

SUPPORT THE GREEN APPEAL



**PUT THE
LIFE
BACK INTO
POLITICS**

ecology party

**AN APPEAL FOR
£25,000**



Fundraisers' Manual

Why an Appeal?

The Ecology Party's national appeal is being launched in Rome jointly with six other European green parties on 5 April. This marks the start of practical co-operation between the European parties. But its direct significance is that it represents a major turning-point in the development of your own party, the Ecology Party.

The Ecology Party has achieved much during the last year. It has grown five times in size. It has polled 40,000 votes. It stands for a political theme which rings true to more and more people. It has become recognised as the fastest growing part of Britain's political scene.

To take the next step will cost money (see the 12-month budget on the opposite page). To date we have had no full-time staff, no permanent address, no research facilities, no budget for speakers' expenses. We have reached the limit of what we can do on tiny resources. The task is now to become a national party with a sustained and informed national voice. That is why we are launching this appeal. The future of the Ecology Party depends on its success.

This is a joint appeal for the Ecology Party and its branches. *You* decide how much money goes to the national party and how much to your branch. You, members of the Party, are its fundraisers. Many sympathetic people, though not yet members, are now ready to support the party. Please display the poster, use the Appeal kit, and help to raise your party the resources it needs.

Now is your chance to offer real practical support. Your help is vital.

How will the money be used?

Prospective total annual outgoings		£
1.	Research and press relations <i>Press conferences, press releases, newspapers and publications, special research projects, travel</i>	2,000
2.	An address <i>Telephone, stationery, postage, equipment, rent, rates, heat, light</i>	4,000
3.	Salaries and fees <i>General secretary, office secretary, accountant's and auditor's fees</i>	10,500
4.	Campaigns <i>Nationwide single-issue campaigns (partly self-funding)</i>	2,500
5.	Co-ordination with European Ecology Parties <i>Contribution to travel and other expenses of common publicity programme</i>	1,000
6.	Special projects <i>Finance for major initiatives and speakers' expenses</i>	2,500
7.	Election fund <i>Funds for by-elections and start of build-up for the next General Election</i>	2,500
8.	National Council Expenses <i>Travel, telephone, postage, room hire for monthly National Council Meetings. Contribution to expenses of standing committees and working parties</i>	3,000
9.	Recruitment and fundraising <i>Literature for enquirers, fundraising, printing and postage, renewal reminders</i>	2,000
10.	Newsletters <i>Editorial, printing and distribution of six issues of Econews and mailings to branches, launch fund for public newspaper</i>	8,500
11.	Reserve	1,500
Total outgoings		40,000

Prospective total annual income		
1.	Membership <i>Average subscription £2.40 per member</i>	12,000
2.	Norwich <i>Sales of literature and materials</i>	3,000
		15,000
3.	Amount needed from Appeal	25,000
Total income		£40,000

How you can help

The success of the appeal depends on you and other members and supporters of the Ecology Party. You can help in three ways:

1. *By giving.* Donations may be sent by cheque or standing order. Using the Appeal Form you may send a donation on its own, or at the same time as joining or renewing your membership. Or you can spread the donation over the year by filling in the pledge form for donations every month or quarter. If every member pledges as little as £1 a month, split 50:50 between the National party and branches, the National Appeal target will be reached from pledges alone.

2. *By fund-raising.* There are many ways of raising funds for the Party: jumble sales, collections, coffee mornings, sponsored swims, concerts, silver-paper collections, swear-boxes, $\frac{1}{2}$ p boxes . . . To help you to keep a record of the money you have raised, we enclose a Fundraisers' Action Sheet (on the back of the Appeal Form). When you send the money you have been given or collected to the national or branch treasurer you will receive a new action sheet with your receipt.

3. *By recruiting.* Help to recruit new members. If every member reached a minimum target of one new member per year this would put the arithmetic of growth on our side—the Ecology Party would double in size every year. The Appeal Form may be used for recruiting as well as donations, renewals and fund raising.

This Appeal is a joint campaign by both the national party and the branches. It is up to you to decide how the funds you have given or raised are to be apportioned. When you are collecting money, donors may specify whether their contributions should go to the national party or the local branch, and their wishes must be taken into account.

Appeal kits (Fundraisers' Manual, a poster and two appeal forms) are available from the national address (below) or from your branch. Please send 10p (stamps are acceptable) for each appeal kit ordered. Additional appeal forms are available at $\frac{1}{2}$ p each. To keep down the cost of this Appeal, please *always* enclose a DL (9" x 4") stamped self-addressed envelope.

The money you have raised/given may be sent either to the national party or to your local branch, and it will be duly apportioned between branch funds and national funds as indicated on the form.

National appeal address: ECO, P.O. Box 30, Norwich.

(Spring 1980)