

## USSF Fundraising Outline 2013-2015

October 2013

### Background:

The National Planning Committee (NPC) of the U.S. Social Forum (USSF) is raising funds to support the planning and operations of USSF III (scheduled for 2015). The NPC's Resource Development Committee (RDC) carries out fundraising coordination. The RDC is tasked with identifying, coordinating and following through on development outreach, grant proposals, online pledge campaigns, and responsibilities outlined by the USSF fiscal sponsor, The Praxis Project.

For the 2007 and 2010 U.S. Social Forums in Atlanta and Detroit, respectively, fundraising occurred in various forms and phases. Organizers for USSF 2007 raised the majority of funds from online and onsite registration fees, and some major donors. The lead up to USSF Detroit was supported by invested and carried over funds from USSF Atlanta, and major grants from foundations. Registration fees from the 2010 forum contributed to one-third of the income in the operating budget. The final cost to plan, outreach, coordinate for and operate USSF 2010 was approximately \$1.2 million.

Approximate participation at USSF Atlanta was over 13,000 people. USSF Detroit had nearly 20,000 activists and organizers from every U.S. state and commonwealth, plus participants from nearly two dozen nations in six continents. Thousands of others participated online through Detroit Expanded video conferencing, along with independent media broadcasts, blogging and chat rooms supported onsite through the People's Media Center.

Currently, the NPC has a set aside of \$50,000 for USSF III operating expenses. National planning meetings have been funded with a modest operating budget of remaining funds from USSF 2010. Coordination support since 2012 has been mostly volunteer-based but the NPC seeks to fund a National Coordinator for overall oversight and management of daily operations and internal communication.

### USSF III Political Framing and Goals

USSF III planning and coordination began in 2012 following NPC member organizations' feedback and decisions on goals and process. The political framing and organizational strategy for this social movement work is summarized in a document entitled, *"Towards a Third US Social Forum: Lessons From the Past and Strategies Moving Us Forward."* It can be found at:

[http://wiki.ussocialforum.net/images/a/ad/USSF\\_3\\_Expected\\_Outcomes\\_and\\_Analysis-Version\\_3.0.pdf](http://wiki.ussocialforum.net/images/a/ad/USSF_3_Expected_Outcomes_and_Analysis-Version_3.0.pdf)

In early 2013, the NPC agreed that the next U.S. Social Forum should be as accessible and distributive as possible to maximize social movement actions, resolutions and power against neoliberal policies, agendas and agents. Toward this, USSF III will encompass multiple sites that will be determined by a national site selection application and review process.

USSF goals include support for internal operations, (local) site selection visits, national outreach, external communication (largely targeted at participants at USSF 2007 and 2010 and through USSF social media), expanding technological capacity, and regional forums and assemblies to outline organization and community-based objectives and resolutions toward USSF III convergence sites. Several NPC national working groups and committees that meet regularly and communicate bi-weekly through representatives on the Accountability and Coordination Team (ACT) carry out this work. Moreover, the NPC is rebuilding and expanding through new memberships and commitments from sectors and regions that represent various fronts of struggles and peoples.

## USSF Overarching Fundraising Goal (2013-2015)

The United States Social Forum National Planning Committee will raise minimally XXXXX to develop the infrastructure and processes which are critical to implementing the People's Movement Assemblies and 2015/2016 Policy Centric Convening of The Forum.

### 2013

#### Objectives

1. Raise XXX to support People's Movement Assemblies (PMAs) across the U.S.;
2. Raise XXX for USSF General Operations (e.g., National Coordinator, NPC planning meetings);
3. Raise XXX for Site Selection Team Activities, including visits to prospective sites;
4. Raise XXX for outreach, organizing and communication goals/tasks of NPC working groups and committees.

#### Activities

I. Ask NPC Groups to support the USSF general operating with \$1,000-10,000 donations annually. *Ask NPC Groups if they will send at least one e-ask each year to their full email list as well as sharing information on the campaign through their Facebook.*

II. *Engage individual and organizational supporters through grassroots fundraising mechanisms.*

- o Conduct direct asks to USSF 2007 and 2010 participants for monthly pledges to support USSF targeted for general operations from now through 2014.
  - Pledges will be processed online through the USSF website with (possible) incentives or gifts of appreciation (e.g., USSF III merchandise and/or USSF 2010 t-shirt or poster).

III. *Engage new USSF foundations and re-engage prior USSF foundations to support working groups and general operations through Affinity Groups:*

- o Identify specific needs and tasks for USSF III and PMA organizing through working groups and committees.
- o Build, renew and strengthen relationships with USSF 2007 and USSF 2010 foundations.
- o Identify new prospects for funding partners for USSF III and beyond.
- o Educate new funders about the US Social Forum process through webinars and conference calls.
- o Build collaborative and consultative relationships with funders as thought partners through webinars, conference calls, and in-person meetings in conjunction with PMAs.
- o Conduct coordination and grant support assistance, through the Resource Development Committee, for working groups, committees and funders.
- o See Affinity Group plan at:

[http://wiki.ussocialforum.net/images/fff/USSF\\_RDC\\_Affinity\\_Groups\\_DRAFT\\_PLAN\\_II.pdf](http://wiki.ussocialforum.net/images/fff/USSF_RDC_Affinity_Groups_DRAFT_PLAN_II.pdf)

## 2014

### Objectives

1. Raise XXX to support People's Movement Assemblies (PMAs) across the U.S.;
  - a. Develop Support for PMA Organizing Tool Kit booklets
2. Raise XXX for USSF General Operations (e.g., National Coordinator, NPC planning meetings);
3. Raise XXX for Site Selection Team Activities, including visits to prospective sites;
4. Raise XXX for outreach, organizing and communication goals/tasks of NPC working groups and committees.
  - a. Establish and support:
    - i. USSF communication 'hubs.'
    - ii. USSF III outreach materials and logistics
    - iii. USSF III coordinators.
    - iv. USSF III Core Cost Budget
    - v. International solidarity travel fund for speakers, guests.

### Activities

I. Ask NPC Groups to support the USSF general operating with \$1,000-10,000 donations annually. Ask NPC Groups if they will send at least one e-ask each year to their full email list as well as sharing information on the campaign through their Facebook.

II. *Engage individual and organizational supporters through grassroots fundraising mechanisms.:*

- o Conduct direct asks to USSF 2007 and 2010 participants for monthly pledges to support USSF targeted or general operations from now through 2014.
  - These pledges will be processed online through the USSF website with (possible) incentives or gifts of appreciation (e.g., USSF III merchandise and/or USSF 2010 t-shirt or poster).
- o Explore and develop crowdsourcing and mobile phone texting campaigns:
  - Kickstarter, Indigogo, GoFundMe, etc.
  - Mobile phone fundraising (SMS texting).
- o Update and share grassroots fundraising kit for participants traveling to a USSF III site.
  - Travel budget information and fundraising suggestions on how raise travel funds
  - Online solidarity travel funding support through the USSF website

IV. *Engage new USSF foundations and re-engage prior USSF foundations to support working groups and general operations through Affinity Groups:*

- o Identify specific needs and tasks for USSF III and PMA organizing through working groups and committees.
- o Build, renew and strengthen relationships with USSF 2007 and USSF 2010 foundations.
- o Identify new prospects for funding partners for USSF III and beyond.
- o Educate new funders about the US Social Forum process through webinars and conference calls.
- o Build collaborative and consultative relationships with funders as thought partners through webinars, conference calls, and in-person meetings in conjunction with PMAs.
- o Conduct coordination and grant support assistance, through the Resource Development Committee, for working groups, committees and funders.

III. *Execute a Matching Fund Campaign:*

- o Seek two-to-one matching fund support from selected donors for USSF outreach and organizing support through a one month campaign.
- o

## 2015

### Objectives

1. Raise XXX to support People's Movement Assemblies (PMAs) across the U.S.;
  - a. Develop Support for PMA Organizing Tool Kit booklets
2. Raise XXX for USSF General Operations (e.g., National Coordinator, NPC planning meetings);
3. Raise XXX for outreach, organizing and communication goals/tasks of NPC working groups and committees.
  - a. Establish and support:
    - i. USSF communication 'hubs.'
    - ii. USSF III outreach materials and logistics
    - iii. USSF III coordinators.
    - iv. USSF III Core Cost Budget
    - v. International solidarity travel fund for
    - vi. speakers, guests.

### Activities

I. Ask NPC Groups to support the USSF general operating with \$1,000-10,000 donations annually.

*Ask NPC Groups if they will send at least one e-ask each year to their full email list as well as sharing information on the campaign through their Facebook.*

II. *Engage individual and organizational supporters through grassroots fundraising mechanisms.:*

- o Conduct direct asks to USSF 2007 and 2010 participants for monthly pledges to support USSF targeted or general operations from now through 2014.
  - Pledges online through the USSF website with (possible) incentives or gifts of appreciation (e.g., USSF III merchandise and/or USSF 2010 t-shirt or poster)
- o Explore and develop crowdsourcing and mobile phone texting campaigns
  - Kickstarter, Indigogo, GoFundMe, etc.
  - Mobile phone fundraising (SMS texting).
- o Update and share grassroots fundraising kit for participants traveling to a USSF III site
  - Travel budget information and fundraising suggestions on how raise travel funds.
  - Online solidarity travel funding support through the USSF website.
- o Implement USSF III early online registration:
  - Possibly offer incentives.
- o Seek organized labor, trade union and large organization pledges linked to member registrations.
- o Publicize USSF program book sponsorships.

III. *Engage new USSF foundations and re-engage prior USSF foundations to support working groups and general operations through Affinity Groups:*

- o Identify specific needs and tasks for USSF III and PMA organizing through working groups and committees.
- o Build, renew and strengthen relationships with USSF 2007 and USSF 2010 foundations.
- o Identify new prospects for funding partners for USSF III and beyond.
- o Educate new funders about the US Social Forum process through webinars and conference calls.
- o Build collaborative and consultative relationships with funders as thought partners through webinars, conference calls, and in-person meetings in conjunction with PMAs.
- o Conduct coordination and grant support assistance, through the Resource Development Committee, for working groups, committees and funders.

IV. *Execute a Matching Fund Campaign*

- o Seek two-to-one matching fund support from selected donors for USSF outreach and organizing support through a one month campaign.