change_final_cmyk

1. **Tell us about your organization’s mission and vision.**

Change.org is an online hub for social change. Our team of more than three‐dozen expert bloggers and campaign managers raises awareness about major social issues and connects readers to opportunities for powerful collective action. We run leading communities for 20 major causes ranging from climate change to gay rights to poverty, each of which leverages partnerships with national nonprofits.

1. **Why do you want to join The Media Consortium?**

Change.org will play an active role as a member of the Media Consortium. In addition to the clear mission alignment between our organizations, one of our main goals in joining will be to work with other leading progressive publishers on connecting readers of progressive content to opportunities for action to magnify the progressive media sector’s impact. This is something we have focused our energies on over the past year and have found that it can be done in a way that engages readers, advances social change, and offers publishers a unique monetization opportunity that others can replicate.

1. **How do you see your organization as a fit for The Media Consortium?**

Change.org, like many of your member sites, is a new model for how a media property can operate and our success so far demonstrates the desire among readers to not only learn, but also to act. We have already had the opportunity to work with many of your existing members and look forward to supporting and learning from others in regards to best practices.

1. **How would you describe your primary audience in terms of size, diversity/demographics, lifestyle and geography?**

Change.org attracts more than 750,000 unique visitors each month and is currently growing at a rate of 10% per month. We have a mature, socially engaged audience that is twice is likely to be in urban than rural areas and shares a similar demographic makeup to readers of ThinkProgress, Grist, and The Nation. A disproportionate number of users include

bloggers, activists and influentials.

* Average age: 37
* Female: 61%
* United States: 86%

We don’t have more detailed demographic/lifestyle details, but our traffic is driven organically through sources that self-select for people passionate about causes (i.e. links from other progressive sites and people searching for causes via Google; SEO is a significant driver of traffic).

1. **What is your operating budget?**

$700,000 in 2009

1. **What are your primary platforms?  (e.g., print, radio, online, video, tv, books, social networks, etc.)**

Online cause-related blogs.

1. **How do you reach your audience? Please list subscriptions, online presence, listservs, or any other platforms (e.g., YouTube, MySpace, FaceBook) that your organization uses to engage your audience.**

The majority of our content lives directly on the website however we push appropriate content via Twitter (@Changedotorg), Facebook, Digg, StumbledUpon, Delicious and Reddit.

We also run something called Blog Action Day - a single day of action across the web around a single social issue. As a result, we have access to a list of bloggers from around the world who have identified various issues they are passionate about and would consider writing about.

1. **What infrastructure is your organization looking to build? (e.g., advertising, web strategies, editorial planning, etc.)**

Our primary goal right now is to build tools that enable us to distribute our content/petitions around the web to other media partners. In doing so, we want to help likeminded progressive media companies build their email lists and more importantly engage their members in a way that will build retention and traffic on their sites. The model that we envision could also generate revenue for partner sites.

1. **Does your organization have any areas of expertise that could be helpful to The Media Consortium and its members?**

Our staff is includes campaign managers, online organizers and social media experts. We bring a lot of experience to the table and have learned through a series of reconfigurations of the site best practices for integrating social networking and activism into a progressive media property.

Our primary expertise centers on how to get reader’s to take an action (signing a petition, etc.) and what kind of content inspires this type of behavior online.

1. **How does your organization fit into the progressive media network? (e.g., media producer, distributor, monitor, reform/justice, etc.)**

Our primary role would be as a producer of content around progressive social issues; however, as explained above, we also focus on intelligent aggregation of top progressive content as well as distribution of content across the web.

1. **Is your senior management willing and able to contribute to Consortium discussions, meetings, and projects?**

We would like to contribute often and are excited about the opportunity to participate in meetings, discussions and projects that relate to the progressive media space.

1. **Who will be the primary MC contacts for your organization?  (We recommend having one editorial contact and one business contact.) These representatives will be expected to attend MC meetings, convey pertinent information regarding our projects to your staff, and ensure that your organization is involved in MC-related projects and conversations. If these contacts are unable to participate, who will be serve this role in their place?**

Primary business contact will be Matthew Slutsky and primary editorial contact will be Judith Meskill, our Executive Editor.