

Zeitgeist: Moving Forward

Global Collaborative Release Campaign

This document describes the outline of an idea for a global ZM recruitment campaign, set to coincide with the release of the 3rd Zeitgeist film, scheduled for October 2010. The effectiveness of this campaign relies somewhat on the idea Peter Joseph has mentioned of trying to release the film simultaneously world wide.

While that may prove difficult to realize due to the very nature of the movement (how do you prevent someone from uploading the film before a set date, and some might ask: why would you?), it may still prove effective, even if the film has been leaked prior to an official release date.

The object of this campaign is two fold:

- 1. Create a global project for the movement, which can help us test the efficiency of the movement in terms of actual world wide collaboration on specific projects, as well as engaging previously dormant members.*
- 2. Draw huge amounts of new, like-minded people to the movement on a global scale in a single, swift move.*

The reasoning behind

The idea was spawned after watching the presentation of Paul Hawken's "Blessed Unrest" book, in which he lists the more than 100,000 social, political, environmental and humanitarian organizations that currently exist around the globe.

It is not unreasonable to assume, that a great deal of the active members of these organizations share some, if not all, of our understandings, and may only be a nudge away from realizing that what they are working so hard for, while commendable, is rarely actually solving any problems but merely treating the symptoms.

Many of them are likely to be what some have described as "the low hanging fruit", meaning that they are already concerned with some of the problems we discuss, and therefore may be more prone to understand the full meaning and potential of a Resource Based Economy than e.g. Wall Street oligarchs. In other words, this may prove a very effective way of reaching a very large group of people, who may have never heard of the Zeitgeist Movement, or may have heard of it, but not understood it yet.

The plan

The plan is divided in to a number of simple steps:

Step 1: Engaging the Chapters

The first step is to relay and explain the idea to all movement chapters, so that everyone understands the tenets of it. Each chapter coordinator must engage their local ZM-community, and delegate relevant tasks to members.

Step 2: Gathering information

We need to localize and gather information about relevant organizations from the ground up, meaning that each city, state, region or country must seek out local offices of as many of these organizations as they can, using the Blessed Unrest list, Wiser Earth, etc. Chapter coordinators must engage as many members as possible to do this "foot work", which consists of the following:

- 1. Seek out and mapping organizations that have offices in the local area, by visiting their websites.*
- 2. Check out their agenda and familiarize themselves with their organization.*
- 3. Gather contact information - i.e. emails of members, preferably active "foot soldiers" as opposed to leaders (since these are more likely to "get it").*
- 4. Relay this information to the local project coordinator (chapter coordinator or other appointed responsible person).*

Step 3: Developing contact strategy

Once the information has been gathered, it is time to brain storm on how to best approach each organization. The idea is to invite them to the premiere of *Zeitgeist: Moving Forward*, so a number of strategies may be employed, ranging from the simple to the provocative, such as:

- Simple email with straight forward invitation.*
- "Internal document style" - email that looks like it's from the organization itself, "The Yes Men-style", referring to specific organizational projects, and how they are ineffective (see appendix for example).*

Step 4: Setting up a local screening venue

Depending on how many potential invitations can be sent out for a given area, local screening rooms such as theaters, hotels, conference rooms, etc. must be booked for the release date. After or before the screening of the film, there should be a presentation of the movement, TVP, and perhaps other activities. It would also be a good idea to prepare signup for mailing lists, aso.

Step 5: Follow up

It is crucial to follow up on the event shortly thereafter, sending out an email to all that have signed up, thanking them for their participation, and inviting them to

become active.

Step 6: Internal reporting

Each project coordinator must relay information to Gilbert about how the event went, number of emails sent out, number of attendees, number of attendees that signed up, and other relevant information about how the various organizations have responded, so that we can gather effective statistics and information for future use. For this purpose, an XL-template might be a good idea, so as to simplify the data for database implementation.

Final thoughts

I hope to inspire you all to take this idea under consideration and think about it, ways to improve it, implement it or parts of it.

Thank you for your time.

Sincerely,
Stefan Kengen (stevenkeen)
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Appendix

The attached JPG is a mock-up idea of how a HTML email could look. This one targeted at Amnesty.