POCKETBOOK
STRATEGIES

Pocketbook Strategies

Strategic Capabilities

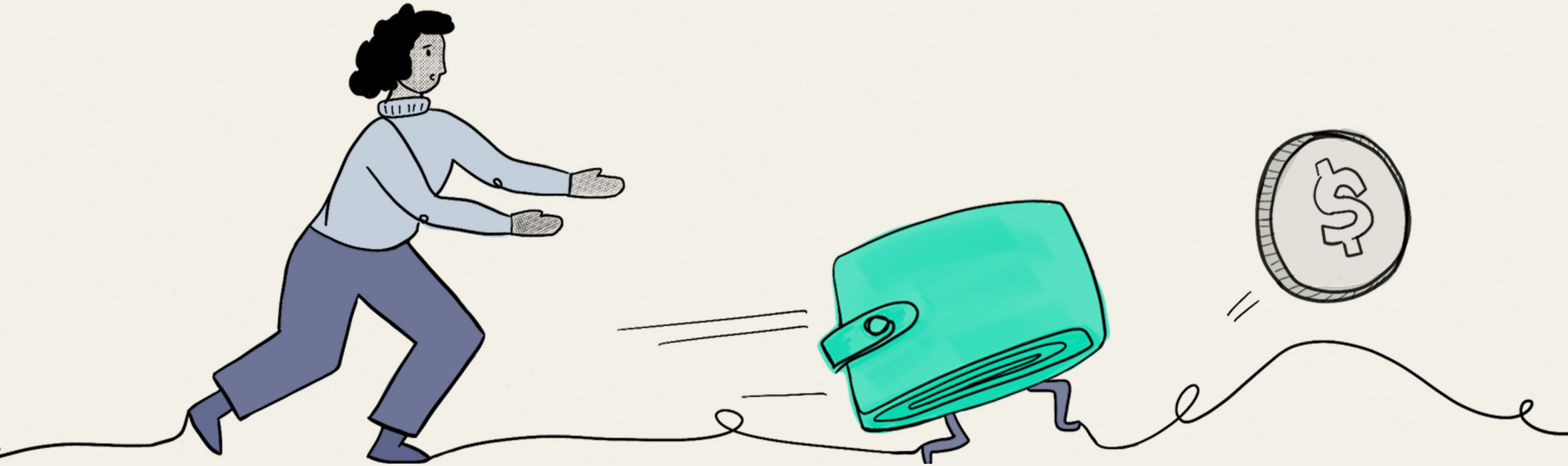


Table of Contents

1. Who are we?
2. What do we do?
3. How do we work?
4. Who do we work with?

Who are we?

We're Pocketbook, the finance and operations strategy firm for social movements and power building organizations.

Ambitious campaigns need sophisticated infrastructure, and that's why they come to us.

Howie Stanger
Founder and Director
formerly Sunrise Movement, Next Level Partners

Nancy Durham
Accounting Manager
formerly Tides Advocacy

Sade Bruce
Deputy Director, Operations
formerly American Economic Liberties Project,
Fight Corporate Monopolies, New America Foundation

Natalie Trent
Senior Financial Strategist
formerly Justice Democrats, Crazy Good Burgers

Mo Hall
Deputy Director, Compliance
formerly MBA Consulting Group

Victoria Melton
Staff Accountant
formerly MBA Consulting Group, Sterling AI

Nailah Yungai
Senior Manager, Operations & HR
formerly DNC, Friends of Bernie Sanders

Cristina Correa
Chief of Staff
formerly ActBlue

Our Mission

At Pocketbook, we believe movements can’t win without muscle behind the mission.

We were founded in 2022 to help organizers build the operational infrastructure they need to survive the whiplash of momentum cycles, navigate growing complexity, and sustain themselves for the long haul.

In a world of rising authoritarianism and deepening inequality, working people must win... and to win, you need scale and structure.

Pocketbook helps build that, so you can focus on building the power we need to win.

Our Role

We have built a financial operating system which makes complex scaling and campaigning easier.

We understand that this work is difficult; we hold the complexities of fighting for your family, your country, and your loved ones alongside you, while also interacting with operational, financial, and compliance systems.

We see it as our job to figure out the systems that will allow you to have smooth scalable growth, from the beginning of your organization. Before shit gets messy.

Our Philosophy

Movements are inherently ambitious, and we enable that ambition through operational autonomy and independence.

Our systems and processes are designed to strengthen your infrastructure, set you up to be nimble, and help you meet the highs and lows of the political moment.

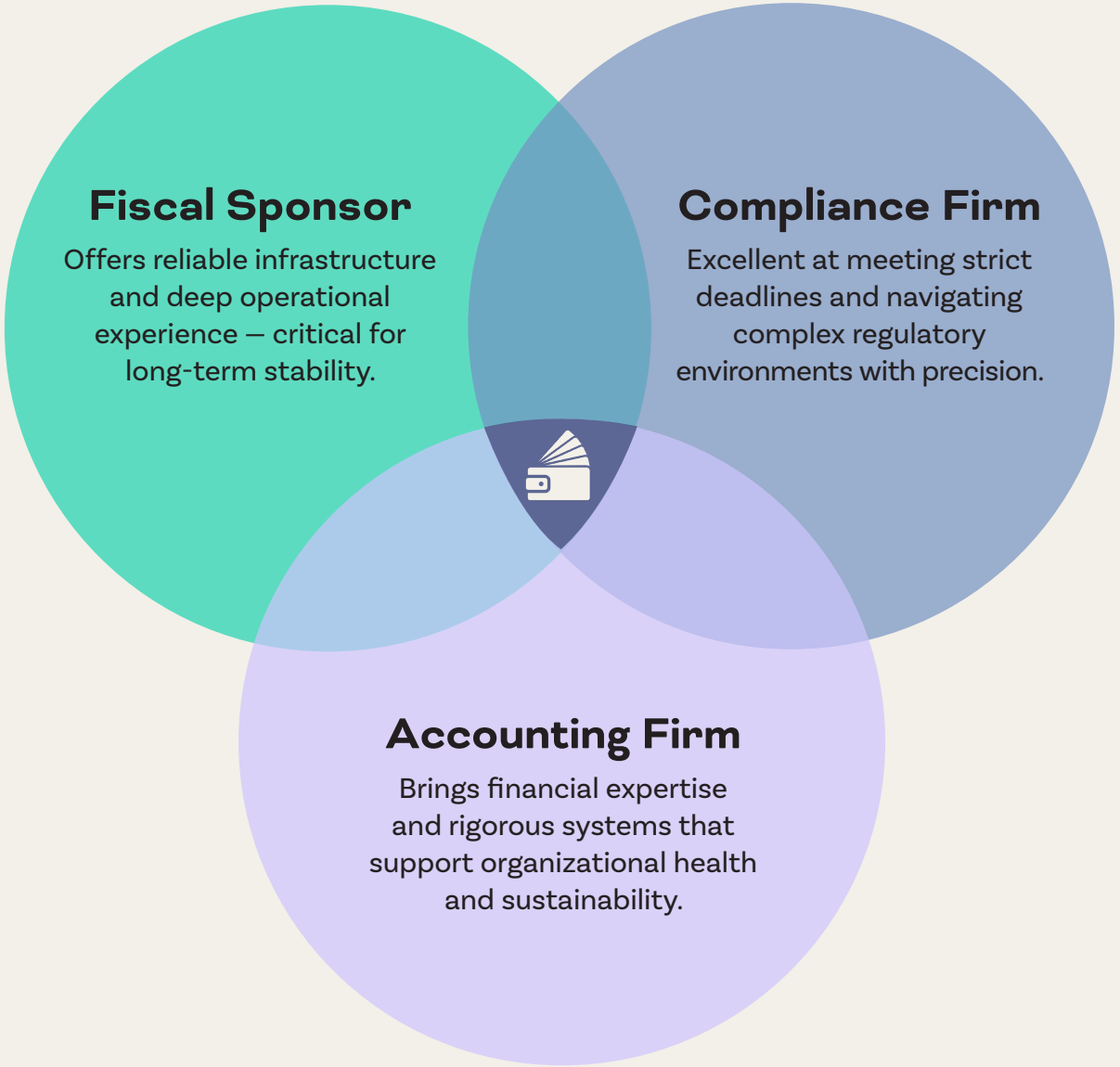
We take care of your organization(s) alongside you, and have the experience to walk with you successfully through the ever-growing maze of political and non-profit compliance.

Our Philosophy

We are best understood as a hybrid between a fiscal sponsor, an outsourced accounting firm, and a political compliance firm.

The main difference? We understand that movements and campaigns become non-profits or political organizations because they have to, not because these structures are the goal. Fiscal sponsors, non-profit accounting firms, and political compliance firms are designed to serve particular structures, not the campaigns that use them.

Pocketbook is designed to serve these campaigns within whatever structure (or structures!) they need while staying fluid and adaptable, because that is what movements and political organizations need to win.



Operating Principles

1. We dig for the ‘why’ to inform our work.

Oftentimes, folks come to us with structure, but they don’t have a strategy. Our job is to dig into the strategy, understand the ‘why’ on what they’re working to solve to best structure how we support them.

Operating Principles

2. Clear is kind.

We strive for clarity in everything that we do; when engaging with clients — we know that clarity allows us to be focused on the right work at the right time — setting expectations, communicating throughout the process, and having the agility and nimbleness to move with the political weather.

Operating Principles

3. If it's broken, fix it (taking initiative).

We have a bias towards action, a drive to improve processes AND relationships. We recognize it's on us to build the systems and grow the relationships that allow us to scale our impact, in a way that supports both Pocketbook, and the movements and campaigns we support.

Operating Principles

4. It's better when our systems and our people are interconnected.

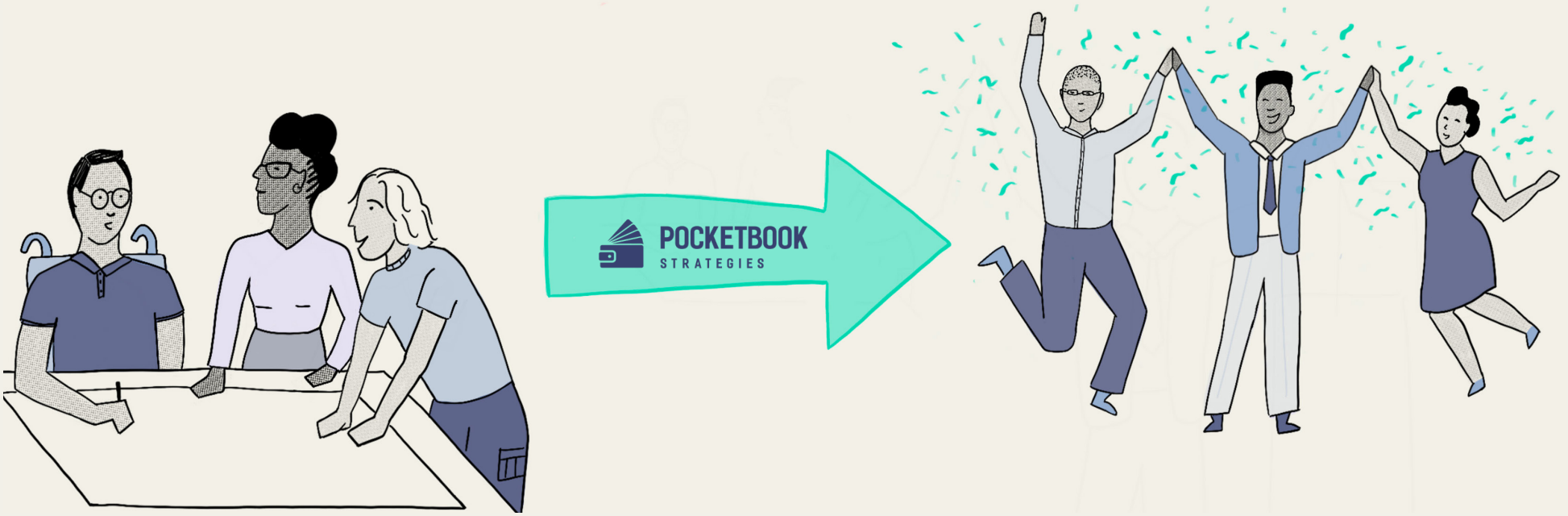
The reason why clients continue to come back to Pocketbook is because we understand that in order for systems to work better and faster — they need to talk with one another; when our systems and people connect we make the entire operation more effective and efficient.

Operating Principles

5. Seek and project expertise.

We constantly seek to improve and level up our knowledge in the work that we do. We do this through actively seeking feedback from one another, looking externally to learn from how others are doing similar work, and sharing this expertise for both clients and our team. We are always learning so that we can deliver the best, most effective work for our clients.

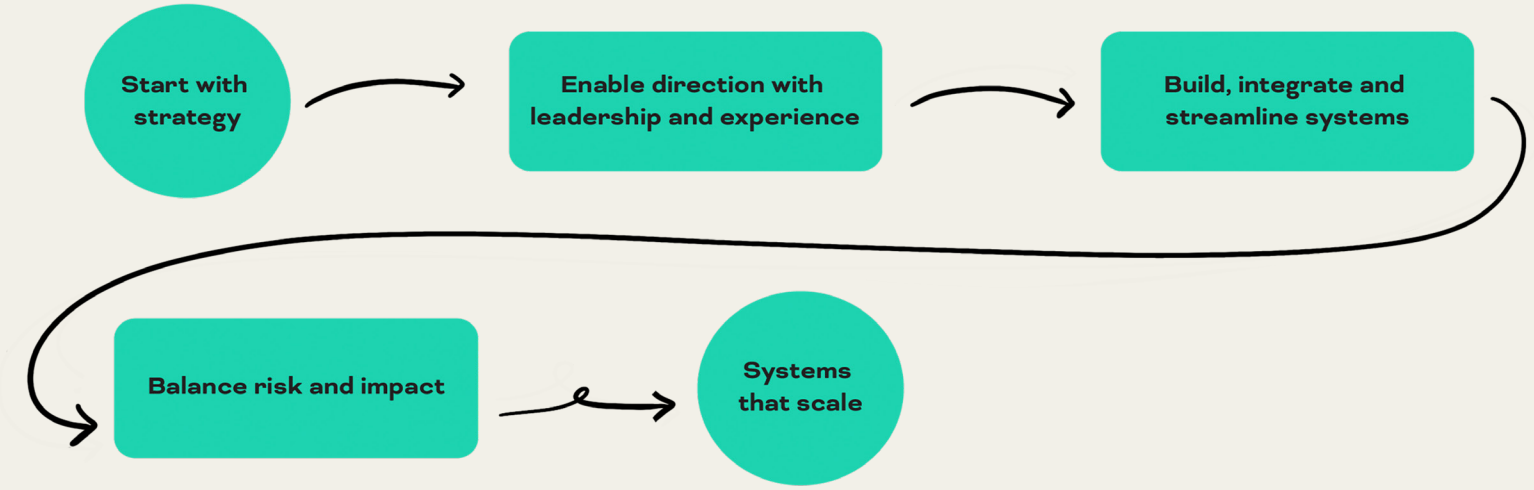
What do we do?

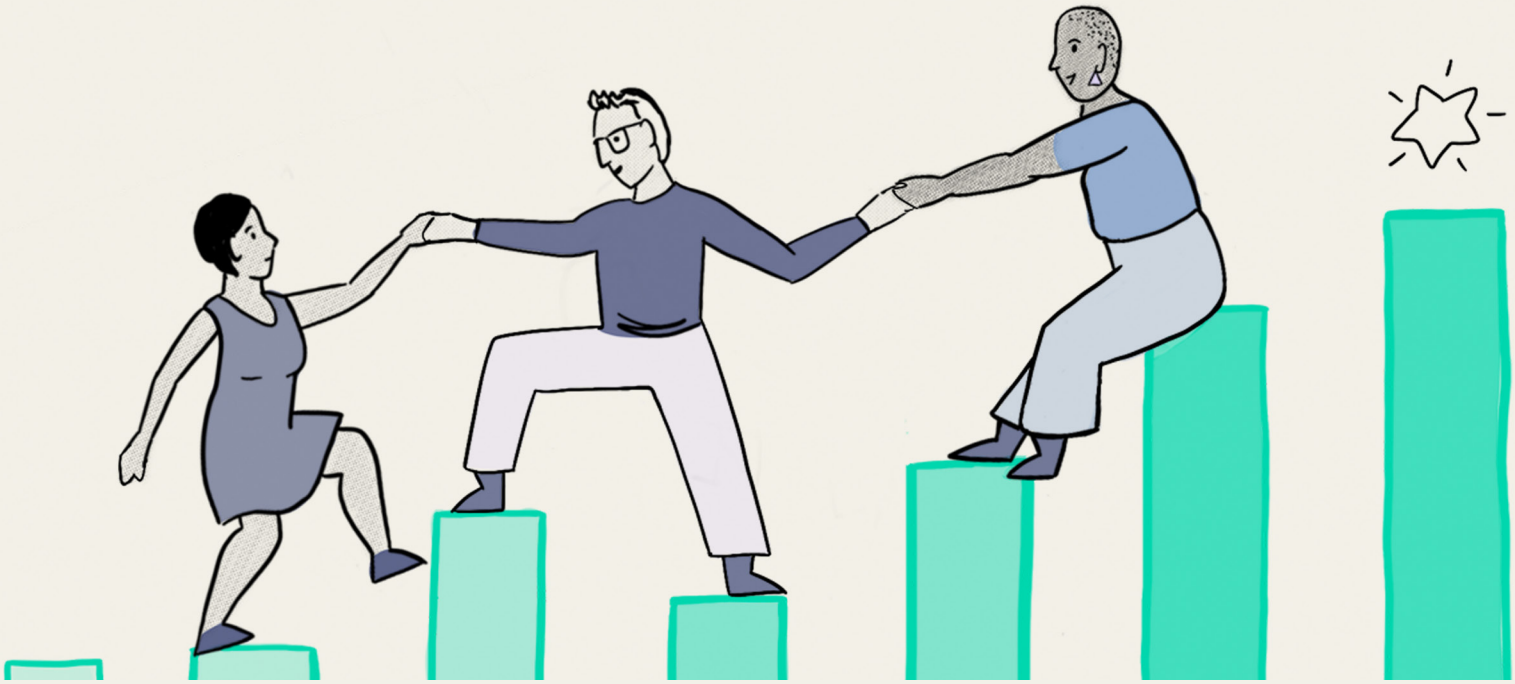


Our Approach

We believe our work is most effective when timed correctly during strategic planning — at the end of the direction setting stage, and before planning and implementation begins.

Our Process


Start with strategy
Enable direction with leadership and experience
Build, integrate and streamline systems
Balance risk and impact
Systems that scale



We have technical expertise in the following areas:

- Financial Management
- Organizational Operations
- Political Compliance
- Operations Strategy and Advisory Services

Financial Management

Outsourced Accounting and Bookkeeping

- Monthly collection, input and reconciliation of financial data.
- Custom monthly, quarterly and annual reports to the operations/finance team, executive team, boards of directors, or program directors/department heads.
- Set up, review, and maintenance of integrated financial software solutions.
- Manage filing of annual tax returns, audits and/or financial reviews and associated filings.
- Collection and accounting of all grants receivable; ensuring proper non-profit revenue and expense management.
- Management of Accounts Payable.

Financial Advisory

- Structuring the accounting system to better serve organizational purposes; analyzing financial data and reporting back on ways to improve cash flow, open up new streams of revenue, free up expense accounts, and track activity that matters.
- Building single or multi-entity budgets, cash flow projections, and advisory meetings.
- Systematizing internal financial controls, review processes, and finance department structuring.
- Assessment and recommendations of financial and operational software tech stack.

Organizational Operations

Human Resources and Payroll

- Set up and manage payroll services, state employer tax registrations, and execution of payroll.
- Scope and implement desired personnel offerings, including but not limited to: medical benefits, 401k, etc.
- Develop basic compliant workplace policies, employee handbooks, and human resources documentation.
- Assist with contract and vendor documentation and contractual administration.

Operations — Organizational Responsibility

- Manage non-personnel insurance applications, renewals.
- Set up of a bank account @ Amalgamated Bank, on-going treasury management.
- Assist with organizational incorporation, set up, initial filings, etc.
- Manage organizational state and federal annual reporting, charitable solicitations; assist with corporate compliance as it relates to board of directors.

Political Compliance

Multi-Entity Compliance / Political Compliance

- Developing compliance and operating structure for multi-entity political or electoral work.
- Initial setup of multi-entity status; intellectual property, shared administrative overhead.
- Training staff on multi-entity procedures, assisting operations staff with systematization.
- Compliance reviews of programs prior to campaign launch.
- Filing your federal, state, or local campaign finance reports.

Congressional and Senate Campaign Compliance

- EIN, Treasury management (bank account @ Amalgamated), ActBlue set up.
- FEC reports and associated compliance filings.
- FEC treasurer service, and (if relevant) LA PO Box.

Operations Strategy and Advisory Services

Strategy Consulting

- Consultations with founders/leaders on organizational structure design; incorporation and close down strategy.
- Coaching Executive Directors, Finance/Operations Directors, on compliance and program strategy integration.
- Consulting with established Boards of Directors on setting up an additional entity.
- Operations/Finance recruitment, hiring, coaching, and department structuring/re-structuring.

Fiscal Sponsorship

- Work alongside you to build operational systems to ease your relationship with your fiscal sponsor.
- Setting up an independent operating entity alongside your fiscal sponsorship fund.
- Spinning you out of fiscal sponsorship and setting up an independent organization.

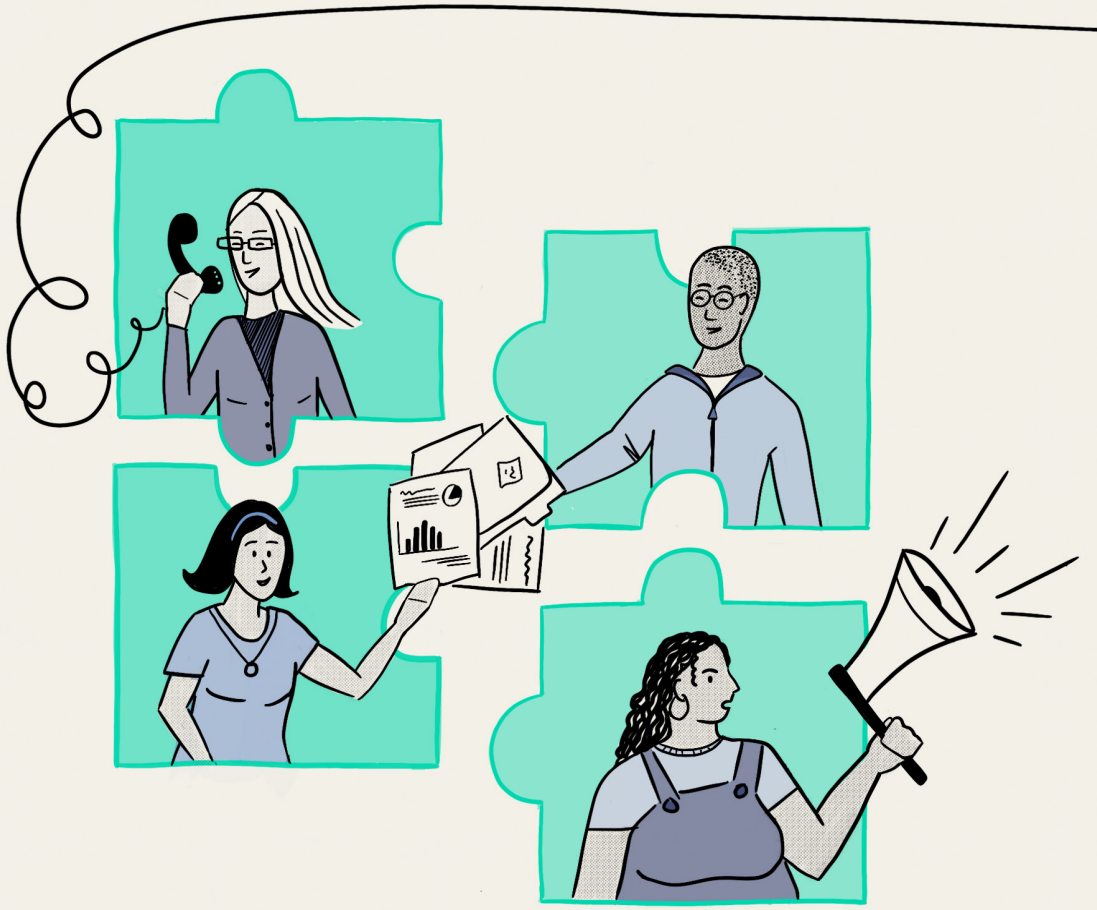
How do we work?

Engagement Model

We work either on monthly retainers, or project based outcomes.

For monthly retainers, our base relationship is as your outsourced accounting firm. We handle books, financial operations, and tax prep with an outsourced CPA firm.

Depending on the in-house capacity and expertise, we augment with other services (compliance, payroll, executive, etc).



Timelines

We work in monthly, quarterly, and annual cycles. Below are some examples of our rhythms.

Monthly

Each month, we:

- Open and close the book on all of your financial accounts. Bank accounts, investments, credit cards — whatever you have, we reconcile it. We make sure all of your transactions are coded appropriately so you get the budget insights you want, and we can pass the annual audit with relative ease.
- Run payroll twice a month, on the 15th and last day. If we run payroll for you, you receive an email with a preview of your cash requirements, and a nice little checkbox to approve the submission.
- Pay your bills 4x! Every Thursday and Friday we process all the invoices that get sent to our bills@pocketbookstrategies.com inbox. We receive and input bills, and they are sent to you (or your point of contact) for approval through the bill pay system.

Timelines

Quarterly

- If you have multiple organizations, we process your intercompany reconciliation on a quarterly basis. This is a multi-step process where we designate out direct pass through costs, shared administrative purchases, and staff salaries and benefits to the correct organization.
- If you are a PAC or campaign, we file your FEC reports on a quarterly basis. This report builds on the monthly accounting that we do, ensuring your FEC report is not only accurate to FEC reporting requirements, but also to accounting standards.

Annual

- Over 80% of our clients are either reporting to the FEC, or need independent audits done annually, so we have a thorough annual review process.
- We affirm organizational details, confirm we have all governing documents, and make sure all tax forms are in alignment. We make sure all annual registrations, reports and insurances are up to date, accurate to the most recent organizational context, and renewed on time.

Who do we work with?

Who We Work With

We work exclusively with campaigns and organizations mobilizing people from the bottom-up to change politics and transform our communities. Often these organizations have multiple entities, such as:

- 501(c)(3)s 501(c)(4)s, LLC's or
- PAC's, campaign committees, or 527's

A few of Our Partners in the Fight

This is the end of our Strategic Capabilities Deck.

But it's definitely not the end of our capabilities. We just wanted to keep this under thirty slides. To learn more about who we are, what we do, and why we love doing it — just ask!

Thank you