

# WE Power Campaign Strategy - A Proposal for Urgent Collective Action



*It is through the power of **WE** that society can be transformed.*

# **WHAT WE ARE FACING**

## **A NATIONAL CRISIS WITH GLOBAL CONSEQUENCES**



**Erosion of Rights & Law**

**Defunding Public Service Agencies**

**Coercion of Educational Institutions**

**Global Civilian Impact – Death & Displacement**

**Environmental Degradation**

**US vs THEM Culture of Intolerance**

**“The WE Power Campaign is non-partisan and designed to serve the common good.”**

# MASS CIVIC ENGAGEMENT 2 MILLION MONTHLY ACTIONS

## ENGAGE 1,000 CONNECTORS TO MOBILIZE 2 MILLION+ PEOPLE

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## ACTIONS IN THE WE POWER DIRECTORY INCLUDE

- Compelling National Ad Campaign invites 10 Million people to become *WE* Power Campaign Connectors.
- At a 1% of 1% response rate, 1,000 Connectors Expected.
- Each Connector activates 2,000–3,000 of their followers to take action.
- Ongoing Impact with 2M+ monthly collective actions across the country.
- Organize/attend local Town Halls
- Contact Local Leaders
- Contact major media - NYT, CNN, Washington Post
- Engage faith groups or universities
- Invite influencers, support partner orgs
- Join or lead rallies and marches

**The Unprecedented Power of 2 Million People  
Taking Action *Together***

# **RECLAIMING THE MESSAGE**

## **A NATIONAL AD CAMPAIGN IN MAJOR MEDIA MARKETS**



**10 million people invited to join the WE Power Campaign**

**Working to Serve the Public, WE Power America!**

**Powerfully address Extreme Political Polarization**

**WE have So Much More in Common than what Divides Us**

**It is through the Power of WE that society can be transformed**

# **Sample Public Service Announcement**

## ***WE* Power America!**

**(VISUALS: Present Day. Sequence of Workers in a variety of work environments. Individual then Group Voiceover statements. Upbeat Music throughout.)**

**WE Inspect your Food**

**WE Run Social Security, Medicare & Medicaid**

**WE Find cures for Cancer**

**WE Help Vets find Housing**

***WE* Power America!**

**WE Teach your Children**

**WE Predict the next Hurricane and Wildfire**

**WE Install your Solar Panels to reduce your Electric Bill**


**WE Pick the Apples you eat to stay Healthy**


**Together, WE POWER AMERICA!**


# UNITED FOR THE COMMON GOOD

## CONVENE THE LARGEST SOCIAL JUSTICE & ENVIRONMENTAL GROUPS

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 **Unified Movement:** Top organizations (and 1,000s of smaller ones) work together regularly.

 **Shared Agenda:** Set a schedule of collective actions and goals tied to monthly campaigns.

 **Cultural Shift:** From “Us vs Them” to **WE Consciousness** and **Partnership Culture**.

### Impact & Reach of , The World

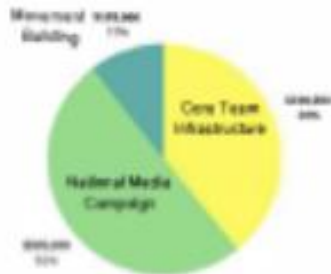
WE has worked closely with Global Visionary Leaders & Global Organizations

Archbishop Desmond Tutu  
Jane Goodall  
Deepak Chopra  
Hazel Henderson  
Arun Gandhi  
Immaculee Ilibagiza  
Bill McKibben  
Marianne Williamson  
Daniel Ellsberg  
Riane Eisler  
Robert Thurman  
Patch Adams  
and many others

Amnesty International  
Oxfam America  
United Religions Initiative  
Jane Goodall's Roots & Shoots  
The International Trade Union Confederation  
The Shift Network  
The Charter For Compassion  
Oprah Winfrey's Belief Team  
The Compassion Games  
Unify  
Unity Earth  
Ecofest  
and many others

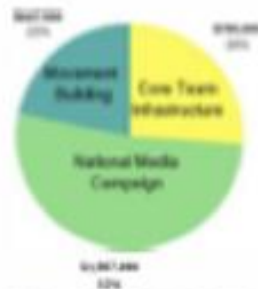
# The Budget: 3 Possible Levels of Impact

(Detailed Budget in the full Presentation Deck)



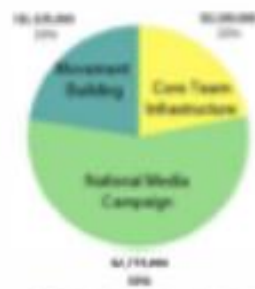
**\$1,000,000**

Reach over 10 million people - mobilize 2 million to take action



**\$3,000,000**

Reach over 50 million people - mobilize 10 million to take action



**\$5,000,000**

Reach over 100 million people - mobilize 20 million to take action

**Sponsor Benefits Include:**  
Exposure to millions of people in Major Media Markets, a new "Salesforce" of 1,000+ organizer/promoters, and association with an emerging movement for unity, innovation and a path to a sustainable future.

## LEAVE YOUR WE POWER LEGACY

We invite you to collaborate and have a major impact now, while building a legacy for generations to come. To learn more and set up a meeting please contact:

**WePower@WeTheWorld.org**

# WE POWER CAMPAIGN PROPOSAL BUDGET

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## Campaign Objectives

- Begin to make positive change immediately regarding the current US Crisis,
- Slow down and reverse the worst of the current harms in the short term, and
- Create a Cultural Shift that seeds change for a better future - away from the “US vs THEM” Culture with Winners & Losers, and towards a “WE Consciousness” Culture that prioritizes the Common Good with Peace, Justice, Sustainability, Dignity and Respect for ALL.



## Benefits to Sponsors

- Prominently featured in the WE Power Action Directory (millions reached)
- Maximize Social Impact – save lives & improve conditions
- Take a leadership role in this transformative Movement of Movements for the common Good.



## Budget & Reach Scenarios

- Level I: \$1M – 10M+ reached, 1,000 Connectors, 2M+ actions/month
- Level II: \$3M – 50M+ reached, 5,000 Connectors, 10M+ actions/month
- Level III: \$5M – 100M+ reached, 10,000 Connectors, 20M+ actions/month



## Key Expenses

- Purchasing Airtime in Major Media Markets Nationally
- High-Quality TV PSA Production
- Celebrity/Partner Coordination
- Connector Network Coordination



# CONNECT, MOBILIZE, & ACCELERATE Global Social Change!

## About We, The World

We, The World at <https://WE.net> is an international coalition-building organization whose Mission is to promote social change globally - until we have a world that works for *all*.

Founded in 1998 by Rick Ulfik, We, The World is a 501c3 Tax Exempt Not-For-Profit Charitable Organization.

We, The World's Major Supporters and Participants have included:  
Desmond Tutu, Jane Goodall, Deepak Chopra, Ralph Nader, Amy Goodman, Bill McKibben, Riane Eisler, Robert Thurman, Marianne Williamson, Jonathan Granoff, Hazel Henderson, Daniel Ellsberg, Eve Ensler ("V"), Arun Gandhi, Jamie Margolin and many other visionary leaders, each with millions of followers.

# THANK YOU

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Thank you so much for considering collaborating with We, The World to launch

## **THE WE POWER CAMPAIGN STRATEGY – A Proposal For Urgent Collective ACTION**

I and WE are especially excited if you are considering becoming a Major Sponsor, Benefactor, or reaching out to others who might support the funding needed to launch this Campaign.

### **Contact:**

Rick Ulfik - Founder of We, The World and the WE Campaign at <https://WE.net>

 Rick Ulfik <Rick@WeTheWorld.org>

WE Power Campaign Presentation <https://WE.net/WE-Power-Campaign-Presentation>

WE Power Campaign Detailed Strategy Proposal <https://WE.net/WE-Power-Campaign-Strategy-Proposal>

We, The World Presentation Deck <https://WE.net/wetheworldpresentation>

**Together, with your support, WE can amplify the power of collective action.**