



Connect, Mobilize, Accelerate Global Social Change

www.WE.net

Proposal Summary for Collaboration with We, The World Investing In Change

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

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*This Proposal shows how **you**, with your connections and resources, can be instrumental in implementing the Plan and Strategy detailed below that can positively impact the lives of millions of people, now and for generations to come.*

Opening Comments

Never before in history have so many voices spoken out 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).**

The stakes are too high for us to fail. Even in the wealthiest country, the United States, 1 out of 5 children goes to sleep hungry. Air pollution kills 65,000 people every year. And globally, every single minute the world spends about \$2 million on militarism, weapons and war, while 15 children die every minute of hunger and preventable disease.

And now there is a crisis of polarization in the US and elsewhere that is causing political logjams that exacerbate economic hardship, uncertainty and inaction. Hunger and poverty are increasing as a result, wars are still raging and environmental time bombs are starting to explode. **Many are calling for fundamental change, and what we're proposing would be a new and potentially highly effective model for creating that change.**

Mission & Concept

Our mission is to connect and engage the 50 to 60 million Cultural Creatives in the US (and many more globally) in a network, and eventually a 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 our societal priorities and policies.

The Cultural Creatives (CCs), as defined by acclaimed author and social researcher 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, so the rate of societal change is much too slow for them. As part of our proposed network, the CCs *will* have a sense of themselves as a growing force to accelerate change, especially as they take part in collective actions that make a difference.

We will start by designing and coordinating Action and Awareness Campaigns that better connect and mobilize our existing extensive global network of thousands of socially conscious groups, including the world's largest organizations and coalitions. Taken together, the members of these groups constitute the 50 to 60 million Cultural Creatives in the US (and more around the world). We, The World already has connections and working relationships with many of these organizations.

Our initial goal will be to facilitate unprecedented cooperation and coordination between these groups and the millions of people they represent. The underlying message of "WE thinking" which prioritizes the common good (rather than powerful special interests) is already a vital part of social change activism no matter what issue a group is working on. We will explicitly use the idea of WE as the "glue" that connects and motivates all the diverse major organizations and their members to collaborate for real and lasting change. In fact, all participants will be invited to participate in the **WE Change Agent Network** or **WE CAN**.

WE CAN member groups will work with local partners to change society via the comprehensive and globally collaborative [11 Ways to Change the World](http://www.WE.net/11themes) (www.WE.net/11themes). And they will also be changing *themselves* as they engage in consciousness-raising discussions and study groups doing inspiring readings, seminars, workshops and retreats.

Can we actually manifest such a vision?

Together you and We, The World have a unique and powerful set of resources.

- WTW has working relationships and connections with many of the world's largest organizations and networks as well as thousands of smaller ones. Together their constituents comprise the 50 to 60 million Cultural Creatives in the US and elsewhere. An overview of our [Global Partners, Advisors and Outreach](http://www.WE.net/partners-outreach) can be found at www.WE.net/partners-outreach. 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.
- Your investment contacts and other resources can greatly expand the impact of the platform we have built. And, like us, you have a global perspective that is needed for this kind of an endeavor.
- We both 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 activating 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](http://www.WE.net/11themes) (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 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, MoveOn, 350.org, WiserEarth, Oxfam, Avaaz, World Social Forum**, etc. They will all begin to *periodically work together* on critical issue 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: general public belief that global transformation has begun in these crucial ways:
 - 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](http://www.WE.net/11themes) (www.WE.net/11themes) such as **Empowering Women**:
 - Advocating for gender equality (MDG #3)
 - Working to end violence against women
 - Establishing economic empowerment of women and ensuring women's 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 social change activism and personal awareness-raising.
 - **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 Change the World Global Unity Campaigns](http://www.WE.net/11themes) (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):**
 - You use your connections and resources to secure immediate seed funding of \$50,000. **\$25,000 is for your discretionary use to cover any of your expenses** and \$25,000 is for We, The World (WTW) to be able to work with you to raise the additional \$300,000 needed to carry out the **Strategic Plan** outlined below during the first year. (NOTE: **\$50,000 of this additional \$300,000 is also for your discretionary use** to cover any of your expenses related to this project during the first year.) To raise the additional funds, you and WTW will use the initial \$50,000 that you have raised to do the following:
 - Under your guidance, supervision and input, we will work with a graphics person to create a beautifully designed **Presentation** of this Proposal (along with modifications to our websites, videos and other enhancements) for other potential major Benefactors and Resource Partners.
 - With this new Presentation and other enhancements in place, you, your Initial Investor, and WTW's team will contact, set up meetings with, and make presentations to other potential major Benefactors and Resource Partners to raise the additional seed funds needed as soon as possible.
- **Strategic Plan** - Upon receipt of the additional \$300,000 (**\$50,000 of which is yours**), 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 (Program Director, Exec. Assistant/Volunteer Coordinator, Web Tech Director, Resource Development Director) and 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, 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 begins initial outreach to Donors, Sponsors, and Foundations.
 - The Program Director (Rick Ulfik) and Team begin initial outreach to existing supporters with name-recognition for re-engagement, updated endorsements and participation.
 - **Phase 2: 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. Issue a first Press Release acknowledging major donors, partners and sponsors. Organize teleseminars, workshops and/or retreats for local WE CAN group members.
 - **Phase 3: 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.
 - **Phase 4: 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, MoveOn, 350.org, WiserEarth, Oxfam, etc. Expand the WE CAN network adding many local campus & community groups. Approach major benefactors, foundations and sponsors for the next campaign.
 - **Phase 5: Months 9-12** Assess successes and challenges. With expanded revenue, optimize websites and all operations, plan a full-blown Coordinated Action Campaign with our Strategic Partners.
 - **Phase 6: Year 2: Repeat Phases 2-5 now with millions around the world taking notice and starting to get involved.** Prepare to launch the International Council of WE
 - **Phase 7: The International Council of WE** includes visionary leaders and representatives of the largest global organizations and movements that address peace, human rights, poverty, climate change, and so on.
 - The International Council of WE 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 the major social movements on the planet to achieve specific results that affect 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".

Funding: Projected Expenses & Sources of Revenue

Projected Expense Budget

- **Year 1: \$350,000**
 - \$75,000 – For your use (as the person who brought in the seed funding), this discretionary use fund is for covering any expenses of yours related to this project during the first year.
 - \$60,000 - Development Director (part time) :
 - \$35,000 - Program Director (Rick Ulfik)
 - \$25,000 - Executive Assistant (part time) :
 - \$20,000 - Web Tech Director (part time) :
 - \$75,000 - WE.net Launch Expenses
 - \$50,000 - Operating Expenses (office, internet, phones, bookkeeping, etc.)
 - \$10,000 - Miscellaneous Expenses
- **Year 2 & each succeeding year: \$1,500,000 (projected)**
 - \$150,000 (that is, 10% of actual annual revenue capped at \$150,000) - For your use (as the person who brought in the original seed funding), this discretionary use fund is for covering any expenses of yours related to this project during each succeeding year.
 - \$150,000 - Development Director
 - \$100,000 - Program Director (Rick Ulfik)
 - \$50,000 - Executive Assistant
 - \$75,000 - Associate Program Director
 - \$50,000 - Executive Assistant
 - \$825,000 - Additional Program Services including Web Tech, Media/PR/Advertising, Organizing, Outreach, Event Planning, Venue Rentals, Media Production, other Personnel, etc.
 - \$75,000 - Office/Administration Expenses
 - \$25,000 - Miscellaneous Expenses

Projected Revenue - Sources & Strategies

- **Year 1 (\$350,000)**
 - Initial \$50,000 – To raise this: you use your connections and resources to secure initial seed funding of \$50,000: **\$25,000 is for your discretionary use to cover any of your expenses** and \$25,000 is for We, The World.
 - Additional \$300,000 - To raise this: you, your Initial Investor, and WTW's team will contact, set up meetings with, and make presentations to other potential major Benefactors and Resource Partners to raise this additional \$300,000 (**\$50,000 of which is yours** to cover any expenses related to this project for the first year).
 - Once the additional \$300,000 seed funds are raised, the Development Director will begin to 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 \$275,000 that goes to WTW will provide enough new infrastructure to greatly expand our already significant impact, thereby multiplying our revenue from all sources. Also, we will expand the scope of WE.net so it becomes a Global Resources Action Portal facilitating the exchange of information, resources, support and coordinated action 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 all the donors 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 at least 5 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

Working together with you, and with a relatively small investment, we will potentially impact millions of people's lives while beginning to establish unprecedented cooperation and coordination between changemakers globally. In essence, we will begin to implement the [Vision](http://www.WE.net/vision) (www.WE.net/vision) of a new level of grassroots organizing that involves people around the world working together to create change while growing personally as well.

Once and for all we will end the fragmentation of grassroots movements and their resulting insufficient responses to poverty, militarism and environmental degradation. We will build a unified proactive, preventive, mass movement 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 seeing game changing/world changing results from this strategy *within 2 years*.

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

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