

Consumer Power Initiative- Marketing/Movement Building Project List

Make the public aware of power to support charities through economic activity, through GC and excited to use it

1. Developing CPI website (project **currently underway** by Ari Dulchinos and Billy Perkins)
 - a. Introduce idea of Guided Consumption in a compelling and personal way
 - i. Primary audience is general public/consumers
 - ii. May have a second section for philanthropists
 - b. Portal to link to partner Guiding Producers
 - c. Provide links to material for learning about Guided Consumption
 - d. Provide means for support of CPI
 - i. Ambassadorship
 - ii. Discussion
 - iii. Volunteer
 - iv. Donation
 - v. CPI Employment opportunities
2. CPI Social Media (project **currently underway** by Kagen Zethmayr, Ellie and Stephanie Diaz)
 - a. Create CPI Facebook, Twitter, Instagram, Reddit pages
 - b. Develop profiles of people we're trying to reach with social material
 - c. Develop content and links to material through social media posts
 - d. Use organic and paid marketing to further CPI Social Media presence
3. Hiring an expert in activism/movement building fulltime (funding constrained)
 - a. Getting volunteer/support staff for Movement Building Team
4. Partnering with influencers/others who can spread the message of the Consumer Power Initiative using their platforms
5. Development of compelling video/audio media content
 - a. cartoon that explains the economics of consumer/producer surplus and the possibility of consumers helping charities through normal purchases.
 - b. Other interview opportunities
6. Obtain endorsement of celebrities
 - a. Sam Harris endorsed Humanitix on his December 2021 podcast, a Guiding Producer

12 month Goals (for Fall 2023)

- A. Obtain 500,000+ followers between CPI Social Media Accounts
- B. Obtain endorsements from 5+ key celebrities
- C. Media Coverage by Major Platforms