



Connect, Mobilize, Accelerate Global Social Change

WE - A global campaign of We, The World to unite and amplify the efforts of people, organizations and movements working for the common good

www.WE.net

Investing In Change

WE Strategy Proposal for Collaboration with We, The World

<http://we.net/WEproposal.pdf>



"The objective of the organization We, The World is to facilitate cooperation on a global scale amongst groups and individuals dedicated to implementing solutions to the many challenges we face on the planet at this time...We invite you to join us in a movement without which all the other movements for change can not be successful. The crucial movement we are talking about is the shift from 'I' to 'We'".

- Archbishop Desmond Tutu (Nobel Peace Laureate)



"I hope that everyone can join We, The World. Because it's when we all get together that we will make the changes that we must make. We *are* the world!"

- Dr. Jane Goodall (Founder of the Jane Goodall Institute, UN Messenger of Peace and Advisory Board Member of We, The World)

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Real and lasting change will require unprecedented cooperation and coordination between the world's changemakers.

Your participation can be instrumental in implementing this WE Strategy that can positively impact the lives of millions of people, and other life on our planet, now and for generations to come.

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WE Strategy Proposal Executive Summary

What problem does this Strategy address?

In 2017 Oxfam reported that just 8 men own the same wealth as *half of humanity combined*. As wealth and power continues to be concentrated in fewer hands, record amounts of money are flowing into politics often influencing politicians to serve Special Interests. As a result, people in the US and elsewhere are expressing strong social and political frustration about their **Economic Insecurity** as well as reduced public services, crumbling infrastructure, no major jobs programs, inadequate investment in education, and increasing pollution. Some politicians are falsely blaming immigrants, refugees, and particular ethnic, religious or national groups for economic and social problems which is fueling **Intolerance** and **Militarism**.

In the US, even **Representative Democracy** itself is in danger. Elected officials are not carrying out the wishes of overwhelming majorities on a growing array of issues that could improve *everyone's* lives, such as: Getting Big Money Out Of Politics, Taxing Wealthy Corporations and Individuals, ensuring Health Care Coverage for All Americans, Stricter Gun Laws, creating Major Jobs Programs. Even local and national Elections haven't reflected the majority's wishes: more people have recently voted for Democrats in Congress and the Presidency, yet more Republicans have actually taken office.

We, The World has identified a major gap in global organizing efforts working to address these issues.

While there are thousands of groups and millions of people committed to creating a better world, most of them generally don't work together on a regular coordinated basis. So their impact is reduced and thus far not sufficient to address systemic problems that affect millions of people and other forms of life. Many of these groups are in their separate silos, concerned they must compete for limited resources and media exposure. And though they may be doing courageous and important work meeting immediate needs, they often are addressing symptoms rather than underlying causes. We believe humanity will continue to only see *incremental* progress (at best) until a majority of these groups begin to *intentionally* work together.

The strategy outlined in this Proposal is designed to create unprecedented cooperation and coordination between grassroots organizations and movements large and small in order to build public support and political will for solutions that address systemic obstacles to sustainability, justice and peace in our society.

How can We, The World achieve this level of coordination between groups that generally don't work together?

We, The World is uniquely suited to creating and facilitating such a global network and movement for collaboration, public awareness-raising and collective action. We have been using what we call **Open Architecture** to engage and coordinate literally 1000s of groups annually working within a variety of issue areas. Our primary platform for this is **11 Days of Global Unity - 11 Ways to Change the World**. (see <http://11DaysOfGlobalUnity.org> and <http://WE.net/11themes>). Participants have included some of the most visionary thinkers, activists and organizations of our time including: Desmond Tutu, Jane Goodall, Deepak Chopra, Eve Ensler, Daniel Ellsberg, Marianne Williamson, Ralph Nader, Arun Gandhi, Hazel Henderson, Amnesty International, Oxfam America, 350.org, United Religions Initiative, the International Trade Union Confederation, the Charter For Compassion, Oprah Winfrey's Belief Team, and many others.

Is merely having bigger, more coordinated movements sufficient to really transform societies' attitudes and policies?

No. The other part of our Strategy, which is just as important as movement building, is promoting **a cultural shift** towards "WE Consciousness" where, from individuals to CEOs, from politicians to the Mainstream Media, people begin to expand their circles of caring, concern and empathy, and prioritize the Common Good and the well-being of *all*.

As we carry out large-scale collective action for change, we will be intentionally sparking this cultural shift by popularizing "WE" as a **memé** (an idea or phrase that spreads throughout a culture). Every issue in the headlines today will be framed in terms of WE and the Common Good through all our ground-breaking programs such as: "**WE Power America**" **Renewable Energy Media Campaign & Movement**, [An Urgent Message From Your Children - WeYourChildren.org](#), the **WE Party** (non-partisan program) to transform politics, and the 50+ million member **WE Change Agent Network** (WE C.A.N.).

What is the projected first year cost of this Strategy?

\$350,000 USD. We anticipate seeing game changing/world changing results from this strategy **within 9 months** of initial seed-funding at this level.

Opening Comments - The Challenge and the Opportunity

The Challenge

As you know, there are enormous preventable challenges facing people here and around the world: economic hardship and poverty (affecting over 3 billion people), rising inequality, intolerance, militarism, ecological damage, and climate change. As a result, millions of people and other forms of life are dying prematurely each year. And now scientists are telling us that if we don't make major changes within the next 5 years, climate change and the mass extinction of species may become *irreversible*, exacerbating the global freshwater crisis, fueling mass migration, conflict and many other crises. Whether this will lead to global societal collapse (as some predict) or not, we are witnessing ongoing suffering on a vast scale. And if we don't have a major shift soon, we could be leaving even a more cruel legacy for coming generations.

Despite this distressing situation, we have seemingly permanent institutions like the Military Industrial Complex, the Energy Industrial Complex, the Finance Industrial Complex and others that often stand in the way of sustainability while continually siphoning off vast resources that otherwise could be applied to ending poverty, reducing environmental pollution, slowing climate change and improving the lives of billions of people around the world.

While many people think this is intractable and impossible to change, or they can't wrap their heads around the complexity of making significant change, we at We, The World think of it as a problem to solve - maybe the *ultimate* problem to solve, if we want a Livable Future. And below you will see the broad outlines of a Strategic Plan that we believe, if fully implemented, could put humanity on track to solving it.

The Opportunity

Never before in history have so many made their voices heard (via the internet and other media) on behalf of changing humanity's direction from one of potential self-destruction to one of building a shared sustainable culture of peace, economic justice and environmental stewardship. **Connecting and coordinating these voices locally and globally so they can act collectively to create real and lasting change is the challenge of our time, and the mission of [We, The World](http://www.WE.net) (www.WE.net).**

In the realm of social change, we now have what we call **Horizontal Impact**: The environmental people are working over here, the human rights people are working over there, the economic justice people are somewhere else, the peace people and even the spiritual people are in another place! Most of these groups are in their separate silos and they don't usually come together. Though important and essential work is being done by them, energy is thinly spread out and therefore changemakers have thus far not been capable of ending the systemic causes of problems like poverty, militarism and environmental degradation.

Our WE Strategy is designed to create ongoing *Vertical Impact* where large numbers of changemakers come together at the same time for the same purpose. WE will be facilitating **unprecedented cooperation and coordination** between the world's largest transformative organizations and networks that We, The World *already* has working relationships and connections with - groups like 350.org, Amnesty International, Oxfam, Roots & Shoots, United Religions Initiative, the International Trade Union Confederation - plus *thousands* of smaller socially conscious groups in the WE Network, and the tens of *millions* of concerned people that are the constituents of all these groups.

Besides Unprecedented Collective Action, A Cultural Shift towards "WE" is Necessary for Change

We believe that real and lasting change will require global changemakers and multiple movements coming together in ways that haven't happened before. And at the same time such change will call for consciously making a shift in our culture with a *New Story* of what it means to be human in this completely interdependent world.

As we carry out collective action for change, we will intentionally be sparking a cultural shift towards what we call "WE Consciousness": From the personal level to the national policy level, people will begin to expand their circles of caring, concern and empathy so that ultimately the wellbeing of each member of society, and the entire web of life, is valued and prioritized as part of the Common Good (our collective "WE").

To create this cultural shift we will intentionally popularize the concept of WE as a "meme" (an idea or usage that spreads from person to person within a culture). We will promote "WE" in all our activities including ground-breaking programs such as the "**WE Power America**" **Renewable Energy Media Campaign & Movement**, [An Urgent Message From Your Children - WeYourChildren.org](http://AnUrgentMessageFromYourChildren-WeYourChildren.org), the non-partisan **WE Party** alternative to politics with Winners and Losers, the 50 million member **WE Change Agent Network** (WE C.A.N.) and other programs. We anticipate that this scale of collective action, together with the cultural shift towards WE Consciousness, will be sufficient to begin creating *fundamental change* for sustainability and peace.

Mission & Concept

The mission of We, The World is to maximize social change globally - until we have a world that works for all.

Our goal is to connect and engage the 50 to 60 million people known as “**Cultural Creatives**”* (see below) in the US, and many more globally, in a network and movement that integrates social change activism, inner development and the promotion of moving from "I" to "WE" in our individual attitudes and actions as well as in all our societal priorities and policies.

***The Cultural Creatives (CCs)**, as defined by acclaimed author, social researcher and We, The World Advisory Board Member **Paul Ray**, are those gradually helping to *create a new culture* by living their values, which include some or all of the following: social & economic justice, environmental stewardship, peace, nonviolence, holistic health, spirituality, business social responsibility, compassion, personal growth, global awareness, indigenous wisdom and "WE" consciousness.

The problem is, the CCs are not yet visible to each other and usually do not act collectively (the problem of Horizontal rather than Vertical Impact). So the rate of societal betterment is frustratingly slow, with millions of people and other forms of life suffering and dying needlessly each year. As part of our proposed network, the CCs *will* have a conscious sense of themselves as part of a growing force to accelerate change, especially as they take part in collective actions that make a difference.

We will expand our current global WE campaign activities by designing and coordinating Action and Awareness Campaigns that better connect and mobilize We, The World's extensive global network (<http://WE.net/partners-outreach>) of thousands of socially conscious groups, including some of the world's largest organizations and coalitions that we have connections and working relationships with. Taken together, the members of these groups constitute the 50 to 60 million Cultural Creatives in the US (and more around the world).

Our initial goal will be to facilitate unprecedented cooperation and coordination between these groups and the millions of people they represent. We will always base our activities on the immediate and long-term needs of our partners. The underlying message of “WE thinking”, which prioritizes the Common Good and the wellbeing of *all*, is already a vital part of social change movements. We will explicitly use this idea of WE as the “glue” that connects and motivates all the diverse organizations and their members to collaborate for real and lasting change.

It's All About WE

- **WE is a Consciousness.** The idea is to promote the shift from "I" to "WE" in our individual actions and attitudes as well as in our societal priorities and policies. WE is about expanding our circles of caring, concern and empathy to the entire Web of Life, including eco-systems, to prioritize the wellbeing of each form of life and the Common Good.
- **WE is a Collaboration.** The proposed **WE Change Agent Network (WE CAN)** will include the world's largest transformative organizations, networks and movements, like Amnesty International, 350.org, Oxfam, the International Trade Union Confederation, United Religions Initiative, etc (all of which We, The World has had working relationships and connections with) plus the 1000s of smaller socially conscious groups that are already in We, The World's network, as well as the more than 50 million people that are the constituents of all these groups.
- **WE is a Campaign.** Ongoing coordinated awareness and action activities with our strategic partners, such as 11DaysOfGlobalUnity.org, are designed to build a movement of millions of Change Agents. This unprecedented cooperation and coordination is intended to increase **Vertical Impact** resulting in real and lasting change in a variety of areas (see [11 Ways to Change the World](http://WE.net/11themes) - <http://WE.net/11themes>). All activism, programs and campaigns explicitly promote “WE” thinking so we can begin to make a *cultural shift* while we solve real-world problems. Here are three proposed game-changing initiatives of the WE Campaign:
 - **Imagine the tremendous impact of the “WE Power America” Renewable Energy Media Campaign & Movement** that mobilizes millions of people to speed our transition to renewable non-polluting energy systems. This will 1) create a massive green jobs program lifting millions out of poverty, 2) save thousands of lives every year from air pollution, 3) reduce the influence of oil on geopolitics and militarism worldwide, and 4) slow down climate disruption. **Bill McKibben** (founder of 350.org), **Desmond Tutu**, and many other partner organizations representing millions of constituents have already agreed to support and participate in this Renewable Energy Media Campaign & Movement!
 - **Imagine sparking a global children's video movement [An Urgent Message From Our Children](http://AnUrgentMessageFromOurChildren)** with 10,000 children under 13 speaking in their own words to adults about their fears and hopes for the future of our planet, and sending their videos to Congress, the President, Corporate CEOs, Bankers, Oil Company Execs, Major Media, and all the UN Heads of State! See the amazing passionate kids speaking out at WeYourChildren.org
 - **Imagine transforming politics with the “WE Party”** (non-partisan program) - an alternative to customary politics (which has Winners and Losers) with millions of people advocating for a government that protects the wellbeing of *all*. Every issue in the headlines today can be framed in terms of WE and the Common Good: Jobs Investment, Healthcare, Immigration, Race Relations, Getting Big Money Out of Politics, Inequality, Climate Change, Foreign Policy, etc. Strategies include: targeted media campaigns, public events, movement building.

Why collaborate with We, The World to manifest such a vision?

Together, We, The World and you have an exceptional and powerful set of resources.

- We, The World (WTW) is uniquely suited to creating and facilitating the proposed global network and platform for collaboration, public awareness-raising and collective action:
 - **Strategic Partners:** WTW has working relationships and connections with many of the world's largest organizations and networks (such as 350.org, Amnesty International, Oxfam, Roots & Shoots, United Religions Initiative, the International Trade Union Confederation, etc.) as well as thousands of smaller ones. Together their constituents comprise the 50 to 60 million people in the US, and others worldwide, that value social and economic justice, protecting the Biosphere, peace and nonviolence, holistic health, spirituality, business responsibility, compassion, personal growth, global awareness, and protecting indigenous peoples. An overview of our [Global Partners, Advisors and Outreach](http://WE.net/partners-outreach) can be found at <http://WE.net/partners-outreach>
 - **Visionary Supporters:** WTW has working relationships and connections with many of the most visionary leaders and activists of our time including: Desmond Tutu, Jane Goodall, Deepak Chopra, Bill McKibben, Eve Ensler, Daniel Ellsberg, Tavis Smiley, Marianne Williamson, Patch Adams, Hazel Henderson, Riane Eisler, and over 70 others. To see our WE Campaign video narrated by Desmond Tutu and Jane Goodall, as well as videos made especially for We, The World by them, Bill McKibben and others, you can go to <http://WE.net/>
 - **Track record:** We, The World has already impacted the lives of more than 6 million people through our Programs, Events, Websites, TV Shows, Newsletters, Video Festivals, Partner Collaborations, Tele-Forums, Broadcasts and Webcasts. We are reaching more than 850,000 people each year and our network of more than 40,000 leaders and members of socially conscious organizations and businesses represents millions of constituents.
 - **Domain and Website:** WE.net is rare in its simplicity and clarity. It immediately indicates the philosophy of serving the Common Good as well as the collective means to achieve change in the public interest. Our website already serves as a platform for partners worldwide to display their mission and action steps. And WE.net has the potential to become a central hub for changemakers to coordinate their actions while providing valuable and inspiring information to the public about humanity's global progress towards creating a world that works for *all*.
 - **Leadership Strategy of Inclusion:** Skilled at communication and collaboration, Rick Ulfik (see <http://we.net/founder>) and the WE Team (see <http://we.net/WeTeam>) are nearly 100% successful when inviting organizations to participate in WE programs and campaigns. This is because our Coordinators always structure collaborations by considering the potential partners' needs and goals. Over the years, We, The World has had thousands of mutually beneficial collaborative relationships with other non-profits and socially conscious businesses. Rick Ulfik is also a Nonviolent Communication (NVC) workshop facilitator and leader who is skilled at resolving and preventing conflicts between individuals and groups.
 - **Vision:** We believe that the unifying "glue", the underlying philosophy that all the diverse groups and changemakers can embrace for this global "Movement of Movements" to happen in a big way is the idea of "WE". Every issue in the headlines today can be framed in terms of WE and the Common Good: Jobs, Healthcare, Immigration, Getting Big Money Out of Politics, Financial Reform/Austerity/Economic Justice, Environment/Climate Change Policy, Green Energy/Green Job Investment, Human Rights/Civil Rights, Foreign Policy/Military/Intelligence Spending, and on and on. In one of the 3 videos that Desmond Tutu made for We, The World, he says: "*We invite you to join us in a movement without which all the other movements for change can not be successful. The crucial movement we are talking about is the shift from 'I' to 'We'.*" It is simple and yet profound at the same time. And WE can connect the major movements to collectively create real and lasting change.
 - **Potential for Unprecedented Change:**
 - Imagine creating the **WE Change Agent Network** (WE C.A.N.) with the world's largest organizations, networks and over 50 million people actually working together to transform our country and our world.
 - Imagine the "**WE Power America**" (and the world) **Renewable Energy Media Campaign & Movement** that informs and involves countless people in making the transition to renewable non-polluting energy systems that will mean major green jobs programs that could lift millions of people out of poverty, save thousands of people's lives every year from air pollution, reduce the influence of oil on geopolitics, and help slow down climate change. **Bill McKibben and Desmond Tutu both already confirmed they would support this Media Campaign and Movement.**
 - Imagine transforming politics with a "**WE Party**" (non-partisan program) and movement of millions of people that frames each issue around the Common Good as a clear alternative to politics with Winners and Losers.
 - **Reputation:** WTW is now considered by many to be one of the leading organizations that engages in global coalition building, collaboration, awareness raising, multi-city event production and local-to-global action for change.
- **You** have a global perspective that is needed for this kind of an endeavor. Your participation can greatly expand the impact of the platform we have built.
- And both you and WE would like to see humanity move unequivocally toward peace, sustainability and transformation. If this Proposal were to be fully implemented, we could be well on our way to achieving such a goal.

Detailed Strategy

With initial seed funding, and in consultation with you, We, The World will organize the following components of the strategy, greatly expanding and coordinating the actions of our current network of over 40,000 leaders and members of socially conscious organizations and businesses.

- **Greatly expand existing partner collaborations**
 - There already are thousands of organizations in We, The World's network. And the [11 Ways to Change the World Global Unity Campaigns \(www.WE.net/11themes\)](http://www.WE.net/11themes) are completely partner driven. We will step up the involvement of all these groups using the model of "local action/global participation".
 - We will expand [WE.net](http://www.WE.net) into a portal in which 1000's of these organizations and businesses working for peace and sustainability establish such collaborative working relationships and are so well linked around the world that a success in one region is soon modeled in dozens of others!
- **Launch Coordinated Action and Awareness Campaigns with our Strategic Partners that build a movement of millions of Change Agents**
 - Starting with established action/rallying dates (such as World Water Day, Earth Day, Human Rights Day, 11 Days of Global Unity and the International Day of Peace, etc.), as well as Strategic Partners' major events, We, The World will establish a precedent of coordination and partnership between our network of 1000's of socially conscious organizations and businesses and the world's largest organizations and movements, such as **Amnesty International, 350.org, Oxfam, Avaaz, United Religions Initiative, World Social Forum**, etc. They will all begin to *periodically work together* on critical issue campaigns, media campaigns and major global events, issuing joint Press Releases, synchronizing calls to action and mobilizing visionaries, activists, artists, celebrities, diplomats, socially responsible business leaders, forward thinking government officials, and our WE CAN network around the world. This will begin to put an end to the current fragmented, insufficient responses to poverty & inequality, militarism & war, ecological destruction & climate change, as well as other crises that affect us all. Together we can accomplish what no single movement for change has yet achieved: the general public belief that *global transformation has begun*. People will begin to absorb two important messages that will help accelerate the transition:
 - A significant portion of humanity is visibly getting involved in the betterment of the world, and
 - The consistently declared intention is to move away from coercive, hierarchical cultures and toward partnership-based cultures in which people live harmoniously with each other and with the rest of nature.
 - During each of these major campaigns and events, we anticipate that thousands of new people will get involved. And with effective media strategies, soon millions will swell the ranks of the thousands of socially conscious organizations, businesses and local WE CAN groups that constitute this movement - transforming themselves and society, consciously and collectively using their buying power, their voting power and their *people power* to move us visibly toward a world that works for *all!*
 - We will lead local-to-global collaborative programs and campaigns with measurable progress in various [areas of concern \(www.WE.net/11themes\)](http://www.WE.net/11themes) such as **Empowering Women**:
 - Advocating for gender equality
 - Working to end violence against women
 - Promoting economic empowerment of women and women's leadership ensuring equal representation at all decision-making levels
 - Eliminating all forms of discrimination against women
- **Establish and coordinate local campus & community groups around the US and the world that engage in both social change activism & personal awareness development as part of the WE Change Agent Network (WE CAN)**
 - **Monthly Meetings:** After receiving a Welcome Letter from one of our visionary supporters (like Desmond Tutu), and a set of suggested organizing guidelines, founding leaders of each local WE CAN group offer their colleagues and friends monthly meetings that combine both personal awareness-raising and social change activism.
 - **Personal Awareness Development:** Members take part in regular discussions and study groups along with special seminars, workshops, retreats, etc with a focus on books, articles, ideas and practices of visionary thinkers and leaders.
 - **Social Change Activism:** At each monthly meeting, the group also selects and works on one or more of the [11 Ways to Transform the World \(www.WE.net/11themes\)](http://www.WE.net/11themes). In doing these programs, the group actively works to partner with other like-minded campus and local groups such as branches of Amnesty International, Greenpeace, Roots & Shoots, etc.
 - **Local Action/Global Participation:** Each local WE CAN group participates in periodic major global events, connecting with other groups regionally, nationally and globally.

Next Steps & Projected Timeline

- **Immediate First Steps (with your help and participation):**
 - We will seek seed funding of at least \$350,000 for the basic part time personnel and expenses needed to carry out the **Strategic Plan** outlined below during the first year.
 - The first \$50,000 is crucial and will allow us to do the following:
 - We will work with a graphics person to create a beautifully designed **Presentation** of this Proposal along with development of our website, video production and other enrichments.
 - With the new Presentation and other enhancements in place, We, The World's principal representatives will contact, set up meetings with, and make presentations to potential major Benefactors and Resource Partners to raise the additional seed funds needed as soon as possible.
- **Strategic Plan** - Upon receipt of seed funding of at least \$350,000, We, The World (WTW) will carry out a Strategic Plan to put the above Strategy into place: This is an excerpt of the Plan:
 - **PHASE 1 - Months 1-2:**
 - Assemble the Team Principals including Paid Personnel Directors (Program Dir., Exec. Assistant/Volunteer Coordinator, Web Tech, Resource Development) and initial Volunteers.
 - The Outreach Team contacts partner organizations who select their focus from the [11 Ways to Change the World Global Unity Themes.](#) Special upcoming dates (like Earth Day) or other dates can provide a possible organizing focus.
 - The Outreach Team also contacts individuals to establish and coordinate local campus & community groups around the US and the world. Each group receives a Welcome Package which includes organizing ideas and ways to connect with the larger movement.
 - The Web Tech Director enhances the website to accommodate thousands of local groups and other partners. WE.net is expanded to become a Global Resources Portal facilitating the exchange of information, coordination of campaign activities, resources and support as well as providing News and Commentary from Partner Groups and Thought Leaders regarding progress made promoting societal priorities and policies for the common good, WE consciousness, and Partnership Culture.
 - The Resource Development Director expands outreach to Donors, Sponsors, and Foundations to secure funding for Year 2 and beyond.
 - The Program Director (Rick Ulfik) and Team expand outreach to existing supporters with name-recognition for re-engagement, updated endorsements and participation.
 - **Months 3-4** Greatly expand existing partner collaborations. Determine specific shared goals with partners within each of the 11 focus areas. Add new donors and company sponsors for the upcoming major Program/Action date(s). Issue a first Press Release acknowledging major donors, partners and sponsors. Organize teleseminars, workshops and/or retreats for local WE CAN group members.
 - **Months 5-6** Begin Countdown to first major Program/Event date including Press Conference(s) and Media Appearances by major Celebrity Endorsers and other partners and sponsors. Facilitate collaboration, cooperation, communication and coordination between all partners large and small. Engage all local WE CAN groups in organizing for the first major Program/Event.
 - **Months 7-8** Carry out the first major global event with hundreds of local partner events and one Hub event that gets major media exposure. With this high-profile success in hand begin cooperation dialogues with major orgs and networks such as Amnesty International, 350.org, Oxfam, etc. Expand the WE CAN network adding many local campus & community groups. Approach major benefactors, foundations and sponsors for the next campaign.
 - **Months 9-12** Assess successes and challenges. With expanded revenue, optimize websites and all operations, plan a full-blown Coordinated Action Campaign for the following year with our Strategic Partners.
 - **PHASE 2 - Year 2: Repeat Year 1 activities now with millions around the world starting to get involved.** Prepare to launch the **International WE Change Agent Network Council**
 - **Launch The International WE Change Agent Network Council** including visionary leaders and representatives of the largest global organizations and movements that address peace, human rights, poverty, pollution, climate change, and so on.
 - The **International WE Change Agent Network Council** ("The Council") establishes a platform for globally coordinated calls to action. Besides ongoing collaborative activities, members of this Council could quickly activate each of their vast constituencies for coordinated actions to address a global emergency such as a breakdown in diplomacy leading to an impending major war, economic crisis or ecological catastrophe. The impact of such a Council, that can coordinate the actions of most of the major social movements on the planet to achieve specific results affecting the entire world, will be tremendous. **Desmond Tutu and Jane Goodall** have both already agreed to join this Council in an Advisory Capacity, as "Visionholders".

A Sampling of Projected Outcomes

Outcome 1

The WE Change Agent Network (WE CAN) will provide an ever-expanding alliance and platform with the potential for unprecedented levels of ongoing Civil Society cooperation, coordinated action and increased effectiveness.

Outputs for Outcome 1

- At least 10 Civil Society groups with 1 million constituents or more participate
- At least 500 groups with 1000 constituents or more participate
- At least 100,000 individuals or more participate
- At least 5 million people are invited to join WE CAN via the Media Outreach Campaign
- At least 50 groups do Cross Promotion/logo and link exchanges, Facebook friends, Twitter follows, etc
- At least 50 groups Co-Sponsor each other's upcoming events
- At least 50 groups participate in joint calls to action
- At least 50 groups coordinate Press Releases
- At least 50 groups bring in other groups they work with
- At least 50 groups improve their effectiveness by increasing their 1) Volunteers, 2) Partners/Allies, 3) Donors/Sponsors, 4) Media Exposure, and/or 5) Impact (in fulfillment of their mission)

Outcome 2

The WE CAN Web Portal will provide a realtime Global Overview of Civil Society's concerns and activities. Utilizing the latest technology plus inputs from members worldwide, the Portal will display hot spots and who is doing what to address the issues.

Outputs for Outcome 2

- At least 30 issue areas are represented on the WE CAN Web Portal
- A graphic interface allows visitors to touch an issue area on the side bar (like human rights, poverty, environment, peace, etc) and the display shows where in the world the biggest problems are and what groups' actions are taking place to address them
- At least 10,000 people visit the Web Portal every month
- At least 500 groups are represented on the Portal
- At least 50 Calendar Listings are posted per week

Outcome 3

WE CAN Member actions will raise public awareness and generate support for policies and practices that serve the Common Good, often resulting in positive change.

Outputs for Outcome 3

- Media Campaigns reach at least 5 million people raising awareness and prompting action
- At least 10 joint calls to action result in positive change
- 50 Civil Society Organizations receive positive feedback from the communities they serve as a result of the positive change they have brought about.

Funding: Projected Expenses & Sources of Revenue

Projected Expense Budget

- **Year 1: \$350,000**
 - \$75,000 - Development Director (part time)
 - \$40,000 - Program Director (Rick Ulfik)
 - \$25,000 - Executive Assistant (part time) :
 - \$25,000 - Web Tech Director (part time) :
 - \$75,000 - WE.net Launch Expenses
 - \$50,000 - Operating Expenses (office, internet, phones, bookkeeping, etc.)
 - \$60,000 - Miscellaneous Personnel Expenses including part time Consultants and others such as Volunteer Coordinator, Part Time Program Coordinators and Project Managers for each of the [11 Global Unity Campaigns](#), PR/Graphic Design/Communications Manager, Researchers, Outreach Coordinator and so on.
- **Year 2 & each succeeding year: \$1,500,000 (projected)**
 - \$150,000 - Development Director
 - \$100,000 - Program Director (Rick Ulfik)
 - \$50,000 - Executive Assistant
 - \$75,000 - Associate Program Director
 - \$50,000 - Executive Assistant
 - \$975,000 - Additional Program Services including Web Tech, Communications Management/Branding/Messaging, Media/PR/Advertising, Organizing, Outreach, Event Planning, Venue Rentals, Media Production & Distribution, other Personnel, Travel, Legal Services, etc.
 - \$75,000 - Office/Administration Expenses
 - \$25,000 - Miscellaneous Expenses

Projected Revenue - Sources & Strategies

- **Year 1 (\$350,000)**
 - The WTW team will work to raise immediate seed funding of at least \$50,000. With new enhancements in place, WTW's team will contact, set up meetings with, and make presentations to potential major Benefactors and Resource Partners to raise the additional \$300,000 in seed funding needed.
 - Once enough funds are raised to hire the Development Director, the Development Director will do outreach to Major Benefactors, other Donors, Company Sponsors, and Foundations. The Development Director will also conduct Fundraising Drives and Campaigns as well as design Revenue Generating Strategies such as Supporting Organization Memberships, WE Change Agent Network Memberships, World Saver Circles, Non-Profit Services and Support, as well as other ideas that come up.
 - The \$350,000 will provide enough new infrastructure to greatly expand our already significant impact, thereby multiplying our revenue from all sources. For example, we will expand the scope of WE.net so it becomes a Global Resources Portal facilitating the exchange of information, resources and support as well as News and Commentary from Partner Groups and Thought Leaders. These kinds of services will greatly encourage organization memberships and support.
 - The new infrastructure will also allow us to make the most of all past opportunities, that were never explored, and new opportunities that arise, many of which will translate into new sources of revenue.
- **Year 2 and each succeeding year (\$1,500,000 projected)**
 - The successes of the first year will greatly expand revenue from all sources, including the donor(s) who contributed to the original seed funding of \$350,000.
 - The Development Director will continue to do outreach to major Benefactors, other Donors, Company Sponsors, and Foundations. The Development Director will conduct Fundraising Drives and Campaigns as well as design Revenue Generating Strategies such as program and event fees, WE CAN Memberships, Supporting Organization Memberships, World Saver Circles, etc. With full implementation of the above strategy, we anticipate raising more than 4 times as much funding for year 2. Revenue goals include:
 - 5000 Individual Memberships: \$125,000
 - 100 WE Change Agent Network Chapter Memberships: \$50,000
 - 1000 Supporting Organization Memberships \$100,000
 - 100 World Saver Circles Memberships: \$100,000
 - 10 Major Benefactors: \$250,000
 - 10 Major Company Sponsorships: \$500,000
 - 5 Foundation Grants: \$125,000
 - Program and Event fees, Concerts, Galas and other Special Events: \$250,000

Summary and Final Comments

With a relatively small investment, we can impact millions more people's lives while beginning to establish unprecedented cooperation and coordination between changemakers globally. In essence, we will manifest a new level of grassroots organizing that involves millions of people around the world working together to create change while sparking a cultural *shift* in their societies towards prioritizing the Common Good and the wellbeing of *all*.

Once and for all we will end the fragmentation of transformative grassroots movements, which until now have been insufficient to end poverty, militarism and environmental degradation. We will build a unified proactive, preventive, mass "**Movement of Movements**" for change that can put us on track to accomplish what no single-issue movement has yet achieved: a world that works for *all*.

We anticipate beginning to see game changing/world changing results from this strategy *within 9 months* of initial seed-funding.

We look forward to hearing from you and exploring the many possibilities for collaboration that we have!

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