DEADLINE: MEMO TO THEM BY TUESDAY

MOTHER JONES

THE NATION

ALTERNET

GRIT TV

LINK TV

FREE SPEECH TV

ALREADY HAVE

TURN AROUND TIME: THURSDAY AFTERNOON

What is this: (AIMEE)

Groundbreaking new collaborative, fundraiser of the members of the media consortium.

One-day, collaborative live fundraising collaborative event.

Integrating the power of crowdsourcing, gaming mechanics, community involvement, and live video stream:

One-day online fundraising event, where consortium members and their communities both work together and compete to raise money for their favorite progressive media outlet. It would consist of: live video feed to be placed all members’ sites that integrates interviews with progressive media leaders, reporters, editors (a la public media style fundraiser).

This is the fundraiser along the lines of public media that supports a community of organizations reaching out to our collective communities. Powered by cutting edge online tools and expertise.

\*say something about investment from media organization… but highlight that funds from TMC are allowing the kickoff for this event

WHO’S ON BOARD: TRUTHOUT, COLORLINES, THE UPTAKE, IN THESE TIMES, MS. MAGAZINE, THE AMERICAN INDEPENDENT NEWS NETWORK,

Goals: (MAYA)

Sharing resources to raise money, (opportunity to collaborate around fundraising vs. compete)…

Exploration of emerging new revenue gen model

Targeting new giving audiences, publicity for orgs, and a potential scalable, Repeatable model in the future.

Background: (JASON)

When fundraising been so difficult, individual orgs trying new fundraising experiments on their own. This is a chance to try and experiment together, bringing to scale, learning from each other….

How this came out of research and collaboration from the Exploring New Rev Gen lab out of TMC Incubation and Innovation Labs

Recent success from similar online campaigns… e.g. Give Minnestota

This was flagged and explored as a model to pursue