rip & roy design

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PRESENTATION SAMPLES

3 **Forecast the Facts:** Climate Silence Campaign

7 **Citizen Engagement Lab:** 2015 Donor Report

12 **Committee on States:** Virginia Orientation

17 **Fiscal Policy Institute:** 2015-2016 Budget Briefing

22 **Forecast the Facts:** Heartland Divestment Campaign

28 **Democracy Alliance:** Vision into Action

35 **Schott Foundation:** Investing in Systemic Change

CASE STUDY:

CLIMATE SILENCE.

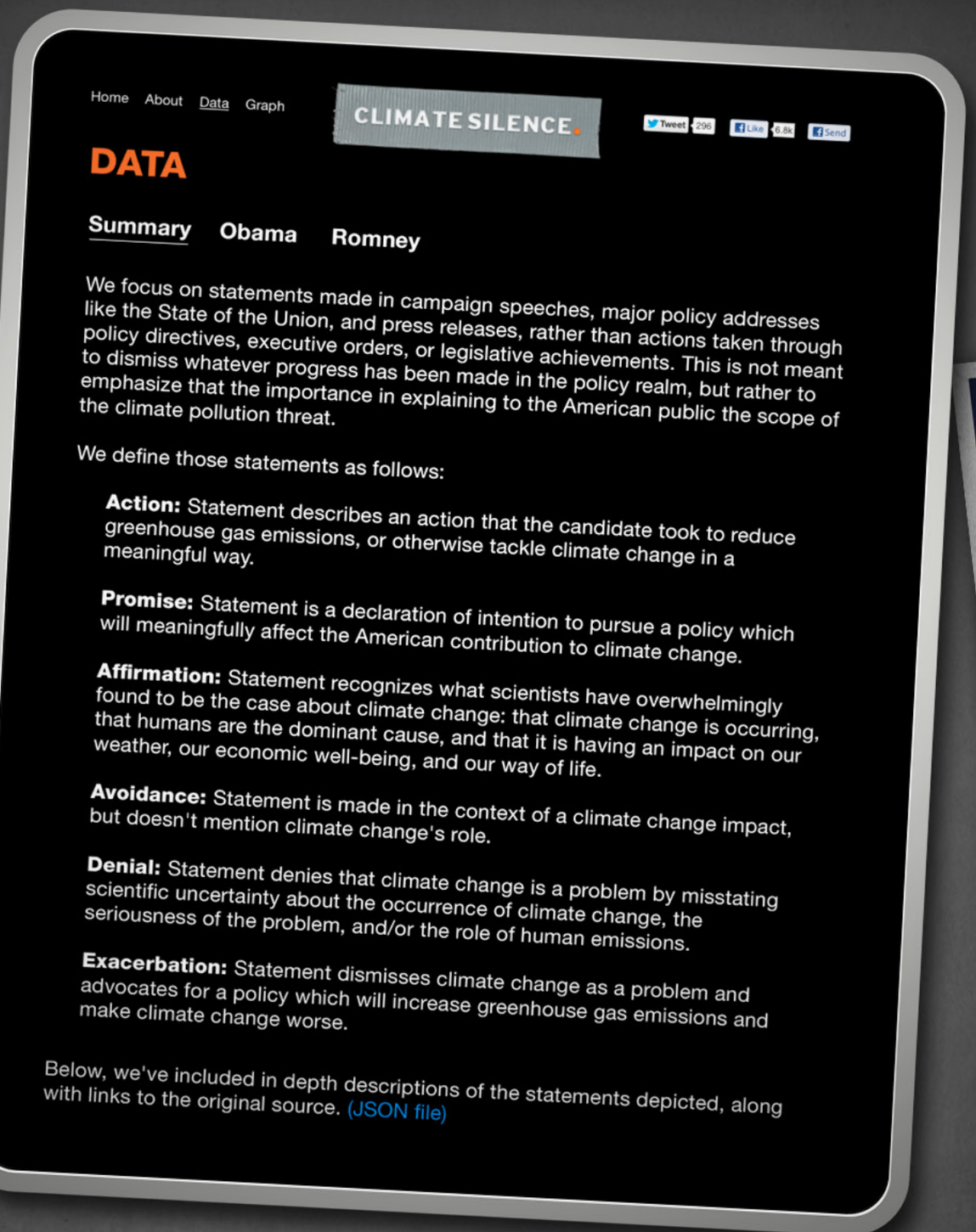
a CEL CLIMATE LAB campaign

THE CHALLENGE

Climate change was almost totally absent from the electoral conversation, reducing the chance that it would be seen as a top-tier issue after the election.

THE RESEARCH

We started by reviewing the candidates' public statements on climate during the last 10 years, and then created a taxonomy to evaluate their strength -- actions, promises, affirmations, avoidance, denial, or exacerbation -- and track how their rhetoric shifted over time.



VIRAL VIDEO: *ROMNEY vs. SANDY*

One day after Hurricane Sandy hit, we released a video reminding America of Mitt Romney's convention speech climate joke. The video was viewed more than 800,000 times, and then turned into a TV ad that we ran in Ohio and Virginia.

800,000
VIEWS

BROADCAST
IN OHIO & VIRGINIA

ONLINE FUNDRAISING

CEL

Want to change the world?
We can help.

design by ripnroy.com

HELPING STARTUPS MAKE HISTORY

2011

GLENN BECK OFF FOX

Faced with a nationwide protest over Glenn Beck's racist comments, Fox News drops him from their lineup.

colorofchange

Photo: Jill Greenberg/GQ

2012

SOPA & PIPA DEFEATED

A historic internet "blackout" helps shut down two Congressional bills that would have significantly limited internet freedom.

DEMAND PROGRESS

2012

DACA ENACTED

A strategic use of media, online education, and coordinated actions push forward a policy exempting eligible U.S. immigrants' children from deportation.

presente · TRAIL OF DREAMS

Photo: Leadership Conference on Civil and Human Rights Flickr

2013

VAWA REAUTHORIZED

Over 100,000 people participate in online, in person, and media actions that motivate Congress to pass an expanded and improved Violence Against Women Act.

ultra violet

2014

TECH GIANTS DROP ALEC

A multi-year multi-layered campaign convinces key tech players, including Facebook, Google, and EBay, to stop supporting the climate change-denying lobbying group.

FORECAST THE FACTS

Photo: www.phillipcantor.com

2015

NET NEUTRALITY SAVED

A huge public and political outcry leads to Congressional approval for new Net Neutrality rules that give Internet users stronger protections.

DEMAND PROGRESS · 18 MILLION RISING · presente · colorofchange · ultra violet

THE STORY BEHIND THE STORY

162
PHILANTHROPIC PARTNERS

$38M
RAISED

27
STARTUPS SUPPORTED

17
ISSUE AREAS

7M
PEOPLE ENGAGED

35M
ACTIONS

CASE STUDY IN SCALE: ULTRAVIOLET

CEL provides the technical, structural, and strategic support to bring ideas to scale.

In 2011, UltraViolet and CEL began a partnership to develop a nimble and energized online organization focused on gender equity. CEL has provided the interlocking support and services for UltraViolet to grow to scale.

2014 › 565,813 MEMBERS

2013 › 358,756 MEMBERS

2012 ›

ORGANIZATIONAL & LEADERSHIP DEVELOPMENT

STRATEGIC EXPERIMENTATION

FUNDRAISING & DEVELOPMENT RESOURCES

TECHNOLOGY & CAMPAIGN SUPPORT

FINANCIAL/OPERATIONS SUPPORT & FISCAL SPONSORSHIP

CASE STUDY IN EXPERIMENTATION: COUNTERPAC

CEL helps entrepreneurs test their ideas.

In 2014, a tech entrepreneur came to CEL with an idea about applying game theory to money in politics. Over the course of a year, strategists helped design, build, test, assess, and adapt a strategy that has the potential to make a real impact on a seemingly intractable problem.

Design
MAR-MAY 2014

An idea is brought to CEL with the goal of getting money out of politics. CEL strategists experiment with different scenarios applying game theory to campaign finance reform in specific races.

Build
JUL-AUG 2014

Six key races are targeted and a specific strategy is picked to test in the 2014 election.

Test
AUG-NOV 2014

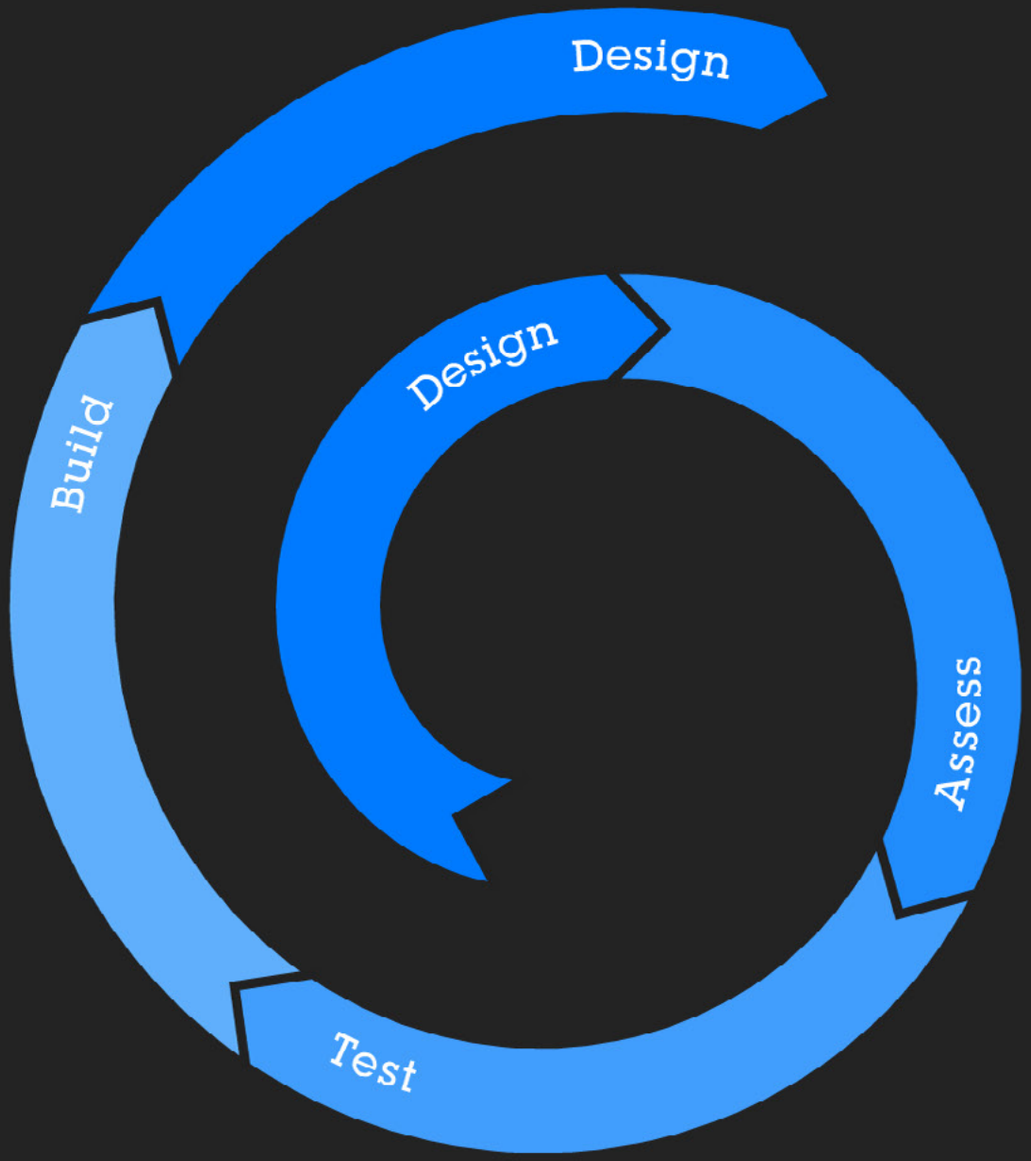
On the ground organizing and media ads pressure candidates in select races to take a version of the "People's Pledge" promising not to accept undisclosed campaign contributions.

Assess
DEC 2014

Polling, surveys, media coverage and election results are analyzed and impact assessed.

Design
JAN 2015 ON

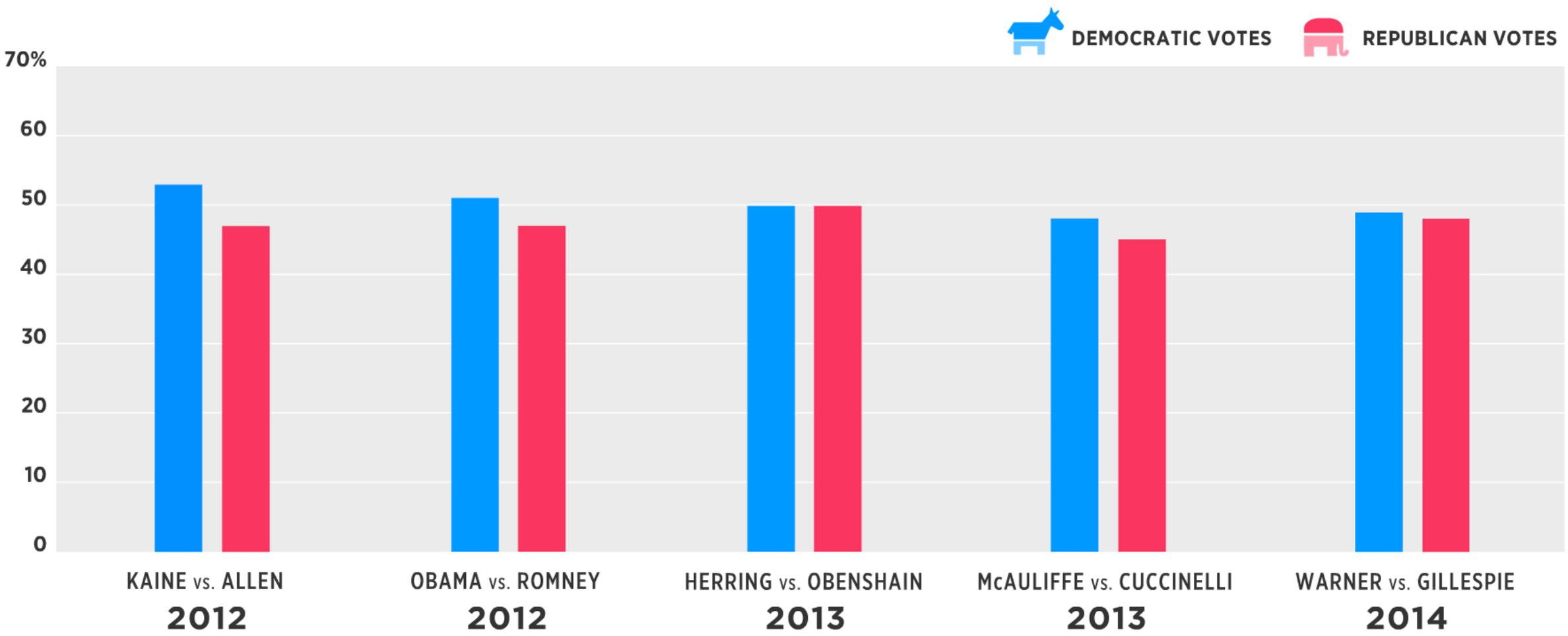
Next stage strategy is modified based on the assessment of the first experiment and the next stage priorities. Planning begins for larger-scale experimentation for the 2016 election.



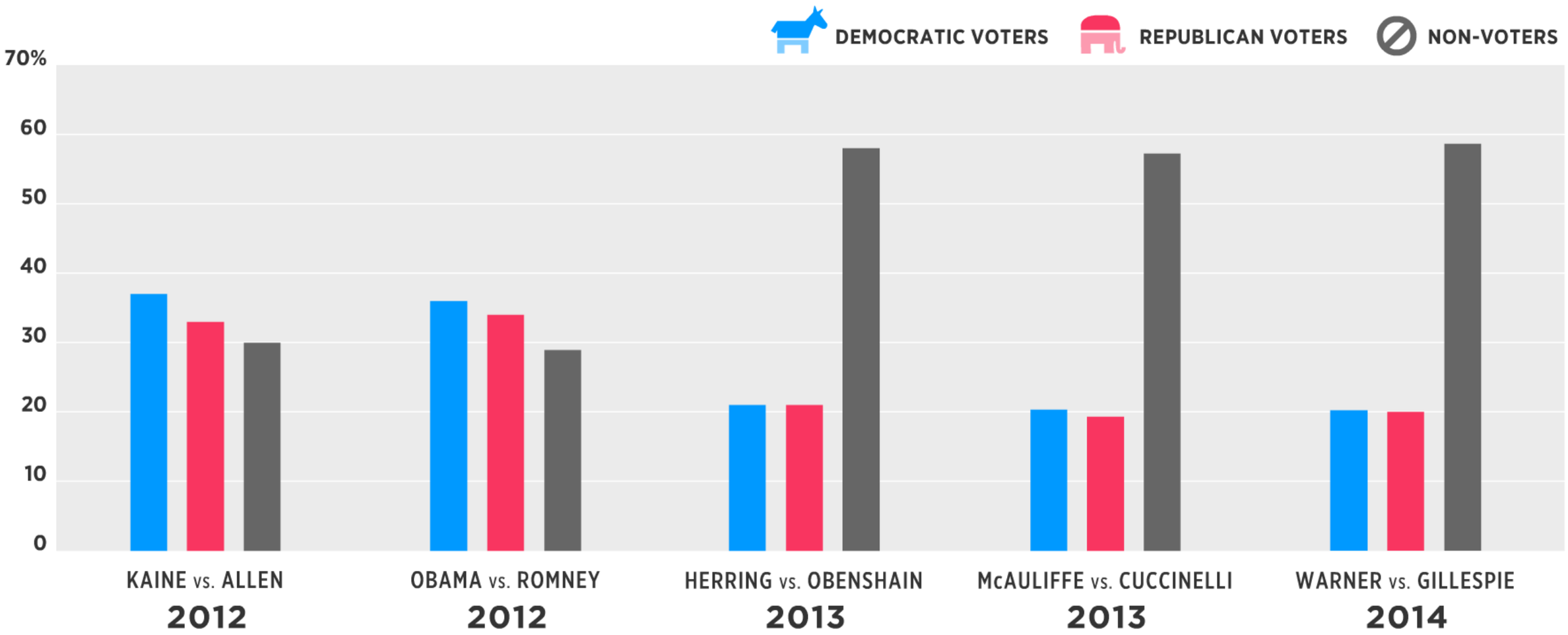
Committee On States

VIRGINIA ORIENTATION

Virginia's Votes: A String of Close Statewide Victories

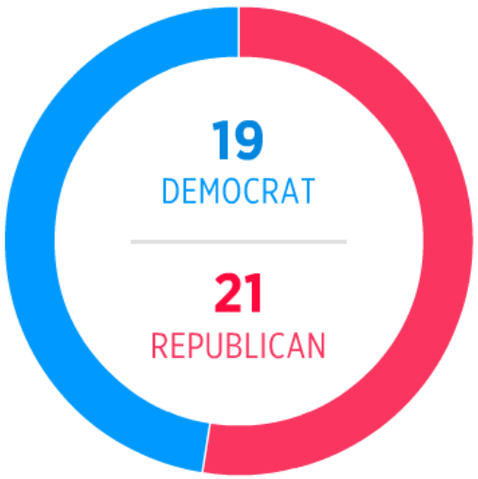


Virginia's Voters: Low Turnout

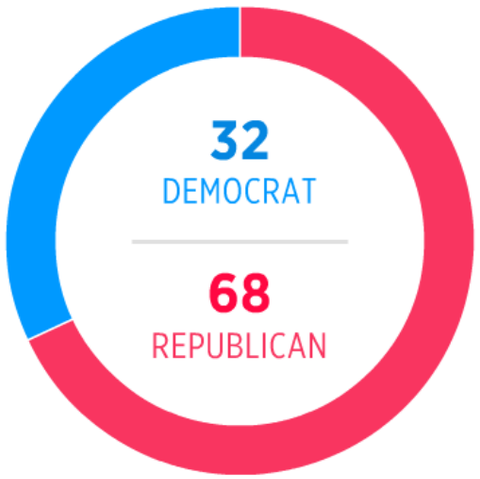


Our Down-Ballot Delegations

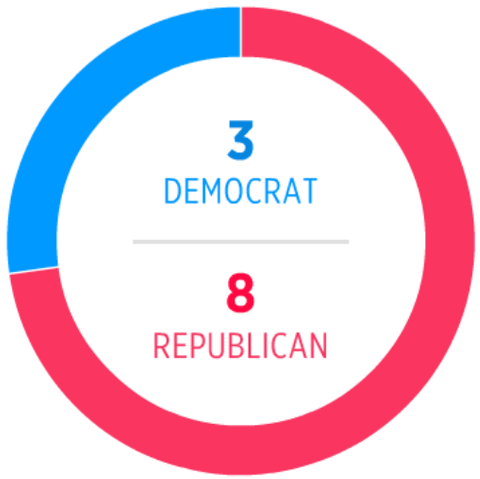
CONGRESS



STATE SENATE*



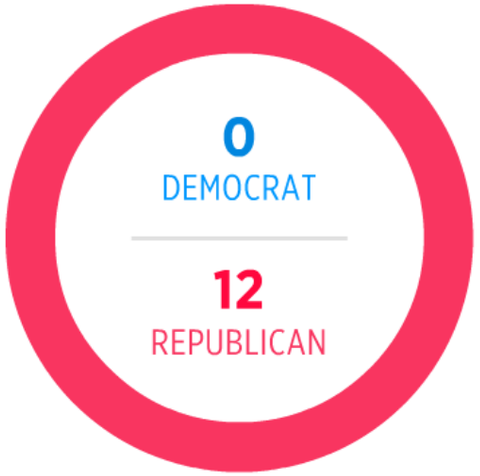
STATE HOUSE



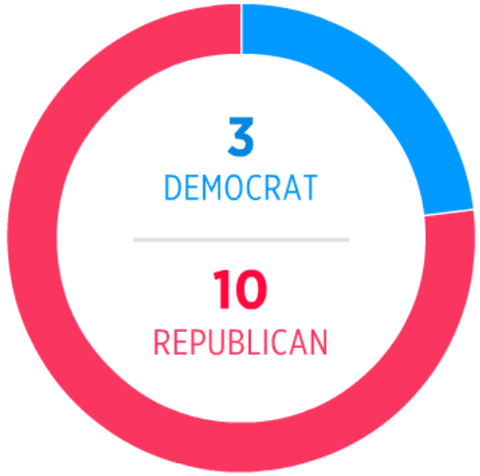
* Lost 11 of 13 close elections in 2013

Key Localities

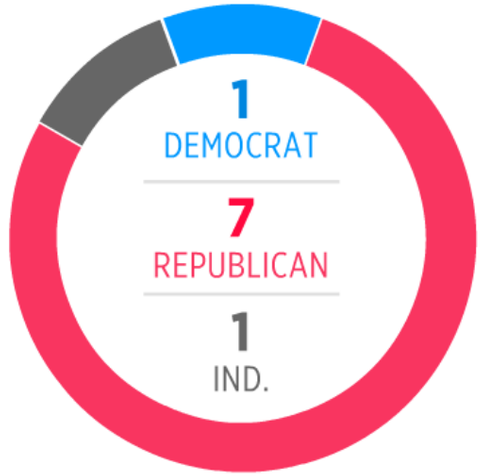
Loudoun County



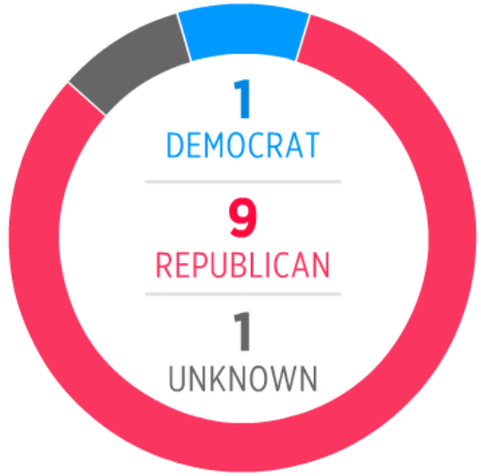
Prince William County



Chesterfield County



Virginia Beach City



A SHARED OPPORTUNITY AGENDA

New York State
Economic and Fiscal Outlook

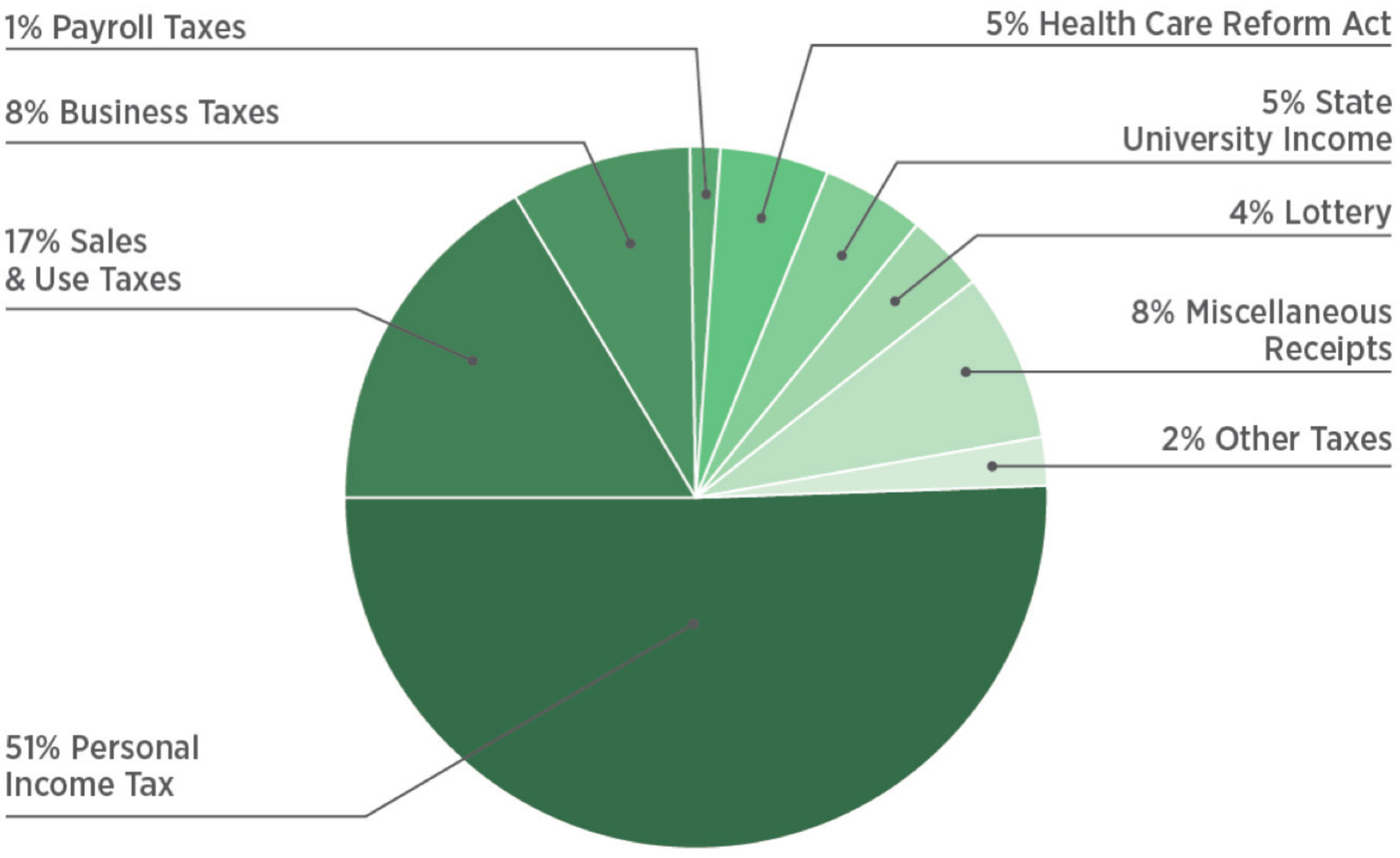
2015-2016

FPI
Fiscal Policy Institute

Revenues

New York State 2015-2016 Executive Budget

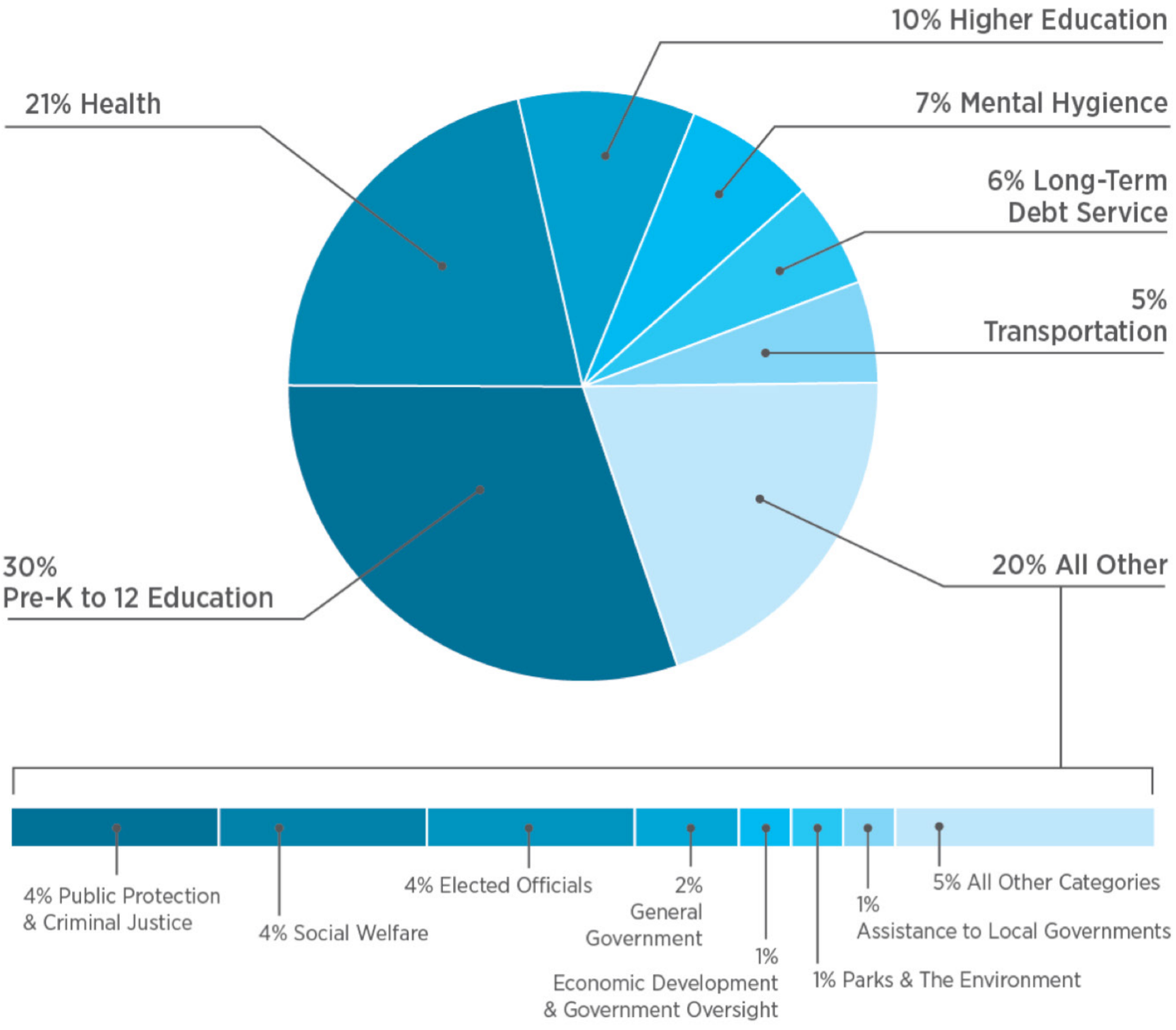
Operating Budget - $94 Billion



Expenditures

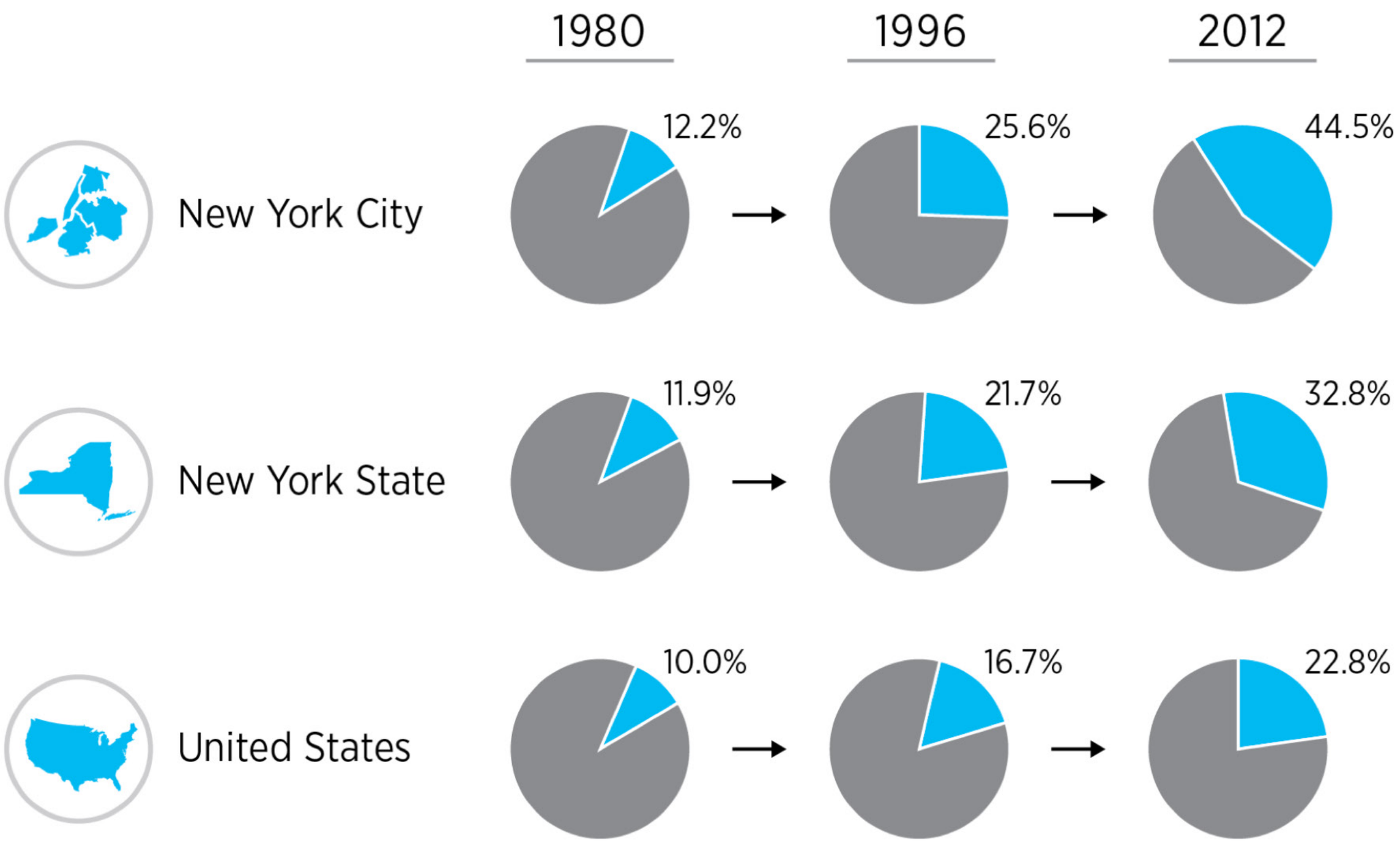
New York State 2015-2016 Executive Budget

Operating Budget - $94 Billion



A Bigger Slice of the Pie

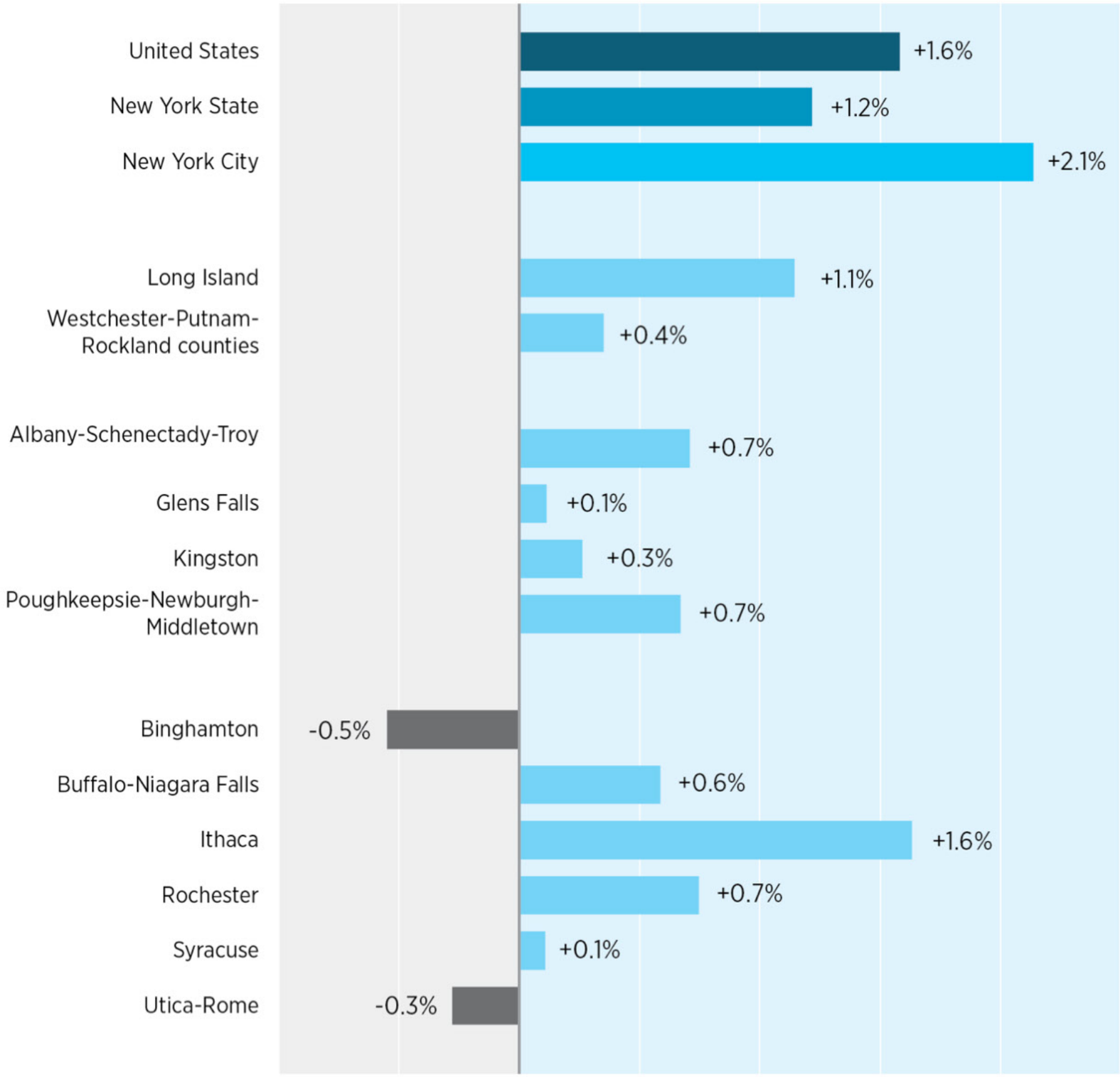
The Growing Share of All income Going to the Top 1 Percent



Source: Economic Policy Institute EARN Report; FPI calculations of EPI EARN data.

Job growth is slower in most upstate New York metro areas.

Average Annual Employment Growth Across New York State, 2009-2014



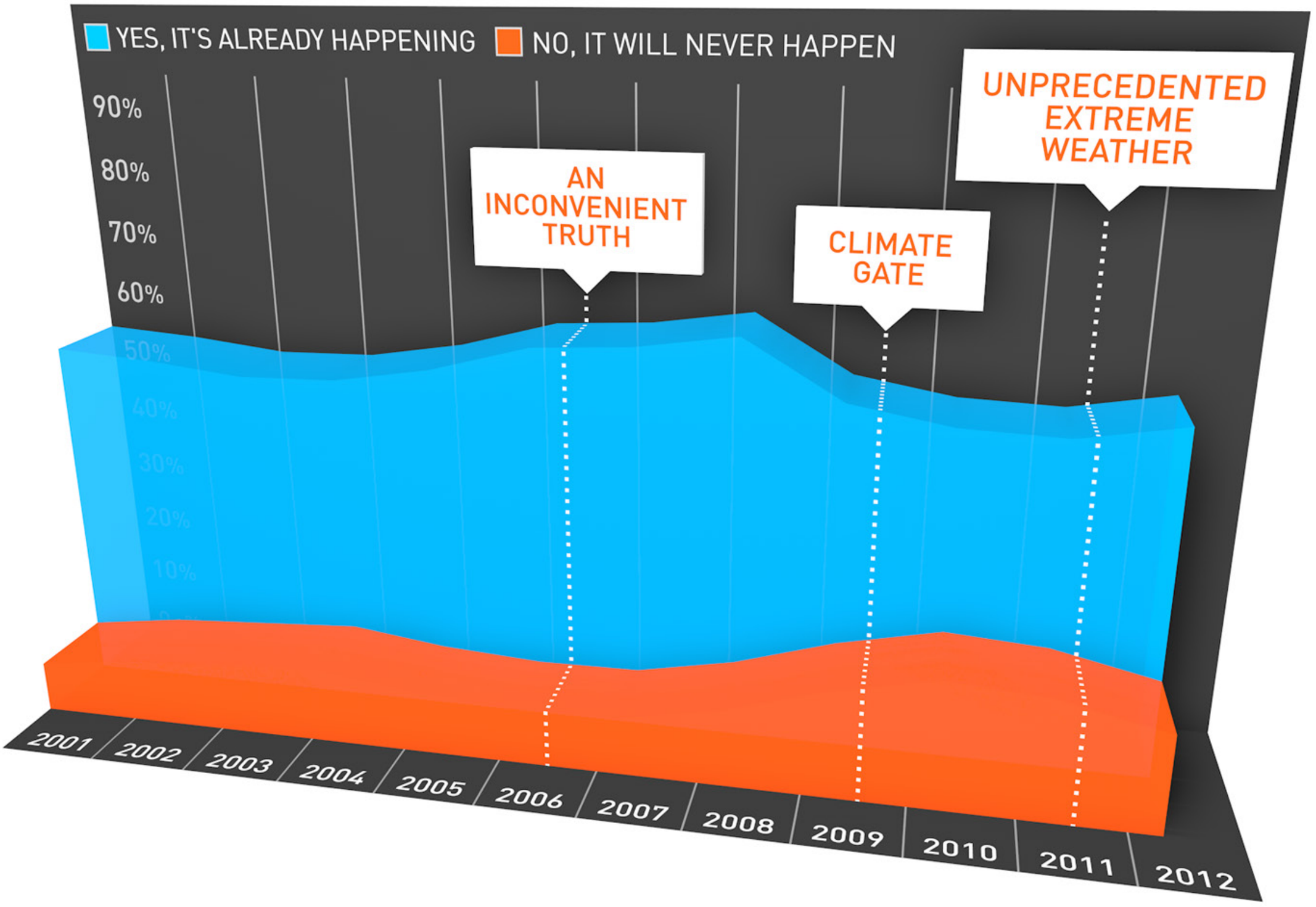
Source: Bureau of Labor Statistics, total non-agricultural establishment employment, Dec. 2009-Dec. 2014.

CITIZEN ENGAGEMENT LABORATORY

FORECAST THE FACTS: **THE HEARTLAND CAMPAIGN**

CLIMATE CHANGE OPINION

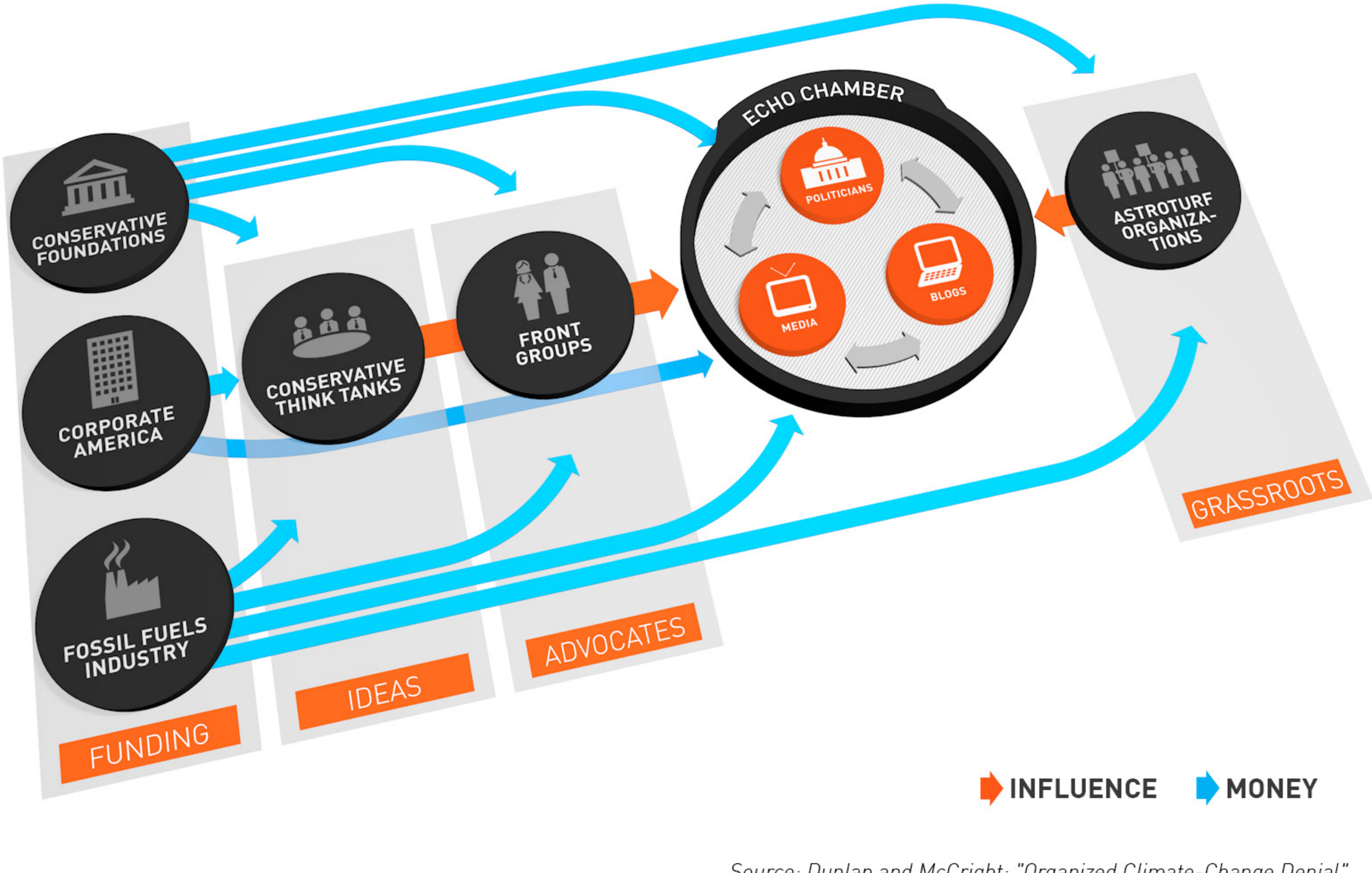
In the past five years, the number of Americans who believe that global warming is happening has decreased.



Source: Gallup

CLIMATE CHANGE DENIAL MACHINE

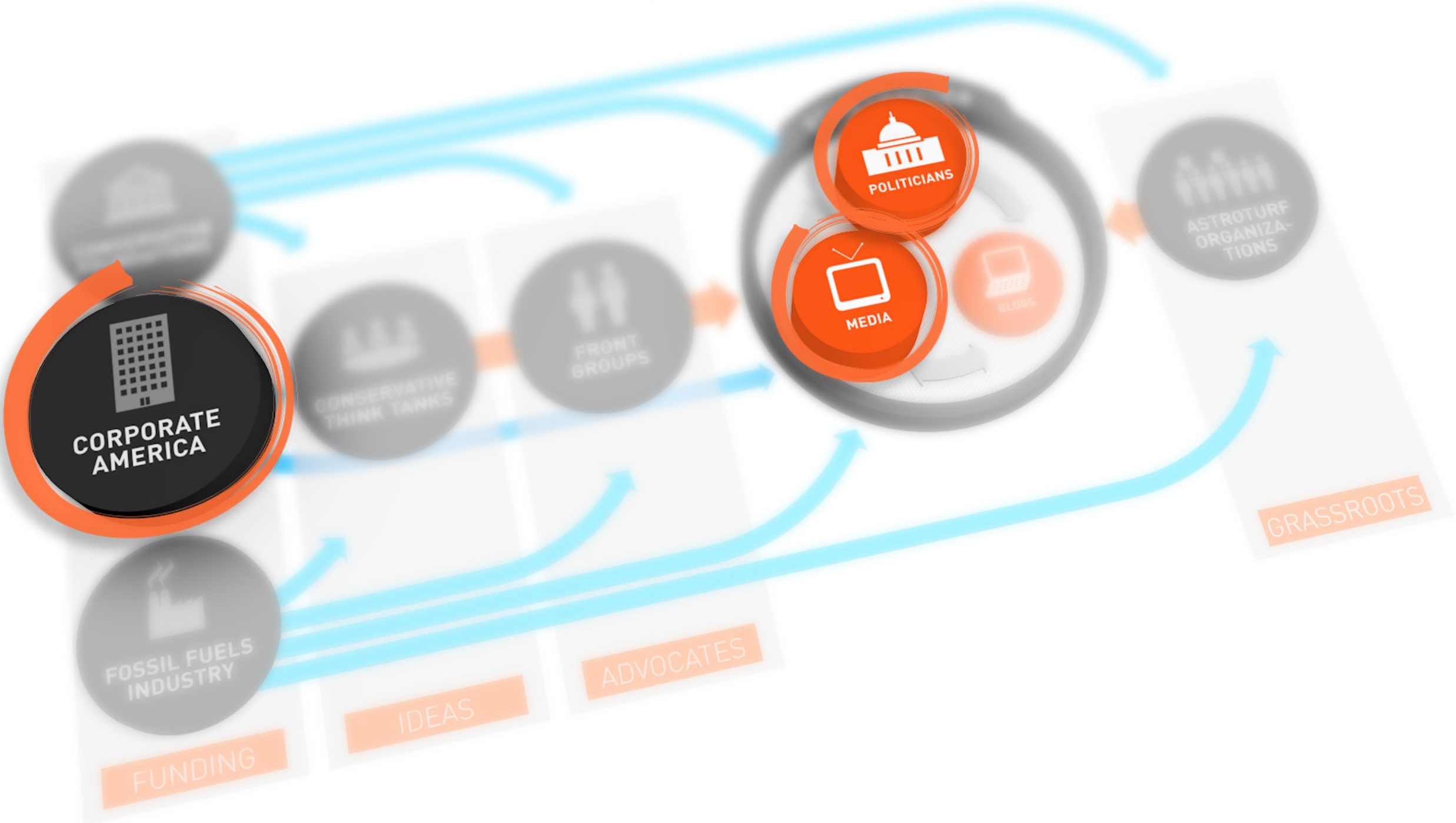
Declining belief in global warming is largely the result of a massive, coordinated effort to deny climate science.



Source: Dunlap and McCright: "Organized Climate-Change Denial"

DISRUPTING THE MACHINE

Forecast the Facts identifies and exploits vulnerabilities in the climate change denial machine. We target corporations, politicians, and the media because they are accountable to the general public.



A CRITICAL LINK

Corporations are particularly vulnerable because many espouse sustainability while simultaneously supporting climate change denial.

April 1, 2013

IMPACT

To date, 22 companies have pulled their support, depriving Heartland of more than $1 million ... and counting.

A LINE IN THE SAND

- Heartland has been significantly damaged in terms of resources and reputation.
- Major corporations went on the record repudiating climate change denial, setting a new standard for corporate behavior.
- Campaign drove a wedge between conservatives and climate change deniers.

HEARTLAND'S 2012 FUNDING: FADING QUICKLY

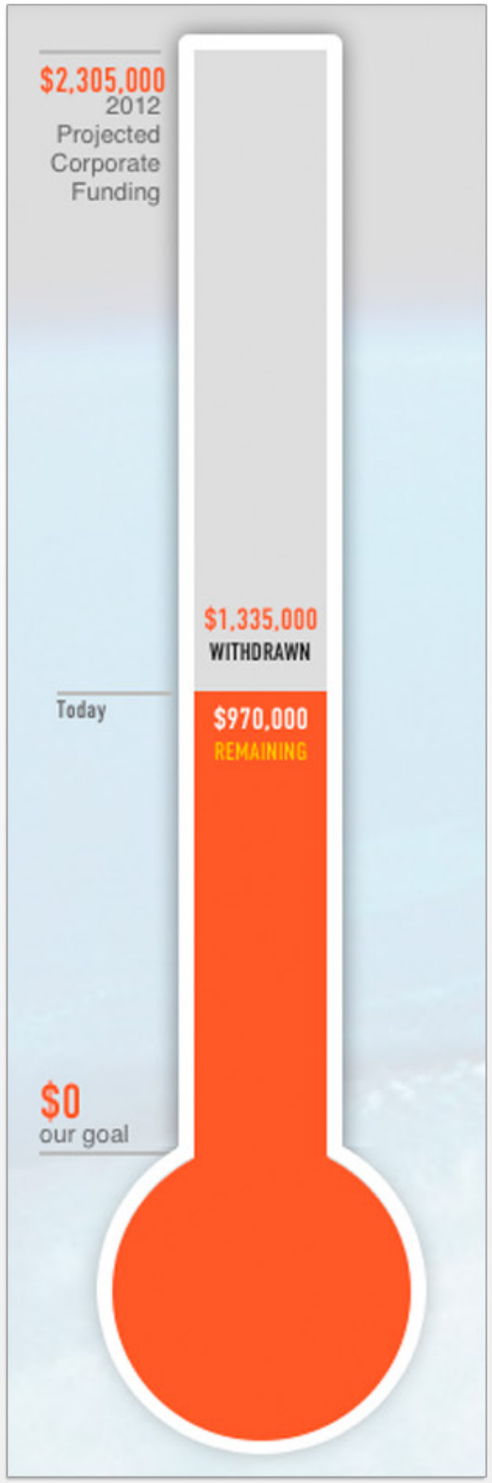
In response to the concerns of more than 150,000 people, a growing number of corporations have ended their support of the climate change-denying Heartland Institute, costing Heartland more than $1,000,000. Check out our progress below and then add your voice to push Heartland's remaining corporate supporters to pull their support immediately!

ADD YOUR VOICE Like 269 Tweet 100

Name | Email | ZIP Code | SUBMIT

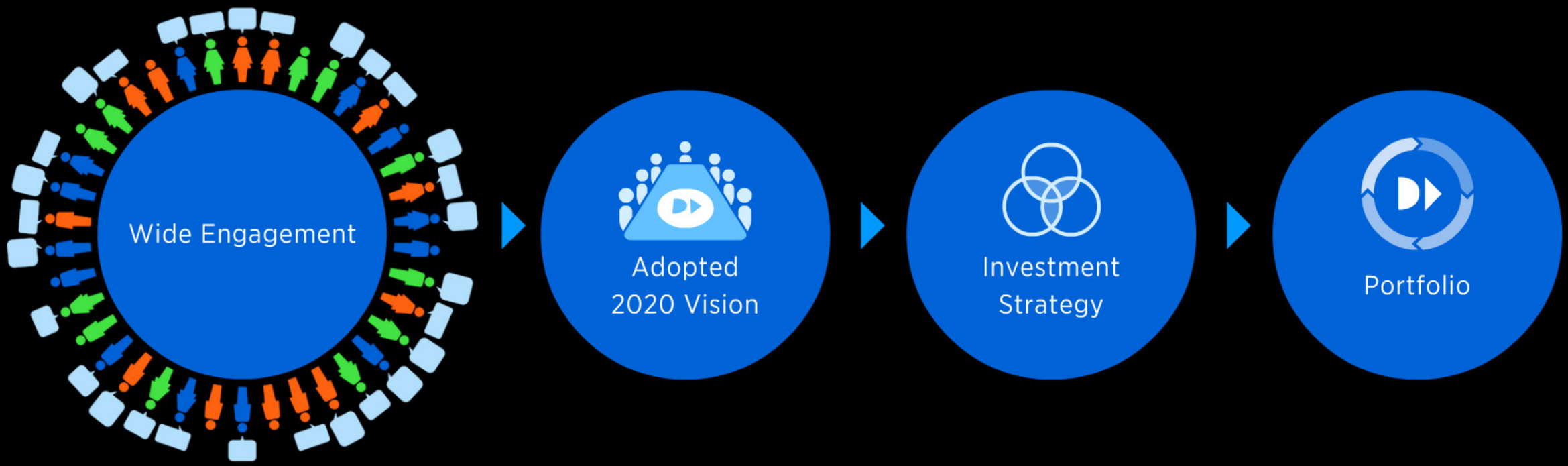
see the petition privacy policy

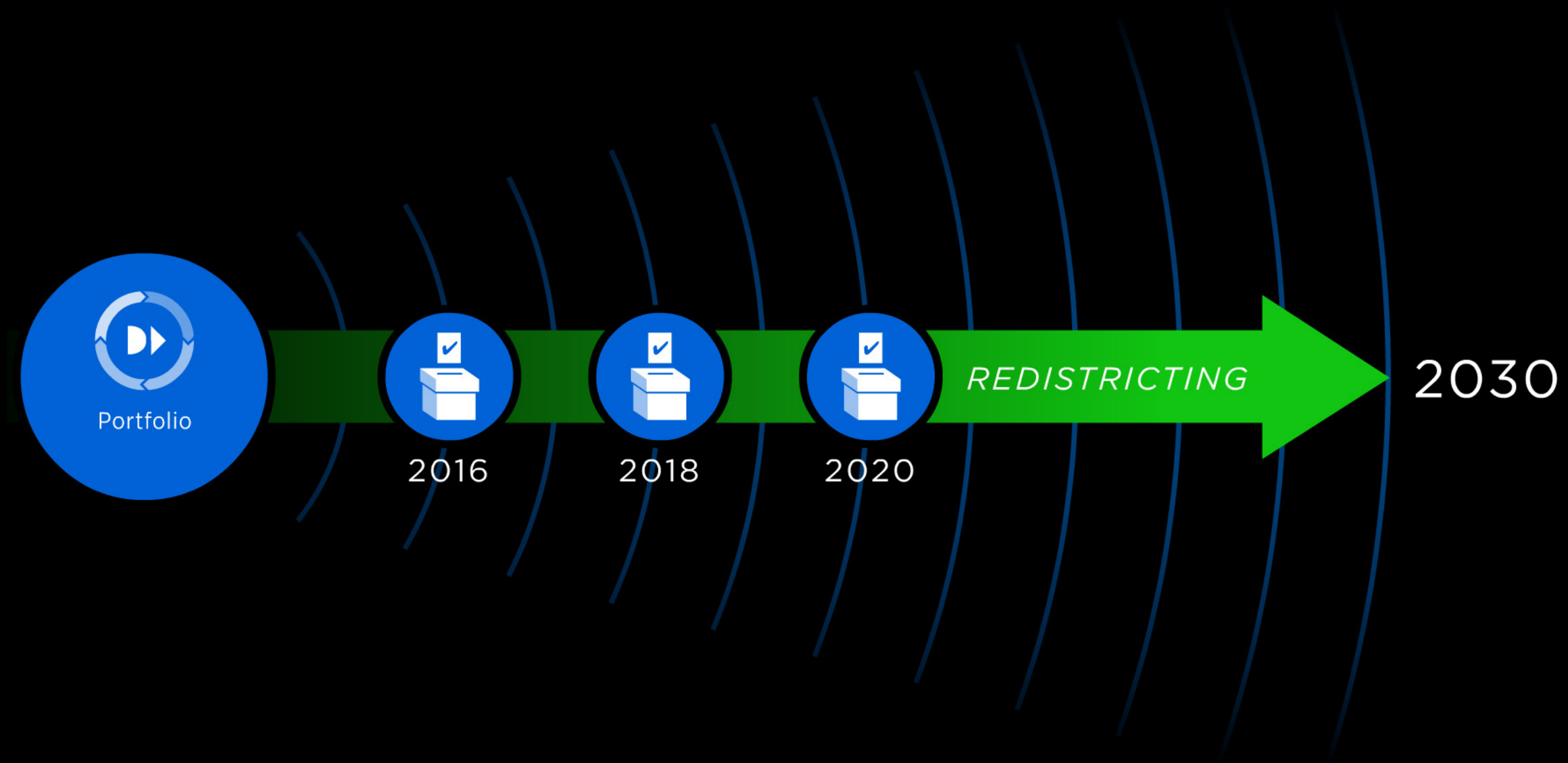
AMGEN	LKQ	verizon	CUNA
- $25,000	- $150,000	- $10,000	- $25,000



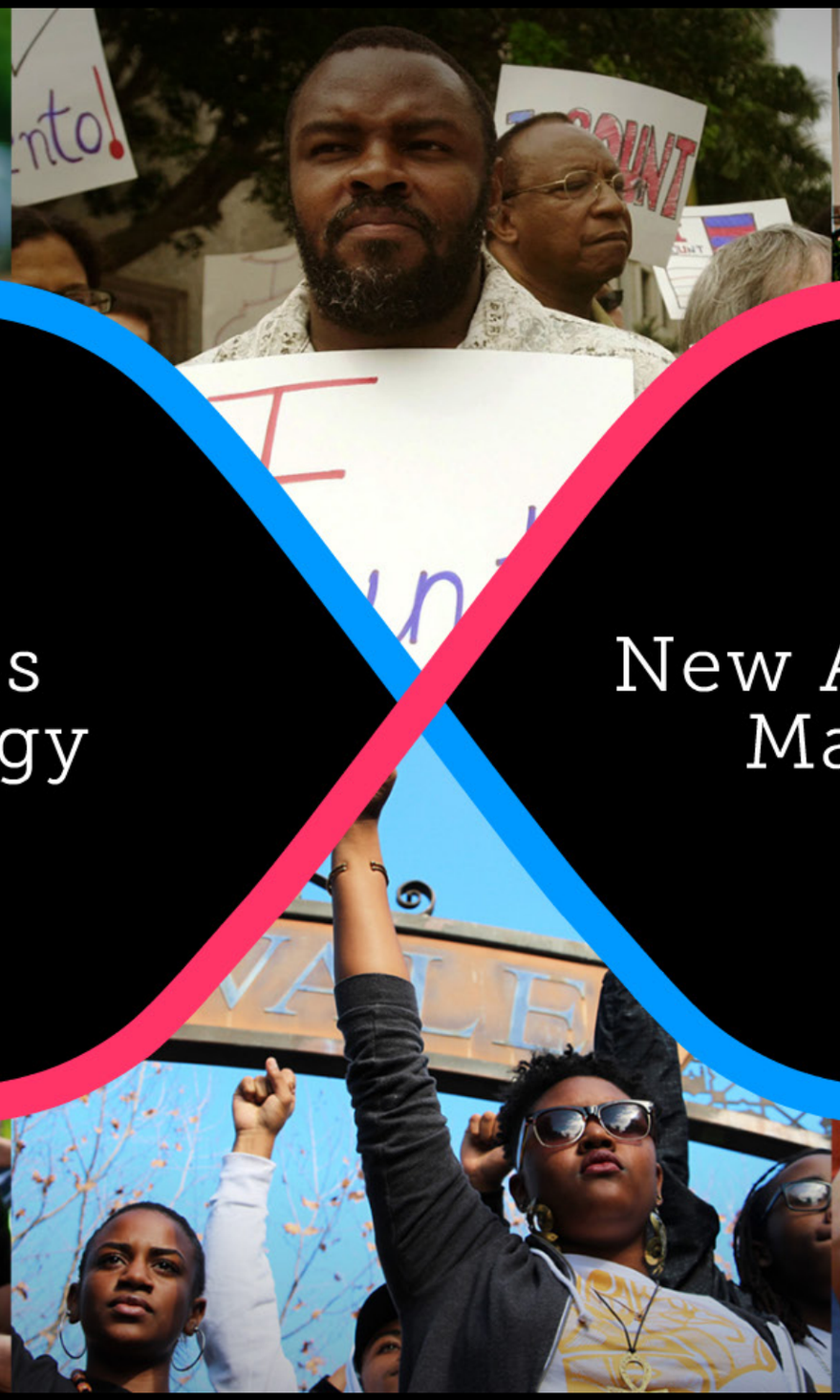
DEMOCRACY ALLIANCE

Vision into **ACTION**

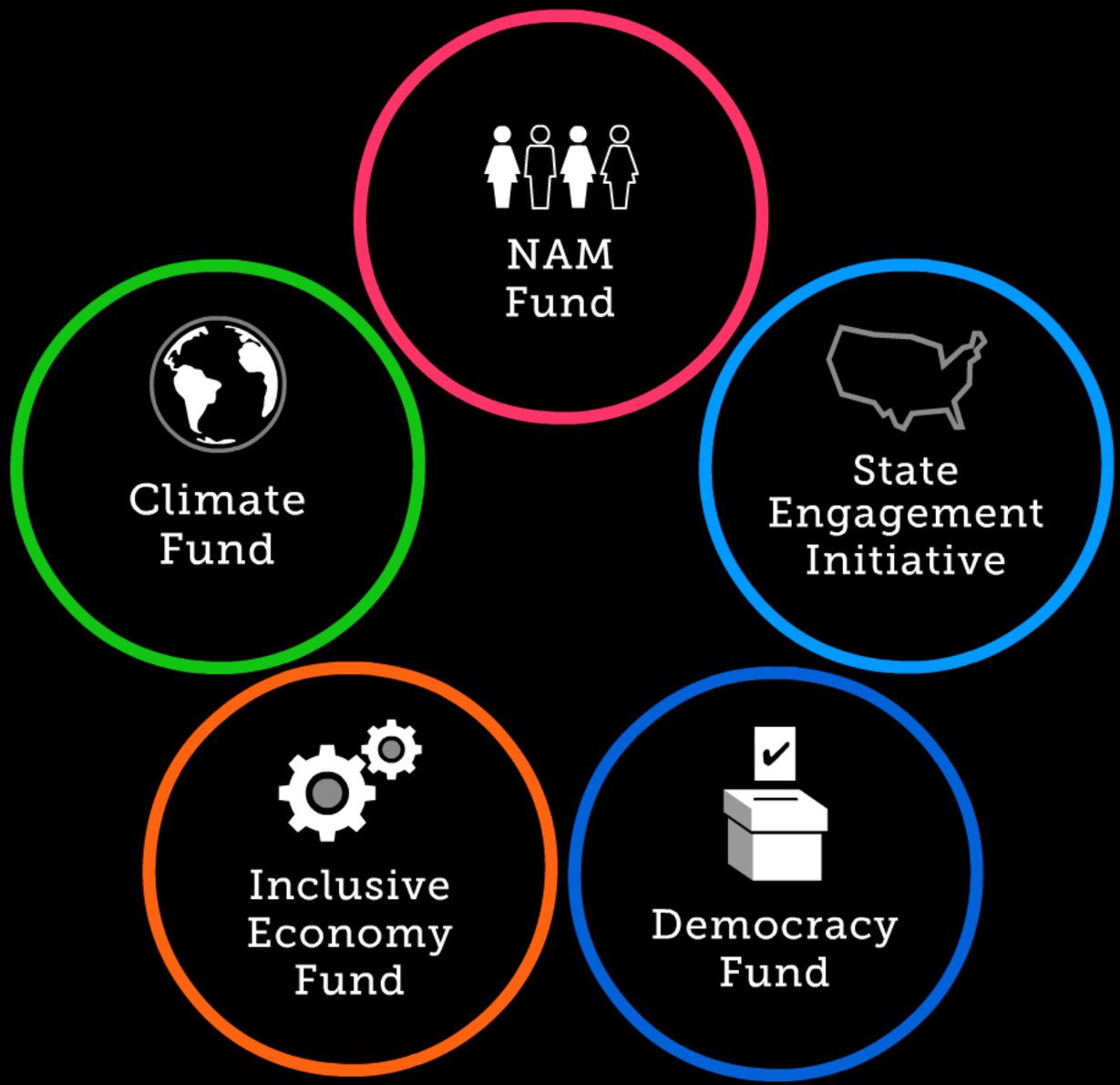

Wide Engagement
Adopted
2020 Vision
Investment
Strategy
Portfolio


Portfolio
2016
2018
2020
REDISTRICTING
2030

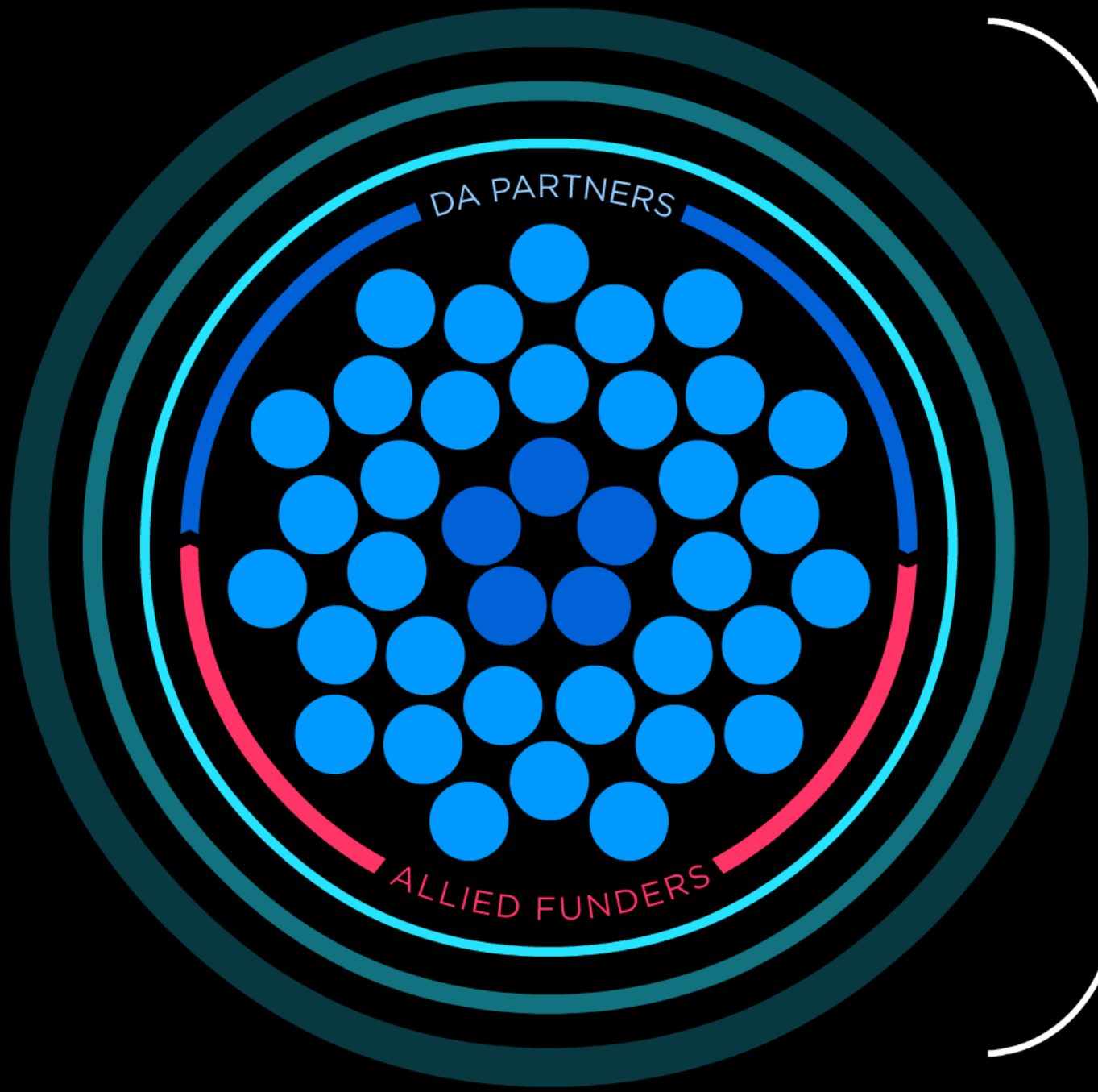
States Strategy



New American Majority


NAM Fund
Climate Fund
State Engagement Initiative
Inclusive Economy Fund
Democracy Fund

NATIONAL PEOPLE'S ACTION
LEADING GREEN
ROOSEVELT INSTITUTE
VICTORY 2021 PLAN
ISSUE ONE & PIPER FUND
THE CENTER FOR POPULAR DEMOCRACY
Center for American Progress
PROGRESSIVE MAJORITY
AMERICA VOTES
Dēmos
CEL
WORKING FAMILIES
ACS AMERICAN CONSTITUTION SOCIETY FOR LAW AND POLICY
NAM Fund
Center on Budget and Policy Priorities
CENTER for COMMUNITY CHANGE
Economic Policy Institute
Climate Fund
State Engagement Initiative
BRENNAN CENTER FOR JUSTICE
ORGANIZING FOR ACTION
Committee On States
PICO National Network
Inclusive Economy Fund
Democracy Fund
NELP National Employment Law Project
Catalist
STATE VOICES
colorofchange
new media ventures
MEDIAMATTERS FOR AMERICA
Wellstone
ADVANCEMENT PROJECT
ProgressNow
WORKING AMERICA
AMERICANS FOR FINANCIAL REFORM
bsc BALLOT INITIATIVE STRATEGY CENTER
six STATE INNOVATION EXCHANGE



COLLECTIVE
IMPACT

Schott

FOUNDATION *for* PUBLIC EDUCATION

Investing in Systemic Change

OPPORTUNITY GAP

Wrap-Around Student Supports

WELL RESOURCED CAMPAIGNS

Early Education

Student Supports

Teaching Quality Supports

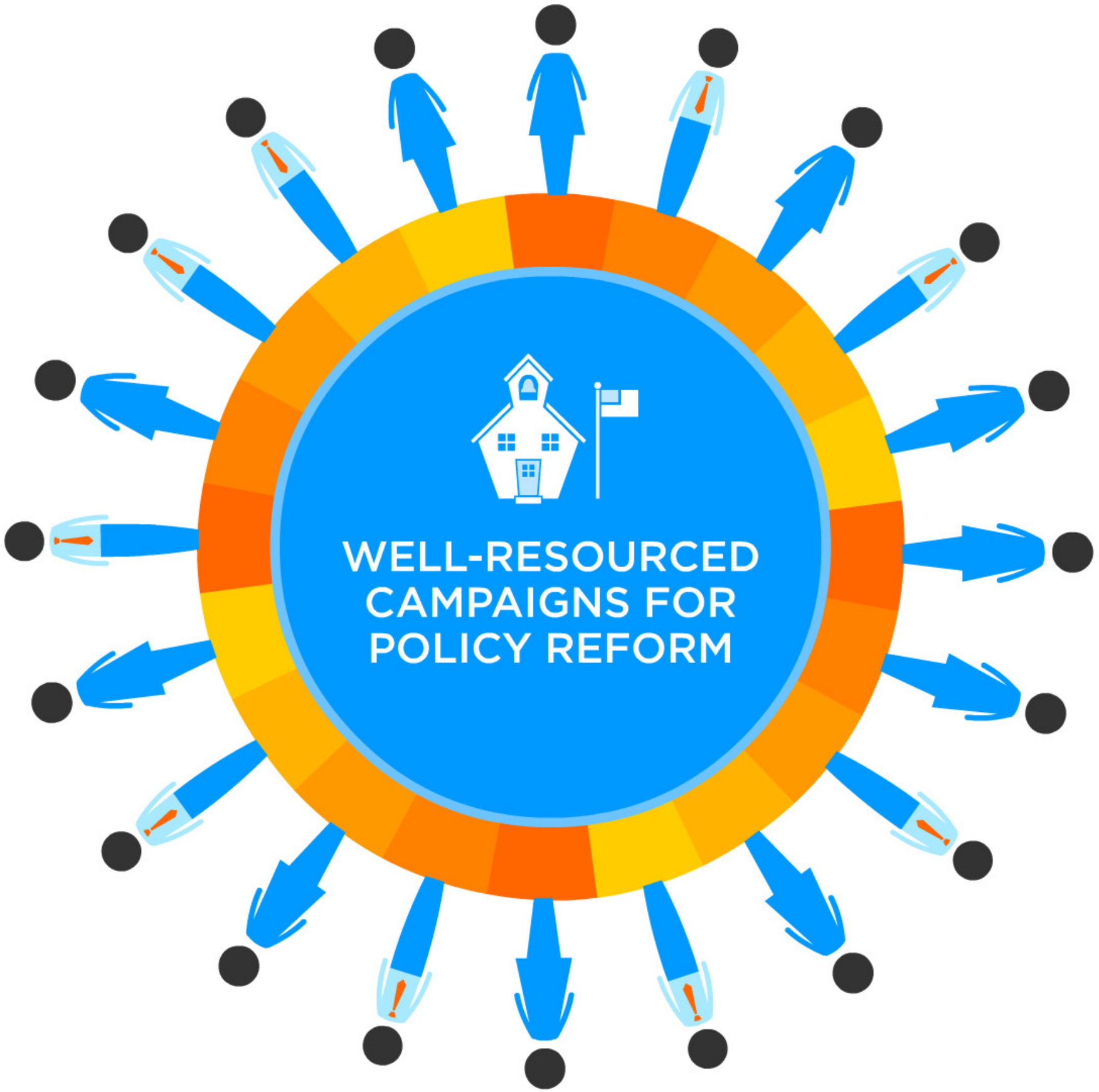
Fair and Just School Climate

Fair and Just Public School Resources

SYSTEMIC POLICY CHANGE

NETWORK BUILDING
COMMUNICATIONS
RESOURCING
FUND DEVELOPMENT
ADVOCACY

WELL-RESOURCED
CAMPAIGNS FOR
POLICY REFORM


WELL-RESOURCED
CAMPAIGNS FOR
POLICY REFORM

Journalist
Dad
Scientist
Engineer
Senator
Inventor
Artist
Doctor
Mom
WELL-RESOURCED
CAMPAIGNS FOR
POLICY REFORM