



The WE Power Campaign

<https://WE.net/wepowercampaign>

A Bold Strategy for Collective Impact To Address The Current Crisis

Introduction and the Challenges We Face

Many of us are deeply disturbed by what has been happening in the United States over the past year, affecting millions here and worldwide. The **Good News** is that **The WE Power Campaign** offers a powerful collective strategy to engage over 2 million people to work together *every month* to end and reverse this crisis. (See **Details About The WE Power Campaign** below.) We would like to invite you to learn more and consider how you could help.

First, here is the scope of the challenges we are facing:

Substantial erosion of Social Justice & Democracy in the USA: A continual disregard of Human Rights, Civil Rights and the Rule-of-Law, Constitutional Violations, Unprecedented Threats of Political Interference in the Upcoming US Elections, Attacks on judges, lawyers and legislators

The USA withdrawal from dozens of Multi-Lateral International Agreements with longstanding Global Allies regarding climate, gender, development, human rights, arms control, and even the World Health Organization

Degradation of the Environment & Climate, including attacks on the expansion of Renewable Energy

Defunding of Public Service Agencies, Health Research, Healthcare and Science

Mass firings of Public Servants

Coercion of Universities, Libraries, Museums and the Media

The unprecedented transfer of wealth from middle and low income people, to those who are the most rich and powerful, exacerbating Extreme Inequality and the Affordability Crisis

An escalation of Militarism and Military Spending: Abroad (Iran, Venezuela, threats against Greenland, Panama etc.) and Domestically (DHS/ICE Agents)

And the strengthening of authoritarian regimes worldwide, while eroding the whole world order (as flawed as that has been)

As a result, literally tens of millions of people are being harmed - both in the USA and around the world. One sobering example: **Dr. Brooke Nichols**, Professor at the Boston University School of Public Health, estimates that **USAID funding cuts *alone* have already led to [over 330,000 deaths globally](#)**

Underlying all of this is the use of the **"Us vs Them" mindset**, which many leaders continue to invoke to stay in power.

What Is Needed Now

Many of us believe that without a collective and ***sustained*** mass response to these challenges, **well before the US Mid-Term Elections**, we could see major damage to our democratic institutions, even more harm coming to millions here and around the world, as well as reduced potential for our society to achieve an actual **Culture of Peace**.

The WE Power Campaign Was Developed by We, The World (see <https://WE.net>) and Partners

We are excited to share with you this **comprehensive, Non-Partisan, and actionable strategy proposal** developed by the Lead Campaign Partner **We, The World***. **The WE Power Campaign** has the potential to engage **millions of concerned people** and **major organizations** to take ongoing coordinated action - not only to end and reverse the current crisis, but also to sow the seeds of lasting positive change. This Campaign is designed to add to and amplify the many protest marches and rallies we are seeing.

Here are 2 quick Videos that show the longstanding close working relationship between the WE Power Campaign's Lead Partner **We, The World** and world renowned visionary leaders that have included **Dr. Jane Goodall** and **Archbishop Desmond Tutu**:

Video: [Jane Goodall Celebrates We, The World](#) (25 Seconds)

Video: [Desmond Tutu & Friends Support WE, The World](#) (3 minutes 25 Seconds)

Details About The WE Power Campaign (<https://WE.net/wepowercampaign>)

- **Mass Civic Engagement:** 1,000+ WE Power Campaign *Connectors* mobilizing over **2 million followers**, each committing to take at least one social action per month. We will utilize a powerful and comprehensive **Directory of Partner Recommended Social Actions** to address the Challenges mentioned above.
- **A National Media Campaign:** Inspiring, Informing, and Involving at least **10 million people**. Our goals are to 1) Reclaim both Legacy Media and Social Media Message Spaces, 2) Change the Narrative away from "Us vs Them" and towards "We are in this together and ALL deserve dignity and the opportunity to thrive", and 3) Invite Campaign Connectors with millions of followers to achieve unprecedented impact.
- **Unified Leadership:** Convening top **social justice, environmental, and humanitarian organizations** to align goals and amplify their collective efforts.
- **Cultural Transformation:** Powerfully addressing the **"Us vs. Them"** mindset that fuels intolerance and polarization and allows many Political Leaders to gain and hold onto power.
- **Initial Launch Budget:** At least \$1 Million Dollars needed for Major Media Airtime Purchases, High Quality TV Ad Production, and the means to coordinate 2 Million+ People Power Actions per month with Major Media Coverage & Publicity.

At a time of extreme polarization, **The WE Power Campaign** seeks to go beyond the "Us versus Them" mindset by highlighting what unites us — our empathy, compassion, and commitment to the common good.

This initiative is unique in combining sustained, regular civic engagement with a call to action that invites people across the political spectrum to see themselves as part of something larger: the **Power of WE**. Through mass participation, powerful media outreach, and the visible expression of unity across our differences, this Campaign aims to make our shared humanity palpable—and to help rebuild a culture of connection, democracy, and hope.

What WE Can Do Together

Together, **WE** can reverse current harms, rebuild vital systems, and spark a cultural shift toward **peace, sustainability, dignity, and respect for all**.

Would you be open to sharing these links with others who might want to learn more and perhaps help to launch [The WE Power Campaign](#)?

Link to The WE Power Campaign Detailed Description (3 Pages):

<https://we.net/The-WE-Power-Campaign-Detailed-Description>

The WE Power Campaign Presentation Deck (10 Short Pages): <https://WE.net/wepowercampaign>

And you could connect them with **Rick Ulfik**, the Founder of [We, The World \(https://WE.net\)](https://WE.net). He would be happy to discuss how they might be able to help. His email is: **Rick@WeTheWorld.org**

With deep gratitude and appreciation for what you are doing to create a Better World.

About [We, The World](https://WE.net) at <https://WE.net>

* **We, The World** is a 501c3 Not-For-Profit international coalition-building organization. Our Mission is to accelerate social change globally - until we have a world that works for **all**. Founded in 1998 by Rick Ulfik, [We, The World](https://WE.net) annually connects and promotes thousands of socially conscious organizations and businesses, representing millions of people.

We, The World's Major Supporters and Allies have included: **Desmond Tutu, Jane Goodall, Ralph Nader, Marianne Williamson, Bill McKibben, Amy Goodman, Robert Thurman, "V" (Eve Ensler), Arun Gandhi, Riane Eisler, Jonathan Granoff, Audrey Kitagawa, Patrick McCollum, Vandana Shiva, Daniel Ellsberg** and many other visionary leaders - with millions of followers.

Please Note: **We, The World** recently produced **36 programs** for the 21st Anniversary of their signature September event, **[The Annual 11 Days of Global Unity Summit](#)** (September 11–21), culminating on the **International Day of Peace**.
