

Dear testPAC members:

In the weekly meeting tonight, please discuss modifications or changes to the proposed plan below. Masstermind, mike450, and bethamphetamine came up with the following plan based on the most popular posts from last week's weekly meeting. For those not in the know, you can get in on these informal meetings by adding me on skype: andy.posterick. If I'm online, it's usually because there's a meeting (so send me a message).

This is not an official post announcing a new program, it is a "feeler" post to see if the testPAC membership thinks this idea is plausible. The program will not go live until at least July 1st.

TestPAC Introduces: Project Crowdsourced Activism

Rather than having the Unseat Lamar group at TestPAC starting a new campaign ourselves, we are going to help anyone else who wants to start their own campaign - exercise their own activism - for what they are passionate about. The campaign must be related to internet rights/freedom in some way, shape, or form. For example, a campaign for or against a bill or congressman that is opposing/supporting internet freedoms. It could even be more broad - like fighting corporate money in politics - as long as you can make the argument that it affects internet rights/freedom.

HOW TO START YOUR OWN CAMPAIGN (FOUR STEPS)

1. **Start your own subreddit:** Start a subreddit called *r/testpacProjectY* (for example). Include a brief description of your goals and ideas. **Announce your subreddit in *r/testpac***, and wherever else you want.

2. **Recruit 250 people to join your campaign:** Show that you have community support by getting at least 250 people to join your subreddit. Form a team of people who will take leadership positions in your campaign.

(**NOTE: If you already have a subreddit with over 250 people, then skip steps 1 and 2 and move on to step 3)

3. **Make some officers:** Your campaign needs (1) a director and (2) a treasurer. You can assign other officers, such as a web-designer, a blogger, marketing/social media coordinator, volunteer coordinator, and secretary (someone will need to update a document weekly with your goings-on). How you run things is up to you, though!

4. **Write up a proposal:** Once you have 250 or more subscribers, write up a proposal including your campaign's goal(s), plan of action, fundraising plan, people in leadership positions, and any other pertinent information. If you've never written a business plan or something before, don't worry: just make sure your proposal includes (1) your long-term goal, (2) how much money you plan to raise, (3) details of what you plan to spend money on.

Post the proposal to *r/testpac*.

Once the proposal has been public for a minimum of 48 hours, **a vote for your proposal will be held on**

testpac.org. If the project is approved by 50% of the vote, then your subreddit has become an official TestPAC campaign. Here's what that means:

- Your subreddit will be listed as an official campaign in the r/testpac sidebar
- Your subreddit will be listed as an "active campaign" on testpac.org
- Your campaign will have access to TestPAC membership base (email communications, social media channels and media contacts)
- **TestPAC will provide you with a fundraising page.** This page will allow you to legally fundraise, and use the funds for any election related purpose (within FEC regulations). TestPAC will take care of the messy paperwork that goes with this (FEC reporting, taxes, record keeping, etc), so you can focus on the actual raising of funds. To help with fundraising, we will send a monthly email to our email list with links to all active campaigns fundraising pages.
 - Details on fundraising: The fundraising page that we supply you with will be specific to your campaign. The funds will come in to TestPACs bank account. We will disburse funds directly to whatever vendors you use or candidates you support - we will not disburse money directly to you or your bank account. So, if you are making 10,000 fliers, for example, we'll pay the print shop with the money from your fundraiser, rather than giving you the money to pay the print shop. This is a necessary precaution to protect donors.
 - The campaign is your group's to run. You can run it how you want, and use your ideas. If there is a situation where something crosses the line into vulgar or inappropriate territory, the TestPAC Committee Board reserves the right to ask you to change it before dispersing funds..
- You can use the TestPAC name, logo, etc.
- A TestPAC Committee board member will be assigned to help you with any questions you have for TestPAC .

Your director will come to a regular meeting with testPAC officers and the other directors. This is important because you and other directors will shoot ideas off of eachother, and make sure your director is staying responsible with the commitment he/she has made.

Your treasurer will come to a regular treasurers meeting. This is to make sure that everything you're doing is legal, and that it is communicated to the TestPAC board so we can report to the FEC properly.

If someone cannot make a meeting, they should at least submit a written update to the TestPAC board.

This change means that TestPAC officers will essentially just be responsible for central PAC operations, and the Reddit community will be responsible for starting and executing campaigns. We will maintain a "general fund" for donations for PAC operations. We will also help campaigns with whatever we can (financially and otherwise).

Anyone can start their own campaign. **To begin, we are thinking of partnering with r/fia as a launch partner, and also r/runforit (what do you think???)**. After that gets started, we'd like to accept 3-4 crowdsourced campaigns to start.

Other important things that @andyposterick wants to include in **Project: Crowd-Sourced Activism:**

- Any money you raise, but don't spend, will go to the testPAC general fund at the end of your campaign
- If you don't meet your fund-raising goal, testPAC will help meet your goal, up to \$500. If you are more than \$500 short, you can choose to take the \$500 and "do things cheaper," or host another fund-raiser. If you choose to abandon the campaign, any money you raise will go to the testPAC general fund.
- 3.25% of fundraising goes to Qgiv (for payment processing). TestPAC will take another 4.75% for our general fund to PAC operating expenses.