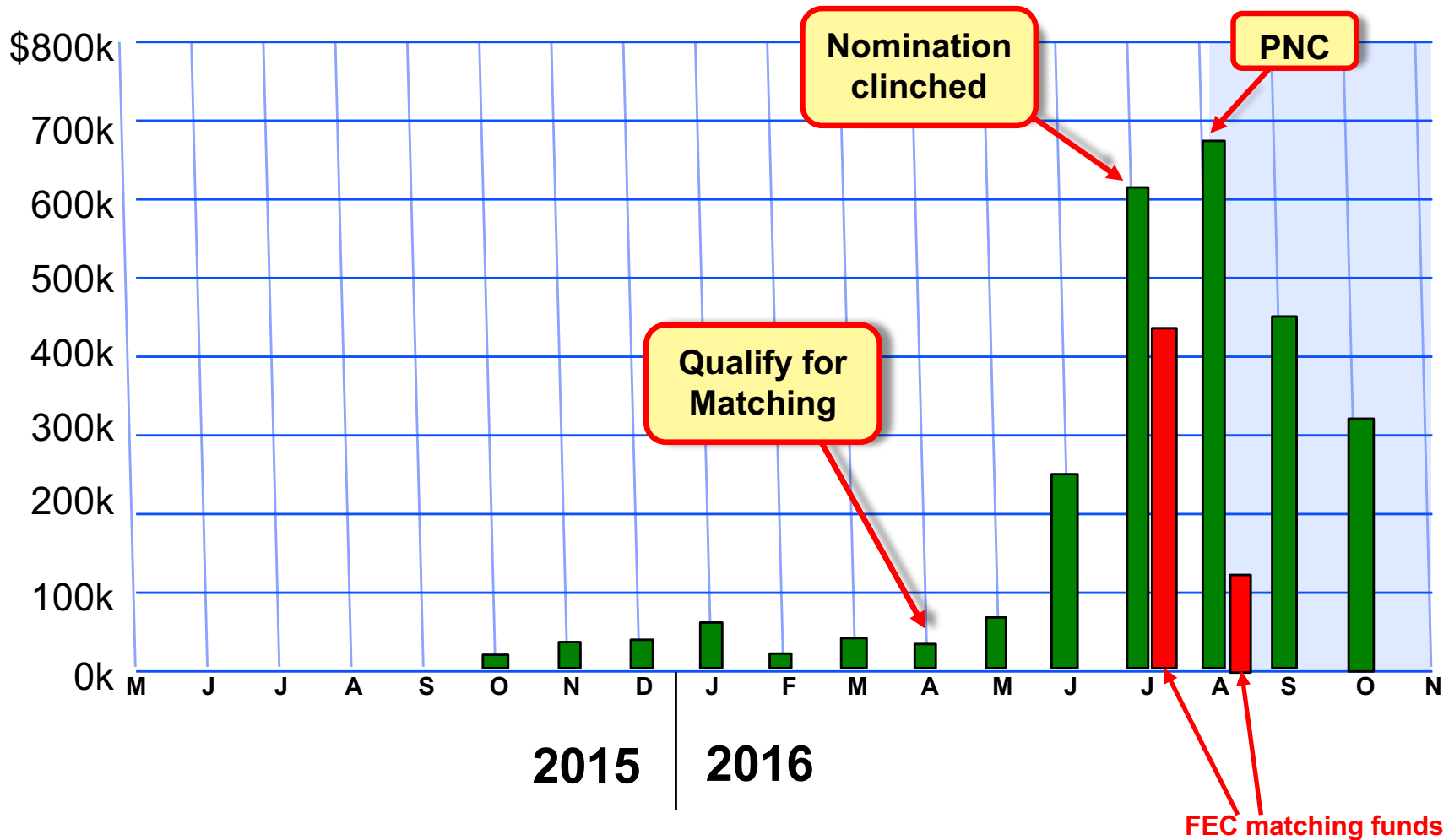
Note: 3 additional states allow write-in votes for the Green Party candidate.

2016 Total Fundraising



Sources: <https://www.opensecrets.org/pres16/candidate?id=N00033776>
<http://gp.us.org/wp-content/uploads/2015/12/2016-Budget-Proposal-revised12-6-15.pdf>

Stein Fundraising By Month - 2016



Sources: Reports filed with FEC

How 2020 is shaping up

- Republican nominee **Trump** will do outrageous things to focus attention on himself and to fan social and racial divisions.
- Likely Democrat nominee **Joe Biden** will be similar to Hillary Clinton. Uninspiring but on some points contrasts favorably with Trump.
- If not Biden, the Dem nominee will be a moderate progressive acceptable to Wall Street who will move right as soon as the primary is over.
- The message of the Democrats and much of the progressive-leaning community will be “Nothing is as important as defeating Trump and only the Democrat can do that. Anyone who doesn’t get behind the Democrat is helping reelect Trump.”
- The establishment media and Dem-friendly journalists will blacklist the Green candidate.

In 2020 there will be major obstacles to the GP ticket going mainstream.



Can we win the presidency in 2020?

A GP win isn't yet within reach – it would require a historically unprecedented collapse of both major parties.

	Green	Dem
Voter Base	1%	40%
Funding	\$2m	\$1000m
Natl. TV Debate Appearances	0	5
Newspaper Endorsements	0	500
Internet Staff	3	250

Also reflects amount of coverage and positive/negative slant.

But we can still achieve many important goals of party growth and changing the dialogue.

Possible Elements of GP 2020 Strategy

- **Keep the Party united. We need everyone.**
 - **Run against the establishment. People don't trust them.**
 - **Continue to lead on policy: Green New Deal, peace, universal health care, rejecting capitalism.**
 - **Have big presence on the Internet and social media - bypass conventional media.**
 - **Go after young people, people of color, and alienated Democrats**
 - **Rebut spoiler accusations.**
 - **Build strength at the state and local levels.**
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What do we need for a successful campaign?



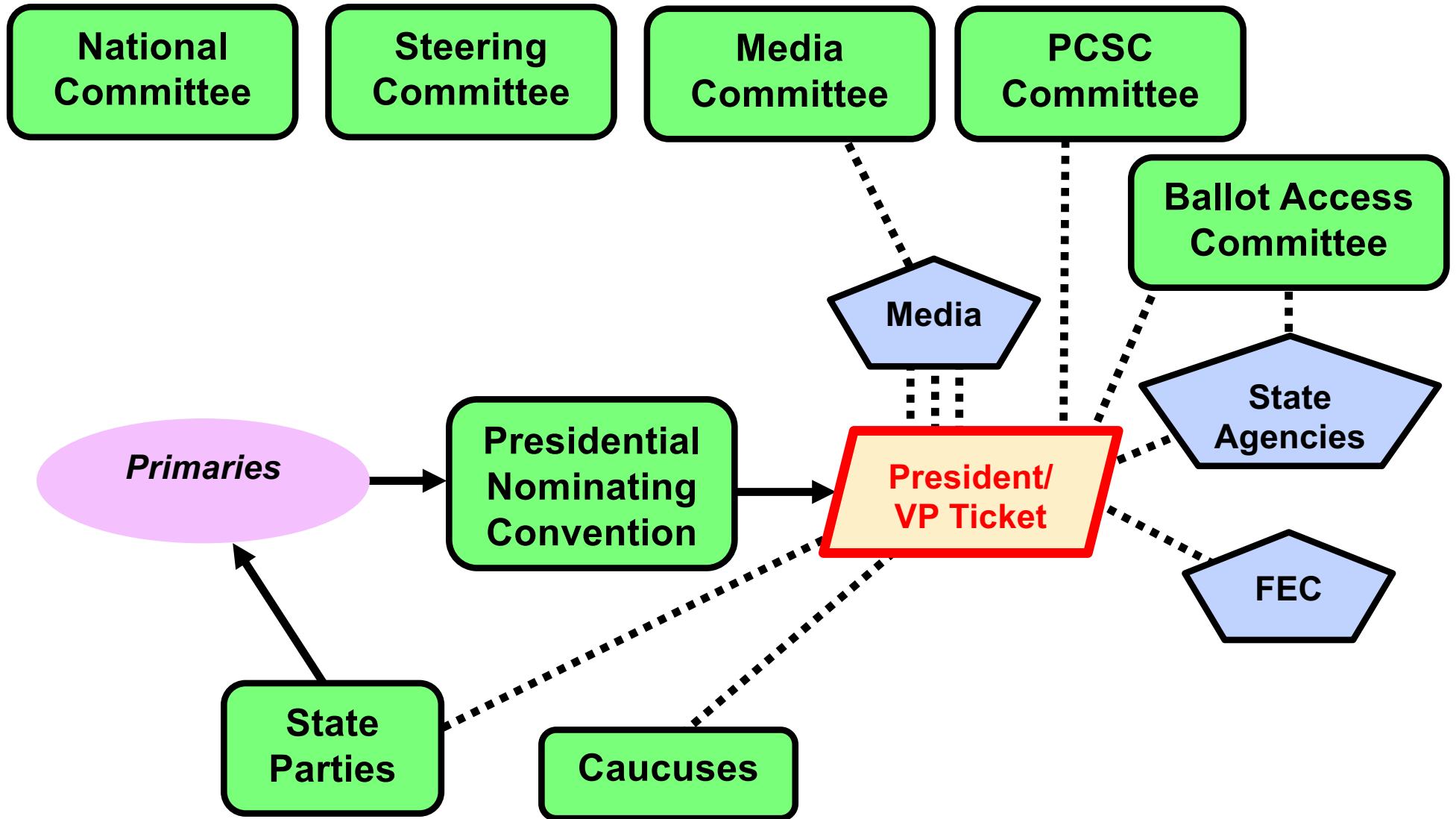
- **A candidate who**
 - **Embodies Green Party principles and policies**
 - **Is dedicated to uniting and building the Green Party**
 - **Is articulate and compelling**
 - **Has good managerial skills**
 - **Is a good fundraiser**
 - **Inspires volunteers and staff**
 - **Has stamina and courage**

- **Party engagement to provide**
 - **Advice, guidance, corporate memory**
 - **A well-run primary process**
 - **Ballot access**
 - **State/local party engagement**

- **Post-election follow-through**

How GP is Organized

Relationships



The Presidential Campaign Support Committee (PCSC)



- **Recruits candidates**
- **Advises candidates on processes.**
- **Serves as point of contact with GPUS.**
- **Helps GPUS members learn about candidates (e.g. PCSC questionnaire, forums)**
- **Manages the official recognition process**
- **Encourages healthy primary processes in the states**
- **Promotes debate inclusion**

PCSC welcomes new members! Write to jandrews166@gmail.com to learn more.

Federal Matching Funds

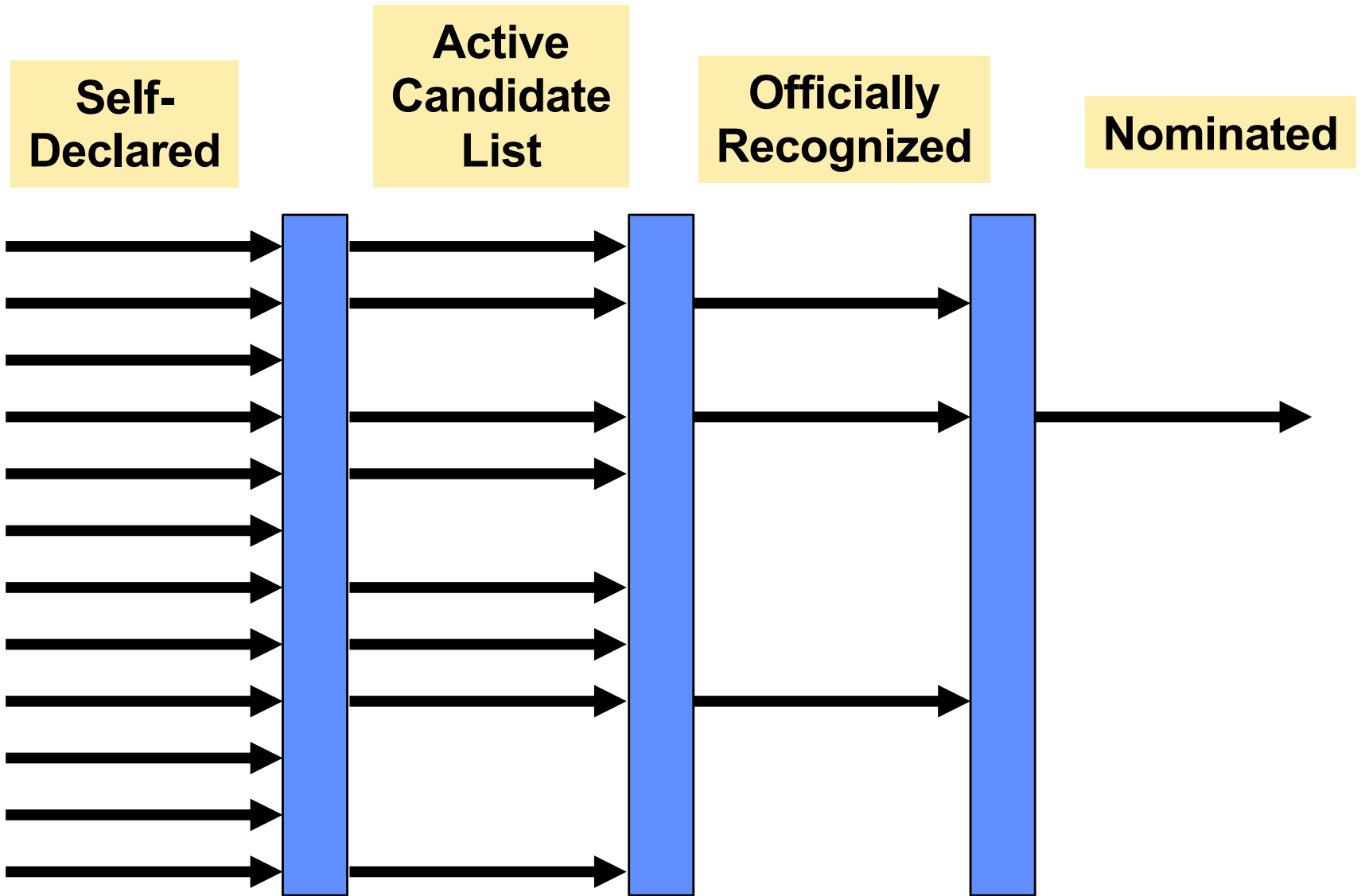


- **FEC will match first \$250 of each donation in the primary phase of the election.**
- **To qualify: Raise \$5000 in each of 20 states.**
- **In 2016 Jill Stein received \$456k in matches – 12% of her total fundraising.**
- **All matching funds have to be spent in the primary phase or else returned to FEC.**

Warning: Democrats in house passed bill (H.R. 1) that would effectively block Greens from qualifying. This legislation has stalled in the Senate.



Field of Candidates



The Active Candidates List



Active Candidate's List

(updated 7/19/19)

- A guide to candidates who are running for the GP nomination.
- Maintained by the PCSC.
- Persons listed here are not endorsed or approved by the GPUS.

Candidate Name	Funds Raised [1]	No. of Signatures of Support [2]	Campaign Committee formed? [3]	Questionnaire Returned ? [4]	Website
Aranjo, Roland G.	\$2,020	20	Yes	No	www.rolandforpresident.org
Hawkins, Howie	\$29,660	199	Yes	Yes	https://howiehawkins.us/
Hunter, Dario	\$7,208	153	Yes	No	https://www.dariohunter.com/meet-dario
Lambert, Dennis	-	24	No	No	https://www.dlpotus2020.com
<u>Moyowasiza-Curry</u> , Sedinam	-	74	No	No	www.sedinam2020.com
Rolde, David	-	12	No	No	TBD
Schlakman, Ian	-	64	Yes	No	schlakman.com

See the current list at
<https://docs.google.com/document/d/1IsfRZRZTMYsHRp7SMrjdPo3SZiE9NX8ThSkdxzmxL3A/edit>

Official Recognition



- **Under Article 10 of GPUS bylaws, official Recognition is granted to candidates that have taken preliminary steps toward running a serious campaign.**
- **Some requirements for official recognition are:**
 - **Set up a campaign committee with the FEC.**
 - **Collect 100 signatures of support**
 - **Raise \$5000 or collect donations from 100 people.**
- **If a candidate receives official recognition they can be given special attention in GP media work and are more likely to be placed on primary election ballots.**
- **See Article 10 of the GPUS Rules to find the detailed requirements for official recognition.**
- **See the Active Candidates page to find out who has achieved official recognition.**

Primary Processes



- State parties use a democratic process to **select delegates** to send to the Presidential Nominating Convention (PNC)
- Possible **types of processes**: state-run primary, statewide party convention, local party caucuses, online voting, etc.
- Certain **state election laws** may apply to the process, e.g. state party may be asked to submit the candidate names to go on their primary ballot.
- Delegates may be **pledged** to vote for their assigned candidate on first ballot (or later ballots) depending on state party rules. Uncommitted delegates may also be appointed.
- State party must complete the **PNC credentialing** process in order for their delegates to be seated at the PNC.

State Level Action



- **Work to ensure ballot access (if you don't have it already).**
- **Recruit state and local candidates that work as a team with the national ticket.**
- **Project the GP brand in all races.**
- **Set up a local media team.**
- **Set up a visit by the national ticket (tour, rallies, fundraisers)**
- **Do outreach to local groups.**
- **Grow your volunteer list and your donor list.**
- **Post-campaign, draw campaign workers into your permanent organization.**

Additional State Level Strategic Planning



- **Know Your Goals...**
 - **Grow Green Membership, Statewide.**
 - **Get Greens Elected at all Levels**
 - **Pass legislation for the People.**
- **Come up with a Plan...**
 - **Start Wednesday (or better yet...Today!).**
 - **Check in with the Plan.**
- **Activate Every County...**
 - **Connect on Issues and Develop Green Points of Contact.**
 - **Identify People interested in Elections/Running for Office.**
 - **Empower new Greens with the Tools and Training.**
- **Do your Research...**
 - **Pay attention to election results, not just in your races with Greens, but every other similar race.**
 - **Look for Opportunities. Identify Blindspots. Be Aware of Weaknesses.**

2020 Strategy in Maine



- **151 State Rep Strategy...**
 - **Don't run in every district, but know the situation in each district.**
 - **After finding/vetting a candidate: develop their own candidate strategy, provide them tools and training, empower them to develop their own campaign.**
- **Signature Collection...**
 - **Have a plan.**
- **Flagship Race...**
 - **Focusing on one Statewide Race... US Senate Race (against Susan Collins).**
 - **For success, it requires engagement in all counties.**
- **How it all connects...**
 - **Synergy!**

General Election Process



- Secretary of State must be notified of **PNC official results** with names of president and vice-president nominees.
- A set of verified **electors** must be recruited to cast votes in the Electoral College if the GP candidate wins.

Post-Election Tasks



- **Media work to get out GPUS viewpoint.**
- **Pass donors and volunteer lists to GPUS.**
- **Prepare for FEC audit.**
- **Conduct review and document lessons learned.**
- **Integrate volunteers into state party.**
- **Get presidential ticket to help GPUS fundraising.**
- **Support any recounts or lawsuits.**

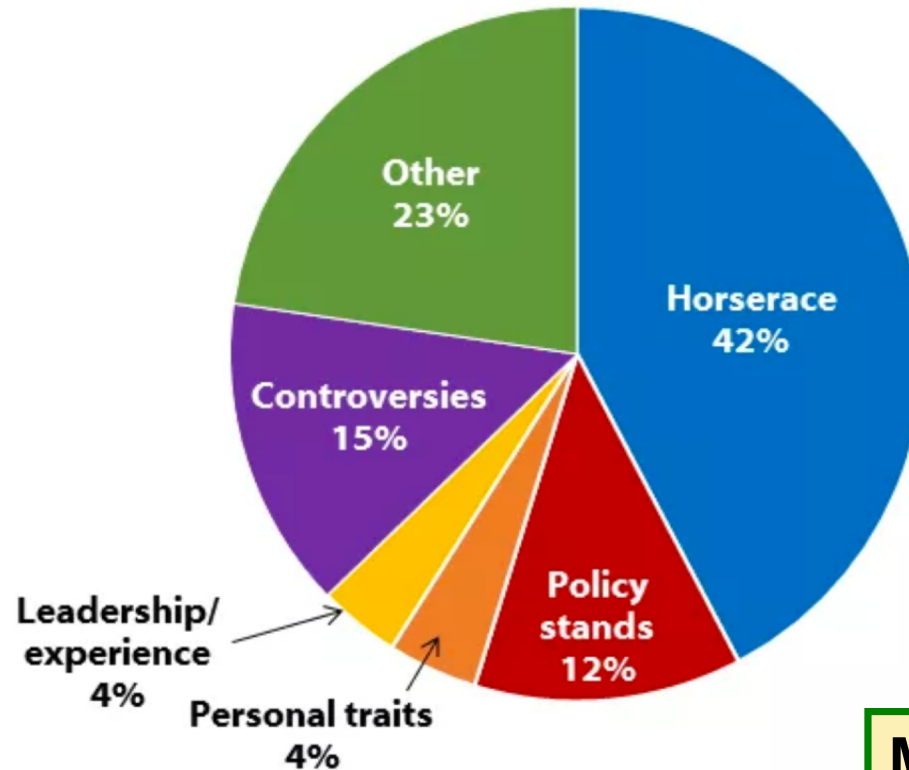
How You Can Contribute

- **Organize through your state party for primary, candidate visits, local media work, ballot access, etc.**
 - **Volunteer for a candidate's campaign**
 - **Donate to a candidate or to ballot access fund.**
 - **Support other GPUS committees (Media, PCSC, Ballot Access, etc.)**
 - **Help with outreach to your contacts.**
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Thank You!

- To contact the PCSC, write to pcsc@gp.org
- For an overview of the GP race, go to <https://gp.us.org/how-to-see-2020-green-nomination-2/>

Topics of Media Coverage (2016 Presidential Race)



Media coverage is overwhelmingly focused on the two frontrunners.

"Other" includes upcoming events, staffing changes, family, etc.

Presidential Results 2016

CANDIDATE	PARTY	VOTE	RANK	PERCENT
Hillary Clinton	Democratic	65,734,379	1	48.23%
Donald Trump	Republican	63,065,730	2	46.27%
Gary Johnson	Libertarian	4,442,131	3	3.26%
Jill Stein	Green	1,444,059	4	1.06%
Evan McMullin		691,997	5	0.51%
Darrell Castle	Constitution	198,237	6	0.15%
Bernie Sanders		105,549	7	0.08%
Gloria La Riva	Peace and Freedom	73,636	8	0.05%
Rocky De La Fuente	Reform	33,085	9	0.02%
Other (incl. undisclosed write-ins)		503,342		0.37%



What We Accomplished in 2012

- Jill Stein became **the most successful female presidential candidate in US history**, winning 469,501 votes, 2.9 times more than the GP received in 2008.
 - GP received more than **11 times more votes** than any other national progressive party.
 - For the first time, a GP member won **federal matching funds**.
 - Jill's campaign raised over **\$1m total**.
 - GP hit high point in **ballot access**: 38 states comprising 82% of voters.
 - Campaign contributed to **surge** in GP registration, donor lists, volunteer lists, local candidates
 - Campaign **revitalized state parties** and local chapters
 - Campaign spun off the **Green Shadow Cabinet and Global Climate Convergence**.
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Presidential Fundraising 2016

Candidate	Funds Raised		Total Spent
	By Campaign	By Outside Groups	
Hillary Clinton	\$497,808,791	\$205,909,959	\$639,635,565
Donald Trump	\$247,541,449	\$74,905,285	\$302,488,918
Gary Johnson	\$11,410,313	\$1,386,554	\$11,619,451
Rocky De La Fuente	\$7,351,270	\$0	\$7,354,663
Jill Stein	\$3,509,477	\$0	\$3,451,174
Evan McMullin	\$1,644,102	\$0	\$1,642,165
Darrell Castle	\$52,234	\$0	\$51,365
Gloria La Riva	\$29,243	\$0	\$24,207
Monica Moorehead	\$11,547	\$0	\$9,127
Peter Skewes	\$7,966	\$0	\$4,238



Source: https://en.wikipedia.org/wiki/United_States_presidential_election,_2016