

# Crimson Goes Blue's Budget and Funding Sources 2024

We are an **agile, highly entrepreneurial organization** powered by:

- 3 full time staff - our Political Director, Managing Director and an Operations Coordinator, a new position we've established for the 2024 elections to help us successfully manage our expanded membership and ambitious 2024 campaign activism
- More than 50 Harvard alumni volunteers who lead our electoral activism, recruit members, manage our finances, database, and website, edit our newsletter, and provide pro bono graphic design and communications leadership - to name a few.
- Talented undergraduate interns

By leveraging alumni volunteer leadership, maintaining low overhead, and focusing exclusively on activism in the key battleground states (v. operating a national campaign) we achieve a lot with limited funds.

## **Our 2024 operating budget will be \$326,000**

- 93% allocated towards salaries, payroll and intern stipends
- 7% allocated towards administrative expenses including insurance, legal fees and technology

## **Our funding sources for 2024**

- **50% - Donors have the capacity to make gifts of \$5,000 and above.** Since our founding Crimson Goes Blue has been fortunate to have attracted the support of a growing group of contributors with larger capacity who believe in our model and want to support the engagement of Harvard alumni in promoting democracy. This year their contributions will come from prior donors and new contributors.
- **50% - Crimson Goes Blue Portfolio Allocation.** CGB receives a 10% allocation of the contributions to the Crimson Goes Blue Portfolio, which we anticipate will raise between \$1.5-\$2million in 2024. This allocation helps to underwrite the time and resources that CGB devotes to managing and growing the Portfolio and enables us to streamline our "asks" for most members and their network to a single request for support for our political work (v. operating support) .