

GREEN PARTY OF THE UNITED STATES (GPUS)

Strategic Multi-Year Fund Development Plan and Implementation Strategy

S. Sutton & Associates Inc. delivered and oversaw the implementation of an impactful Strategic Multi-Year Development Plan and Implementation Strategy for the Green Party US (GPUS), an independent political party and federation of state parties associated with American social movements. GPUS shares policies founded upon six universal principles including Ecological Wisdom, Social Justice, Participatory Democracy, Nonviolence, Sustainability and Respect for Diversity.



S. Sutton & Associates Inc. provided a robust SWOT analysis, fund development plan, 3-year budget, best practices, data dashboard, and Case for Support. Emphasis was placed on the concepts of New Power, the Next Generation-Enterprise, and Blitzscaling, creating a contemporary “Trifecta,” informing a fund development strategy, constituent mobilization, resource allocation, and strategic campaign planning.

Marketing services included a communications plan, copywriting, social media content development and lead generation. S. Sutton & Associates Inc. also trained local candidates, state and local Green Party leaders, and key campaign volunteers via a webinar, with an emphasis on the best practice and tactics to achieve successful planning, strategy, and execution of political fundraising, and mobilization of constituents.

“Working with S. Sutton & Associate Inc. has resulted in a number of meaningful products such as a robust SWOT analysis, development plan, data dashboard, and case for support, along with an understanding of best practices, giving us the context, rationale and permission needed from our constituency to focus on a robust fundraising effort.” – Hillary Kane, GPUS Treasurer and Co-Chair Coordinated Campaign Committee

