

Hello,

It was such a pleasure speaking with you guys yesterday!

As we talked about, our project will break down into three sections:

### **1. Growing the Party**

- Demographic + geographic voter data analysis
- Conduct research on Michigan Green Party voters vs. Michigan voters and national Green Party voters
- Develop action plan to increase Michigan Green Party membership
- Build candidate recruitment pitch above material

### **2. Managing the Money**

- Boost and optimize fundraising efforts
- Integrate data from section 1 into increasing fundraising
- Construct fundraising projections based on data
- Build a budget

### **3. Organizational Improvements**

- Establish strong communication channels throughout the party
- Work on staffing optimization and impact maximization
- Build upon the volunteer network and connect it to local campaigns

I also attached a copy of our NDA below. Let me know if you have any questions!

Best,  
Michael