



GEER



OUR PRINCIPALS



STEPHEN GEER

FOUNDER & CEO

(NEW YORK CITY)

As director of email and online fundraising for President Obama's historic 2008 campaign, Stephen built the largest email list in political history and raised more than \$500 million online. In the process, he created a platform for grassroots engagement that changed the course of that election, and the future of digital organizing.



DAN MCSWAIN

(WASHINGTON D.C.)

With nearly 10 years of digital experience in the public, private, political and nonprofit sectors, Dan's portfolio spans public relations, online fundraising, rapid response, campaign strategy, press, communications, and executive coaching. He is a repeat speaker at SXSW Interactive, and was just recently named to the Huffington Post's "Top 40 Latinos in American Media."



SZELENA GRAY

(NEW YORK CITY)

Szelena is a campaign strategist and political organizer with over a decade of experience. She served as the Chief Operating Officer for NYC Mayor Bill de Blasio's re-election campaign and as co-founder and COO for Run for America. In 2014, Szelena ran one of the most successful crowdfunding campaigns of all time, launching the pro-reform Mayday PAC and raising more than \$11 million from thousands of individual donors in five months. Her work was profiled in the September 2015 issue of Vogue.



CREATIVE. ENGAGEMENT. STRATEGY.

GEER is an engagement strategy firm that works with progressive political campaigns, advocacy organizations, and values-driven companies. We pride ourselves on developing innovative campaigns and creative solutions to match the specific needs of our clients.



OUR APPROACH

Unlike a traditional marketing or digital firm, we don't run a playbook – we use tactics honed through more than a decade of experience to help each of our clients identify an authentic approach to building active, engaged communities. We emphasize collaboration with both clients and partners, and when it comes to moving the needle on complex issues, we believe the best idea always wins.

Over the past decade, we've embraced a "Build, Operate, Transfer" approach from startup culture. That means we work closely with our partners to build an engagement program, fill any gaps in execution and operate the program in partnership, and eventually transfer the necessary expertise in house so our clients can continue to operate their program without support from consultants.

ENGAGEMENT STRATEGY

Finding passionate audiences and giving them substantive, scalable ways to get involved.

CREATIVE CAMPAIGNS

Creating multi-channel campaigns that touch hearts and change minds.

COMMUNITY BUILDING

Applying the lessons of community organizing to empower active communities online and IRL.

RESEARCH & ANALYSIS

Conducting original research at the intersection of politics and policy.

TEAM DEVELOPMENT

Building internal capacity for long term success.

FUNDRAISING

Converting grassroots supporters into donors and members.



MTV has a history of having an active public affairs presence and doing social and political activism. In the 2016 election cycle, MTV partnered with GEER to develop bold engagement campaigns that would reach young people and elevate their Elect This campaign brand. Together, we created a number of high profile campaigns including **TRL: Total Registration Live**, a special broadcast event for National Voter Registration Day, and **Beyond The Wall**, a massive, interactive art installation focused on immigration reform and American identity.

A nostalgic throwback to MTV's hit show from the 90s, **TRL: Total Registration Live** brought together high-profile artists, advocates, and grassroots supporters for a telethon-style afternoon of live TV and online engagement around voter registration. Special guests included Kendall Jenner, Vic Mensa, Common, and Ty Dolla \$ign. Total Registration Live was a major success for MTV, enabling them to reclaim their spot in the voter registration space with classic MTV style.

MTV.COM





MTV: BEYOND THE WALL



Beyond The Wall was a controversial and confrontational art installation that launched at the peak of the most divisive political campaign of our time. MTV captured massive earned media and online attention with the construction of a border wall in the middle of New York City. The Wall was assembled from high def video screens that played intimate personal stories that revealed the humanity behind immigrant stories and pushed back on hateful rhetoric.

The campaign brought together 30 young advocates and major celebrity participants including Diane Guerrero ("Orange is the New Black"), Arturo Castro ("Broad City"), Amani Alkhat (MuslimGirl.net), and Cristela Alonzo ("Cristela"), plus a dozen nonprofit partners including Change.org, Define American, Voto Latino, and National Council of La Raza. **Visitors to the wall would linger for up to 30 minutes at a time to watch and listen to the personal stories playing. #BeyondTheWall also reached millions of viewers on Snapchat, Facebook, Tumblr and Instagram.**

MTV.COM





When the winners are announced at the Sundance Film Festival, the essential work of Sundance Institute is just beginning. Sundance Institute is a nonprofit organization that runs 365 days of programming, workshops, and trainings to support and promote independent art and artists around the world. It defines the growing potential of the independent film movement, and with the support of a massive network of members, it works to elevate voices that would otherwise go unheard.

The challenge for the membership program is simple: Drive awareness of the work the Institute does beyond its signature film festivals, and inspire film fans to play a direct role in developing and supporting independent artists. GEER developed a high-visibility messaging campaign during the Sundance Film Festivals in 2015 and 2016, persuading audiences to **"Invest In Independence."** The campaign more than doubled the highest number of on-site membership sign ups in the history of the program, leveraging on-site visibility and mobile opportunities in unprecedented ways. Away from the glamor and buzz of the film festivals, GEER has run a year-round member engagement program, keeping Sundance supporters plugged into the Institute's crucial work and creating opportunities for their support to expand and elevate the world of Independent Film.

SUNDANCE.ORG





TIFF is one of the largest film festivals in the world, drawing half a million people to Toronto every year. It's also a year-round theater, cinematheque, and home for emerging filmmakers.

GEER helped TIFF fundamentally rethink its approach to membership, introducing the concept of engagement campaigns and building the strategy for a cross-cutting marketing and loyalty team tasked with growing TIFF's base of support. Working arm-in-arm with TIFF staff, GEER helped develop and launch some of TIFF's most successful campaigns outside of its year-round festival.

In 2017, TIFF launched a five year commitment to women in film. Since then, Share Her Journey has become a brand-defining campaign for TIFF, with celebrity ambassadors, headlining events at the festival, and some of the year's most successful fundraising drives. Every year, the GEER team helps TIFF come up with new tactics to increase engagement with Share Her Journey, including TIFF's first ever public rally at the festival and online tools to help supporters find and support women-led films.

TIFF.NET



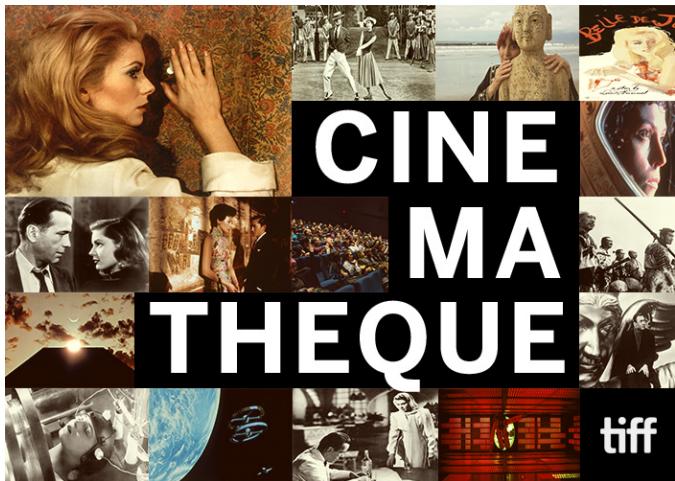


When TIFF's CEO Piers Handling announced he was stepping down after 27 years with the organization, TIFF decided to honor his legacy with a campaign supporting one of his favorite programs: **TIFF's world class cinematheque**. GEER developed an online recommendation engine to help supporters discover cinematheque films, and TIFF ran its first ever sustained engagement campaign around it. Much to the surprise of those who assumed cinematheque would only appeal to a narrow audience, Google Analytics data showed us that the cinematheque recommendation engine generated more web traffic than any other campaign outside of festival.

TIFF's September festival is the last big film festival of the year, and the films that succeed there are often the ones that win Oscar nominations. GEER helped TIFF launch an online Oscars quiz celebrating titles that premiered at TIFF, and it's become the organization's most successful email acquisition campaign.

In addition to ramping up year-round engagement year after year, GEER helped TIFF articulate a much stronger case for support during end of year fundraising. Since GEER started working with TIFF, the number of donors and total raised at end of year has continued to rise steadily, year over year.

TIFF.NET



GUNS DOWN

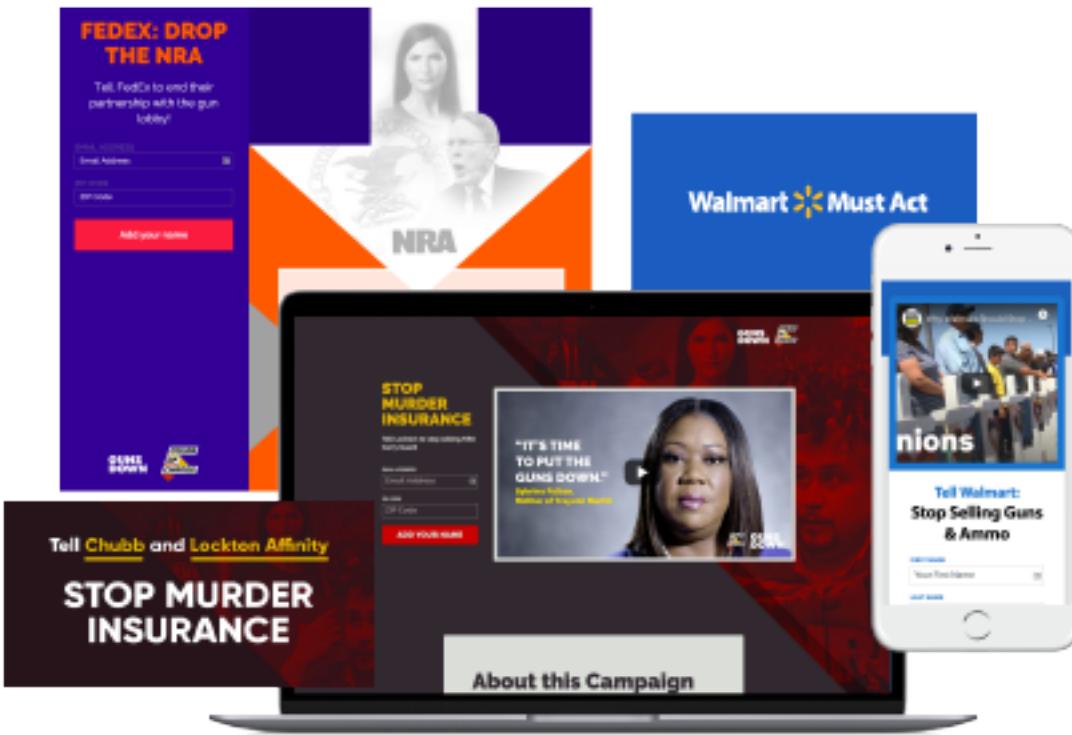
GEER worked closely with The Joyce Foundation to conceive of and launch Guns Down America in 2016. This new organization was designed to define the left flank of the gun violence prevention movement, setting more aggressive goals and focusing on corporate campaigns.

Through Guns Down America, the GEER team has launched and won multiple corporate campaigns and fundamentally advanced progress on gun violence prevention.

- **Stop Murder Insurance** ended the NRA's CarryGuard insurance program, costing the NRA hundreds of millions of dollars in lost revenue.
- **Drop the NRA** pressured dozens of corporate partners to break ties with the gun lobby, including longtime stalwart FedEx.
- **WalmartMustAct** led directly to Walmart completely eliminating the sale of handguns, removing all ammunition that could be used in handguns or assault weapons, and banning open carry in 5,000 US stores.

As a co-founder of Guns Down America, Stephen Geer continues to serve on the board and as a senior advisor to the Executive Director, Igor Volsky.

GUNSDOWN.ORG





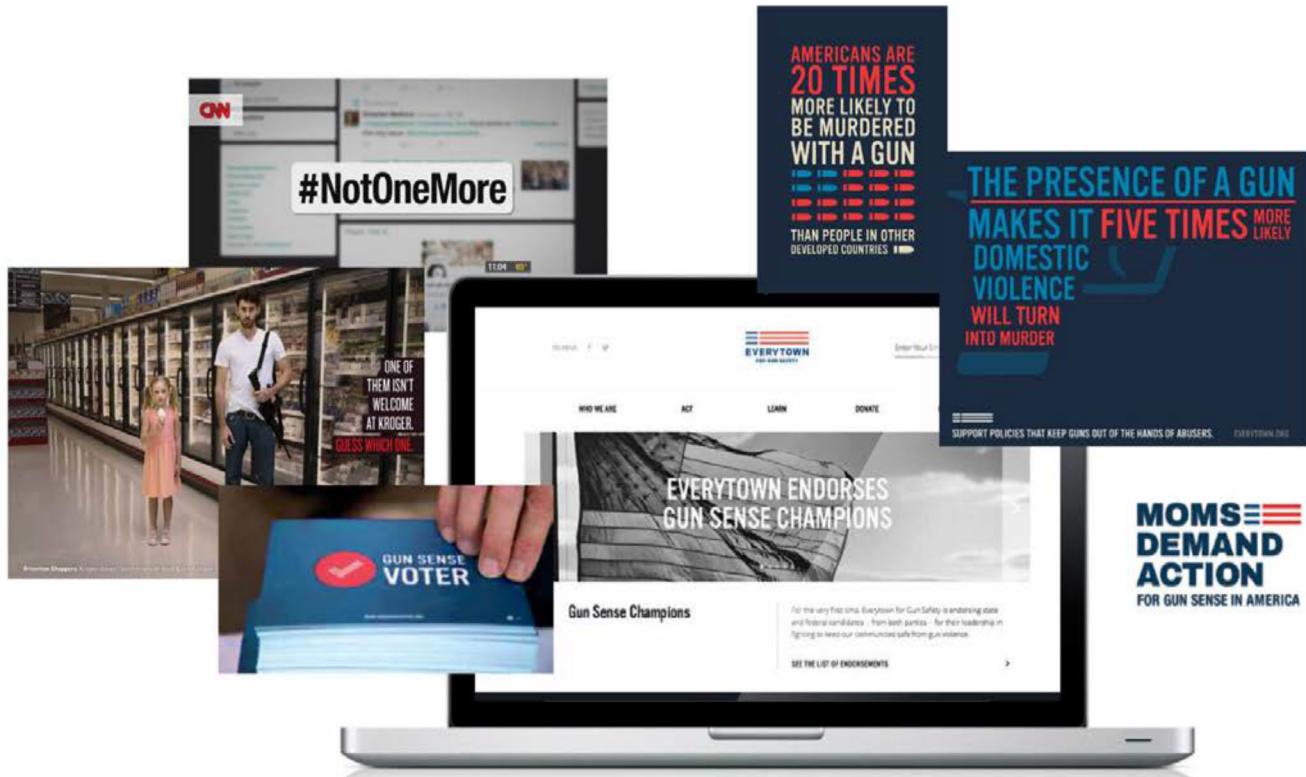
GUN VIOLENCE PREVENTION: EVERYTOWN FOR GUN SAFETY



Michael Bloomberg has been the strongest voice in America on the issue of gun violence prevention. Building on his leadership as Mayor of New York City, Bloomberg launched Everytown for Gun Safety, a grassroots organization with the goal of ending gun violence and taking on the political power of the NRA.

Over the past seven years, GEER has worked closely with Mayor Bloomberg to transform his gun violence prevention initiatives into a network of organizations capable of delivering concrete progress. Stephen Geer served as Deputy Director of Everytown for Gun Safety and helped grow the Bloomberg gun violence prevention team from a handful of dedicated staffers in City Hall to more than 200 people working for one of the most sophisticated advocacy organizations in the country.

EVERYTOWN.ORG





GUN VIOLENCE PREVENTION: EVERYTOWN FOR GUN SAFETY

Everytown's membership has grown to more than **4 million supporters in all 50 states**. The GEER team helped develop dozens of major projects and campaigns for Everytown, including:

Moms Demand Action for Gun Sense in America -- a national grassroots network of parents working together to ending gun violence in their communities.

The Trace -- an independent, non-profit publishing outlet focused on telling the story of guns in America through research and objective reporting.

Gun Sense Voter -- the political engagement arm of Everytown has recruited and mobilized more than a million voters to play a crucial role in local, state, and federal elections.

Wear Orange -- Everytown's signature cultural campaign earned the support of the White House and established June 2nd as National Gun Violence Prevention Day. It has brought together supporters from the world of entertainment, sports, politics, and media to build the movement to end gun violence in America.

No More Names -- a national bus tour visited more 35 cities in 100 days, where supporters stood side-by-side with gun violence survivors, mayors, police chiefs, and faith leaders in a dramatic show of this movement's strengths.

#NOMORENAMES





GAMING: OBAMA WHITE HOUSE



GEER was a partner and liaison for the Obama White House in the growing arena of eSports and video gaming, and our work helped the White House foster thought leadership around women in gaming.

GEER worked with the video game streaming platform Twitch.tv and the global eSports league ESL to create a PSA encouraging gamers to sign up for affordable health care.

The PSA was the first collaboration between the White House and the world of eSports, generating millions of views and earning positive press coverage for all of the partners.

The success of the PSA helped the White House realize the potential of the vast global gaming community, and led to GEER organizing the first ever White House summit on the role of women in gaming. The summit brought together eSports and gaming industry leaders, grassroots organizers, and representatives of every major gaming and digital communications platform.

The coalition that came out of the White House summit continues to collaborate on issues of fairness and equality in gaming.

WHITEHOUSE.GOV



Polygon NEWS REVIEWS FEATURES VIDEOS FORUMS OPINION PLATFORMS MORE ⌂ Search Games & Reviews

White House enlists pro gamers in final push for Obamacare sign-ups

By Owen S. Good on Feb 11, 2015 at 4:30p @owengood

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IGN US Shows Trailers Reviews PS4 Xbox One PC Wii U Movies TV

NO MAN'S SKY Everything You Need to Know

TODAY Captain America: Civil War Review

Mirror's Edge Catalyst

DOTA 2 11 FEB 2015

ESPORTS ATHLETES WORK WITH WHITE HOUSE TO PROMOTE HEALTHCARE

Alexis Cozombolidis @LetsgoAlex

This block contains two screenshots of news articles from Polygon and IGN. The Polygon article is titled 'White House enlists pro gamers in final push for Obamacare sign-ups'. It includes a photo of a woman and a link to a video on YouTube. The IGN article is titled 'ESPORTS ATHLETES WORK WITH WHITE HOUSE TO PROMOTE HEALTHCARE' and also includes a photo of a woman.



After canceling a panel about online harassment due to online harassment, the renowned technology, music, and film convention South By Southwest (SXSW) faced backlash from all over the Internet. GEER rallied industry leaders and reached out to SXSW to help turn a bad situation into a defining moment for fighting online harassment.

SXSW embraced this challenging issue and announced a full day of programming centered solely around the topic of online harassment. The Online Harassment Summit brought together gamers, developers, thought leaders, lawmakers, law enforcement, and more to discuss one of the most important issues facing them today. The GEER team gathered industry support for the event, identified speakers and reviewed panel concepts, and staffed and provided media support for the event in Austin, Texas.

The event earned positive media coverage and brought attention to an under-recognized issue. **President Barack Obama** mentioned the event in a speech in the days that followed, saying:

"Friday, I was at South by Southwest, where the epidemic of online harassment was a topic of discussion. We know that women gamers face harassment and stalking and threats of violence from other players...The Internet is not something separate from our lives, it is completely interwoven in our lives... the Internet is a public space where women have every right to exist freely and safely and without fear." (3/16/2016)

SXSW.COM



 GAMING: RED BULL BATTLE GROUNDS



In 2014, GEER helped Red Bull bring its signature eSports tournament to Washington, D.C. for the first time. The GEER team lead marketing and partnership strategy to maximize this unique opportunity to raise awareness about the vast and growing global eSports market.

Leading up to the tournament, GEER helped Red Bull bridge the gap between the fast growing cultural phenomenon of eSports and the culture of Washington. This included organizing a panel at Georgetown University's School of Continuing Studies on "The Business of eSports" and an event at the Korean embassy promoting cross-cultural learning.

The huge success of Battle Grounds DC helped Red Bull highlight the value and substance of the industry while also creating buzz around their signature eSports event.

Our team drove ticket sales for the two day tournament, hosted at Washington's Lincoln Theater. The event was a sold-out event, with more than **1.5 million** online views over both days.

BATTLEGROUNDS.REDBULL.COM



1.5
million
online
views





Harvard Law Professor and campaign finance reform advocate Lawrence Lessig launched MAYDAY.US in 2014 with a gamble: he vowed that if he raised \$1M in small dollar donations in 30 days, he would match those funds from big donors — and in the next 30 days he would raise and match \$5M.

MAYDAY reached its first goal in just ten days, and they hired the GEER team to make sure they reached the second goal. In the end, **MAYDAY raised \$11M from over 50,000 donors with one of the most ambitious and successful crowdfunding campaigns ever conceived.**

Szelena Gray served as Chief Operating Officer of MAYDAY, and she directed all aspects of the program, operations, and logistics for this historic campaign to “kick-start a super PAC to end all super PACs.”

Among the creative and strategic ideas that GEER brought to the table was the overall positioning of MAYDAY as the Internet’s own super PAC. A number of tech leaders contributed to the campaign, including Steve Wozniak, Evan Williams, Reid Hoffman, and Sean Parker, but most impressive was the number of grassroots donations from tech employees — nearly 50% of the first round came from employees in tech roles.

Individual Donations by Amount

Amount	Count
\$10	14,913
\$40	14,823
\$80	12,131
\$150	13,044
\$300	2,925
\$500	968
\$1,000	555

**OF, BY,
AND FOR
THE PEOPLE**

**LAWRENCE LESSIG
CO-FOUNDER, MAYDAY.US**

**BIG MONEY IS
BRINGING DOWN
THE INTERNET.**

**Apple Co-Founder
Steve Wozniak
Explains**

WATCH THE VIDEO!

**The Old, Old Democracy: A Broken Democracy Threatens a Free and Open Internet.
The Internet Must Respond.**

**Big money has broken America's
democracy. And it will take the
Internet down with it.**

DEMOCRATS AND REPUBLICANS

Actually...

THE TRUTH MATTERS

The most viewed political video campaign of Election Week 2012 didn't come from either of the presidential contenders. It came from a coalition of actors, comedians, and a research-based PAC united to tell the truth about candidates and their positions at Actually.org.

Our team took Actually.org from concept to completion, launching a fully-branded site with a suite of professionally

produced videos from the likes of Sarah Silverman, Rosie Perez, W. Kamau Bell, Cher and others. Amidst one of the loudest campaigns in memory, we broke through the noise with creative content that captured the attention of the Internet at a critical moment.

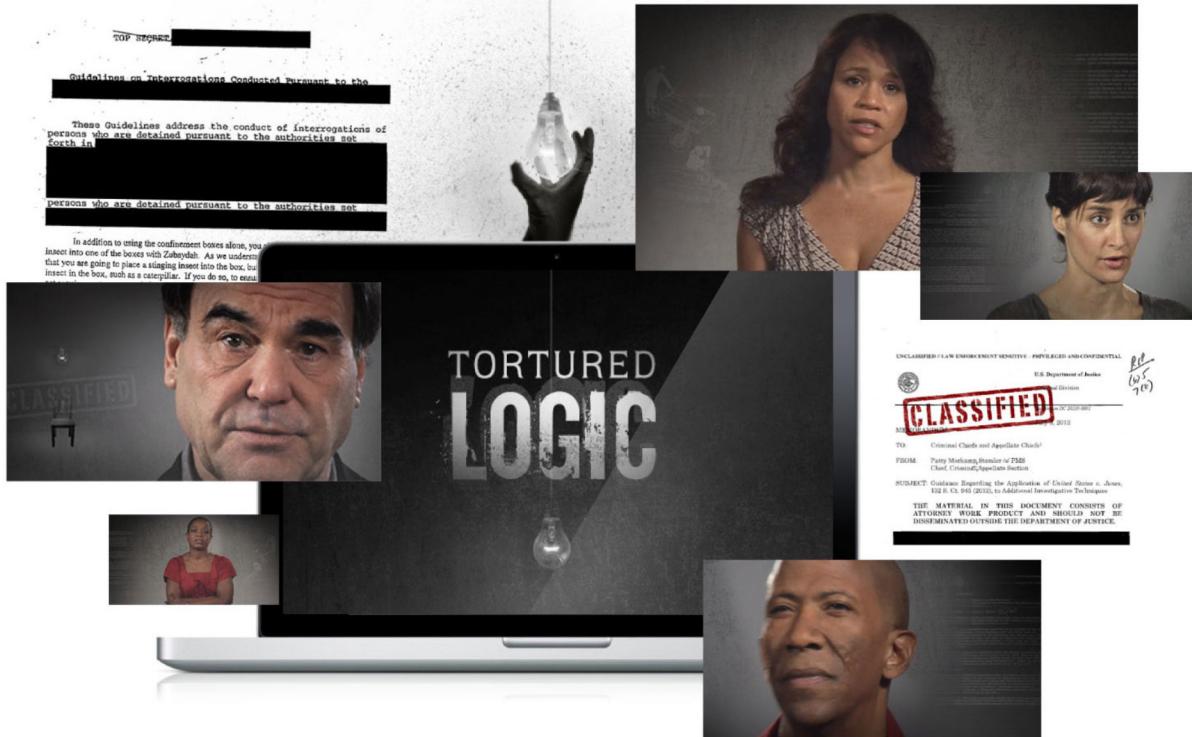
ACTUALLY.ORG





Tortured Logic was a project we developed in our role as the ACLU's digital strategists. The goal was to humanize the toll of America's civil rights policies abroad, and we organized high-profile supporters to read aloud from the Department of Justice's accounts of U.S. sanctioned torture. This project raised the visibility of the ACLU's efforts through a creative and compelling video that captured significant earned media.

ACLU.ORG/TORTUREDLOGIC





PUBLIC COMMENTS: CLIMATE ACTION CAMPAIGN



Starting in 2012, GEER organized a coalition of environmental groups to support the EPA's rules to limit carbon pollution from power plants.

Rather than creating brand new digital assets for the coalition that would need to be managed by all partners, GEER created a new strategy -- a "shared pool" acquisition strategy that

leveraged the brand strength of a robust array of existing environmental groups. The "shared pool" allowed each of the partners out of a 10 organization coalition to benefit from massive scale message testing while growing their supporter lists and social media engagement via their own brand assets.

This strategy drove 7.4 million public comments in favor of the EPA rules -- a record for public comment collection that still stands unbroken.

The GEER team also led regular strategy sessions with partner organizations to coordinate messaging, create big moments, share intelligence, and provide creative templates (email and social media) to organize organic comment collection through a multi-channel acquisition program.

#ACTONCLIMATE





WIKIPEDIA



WIKIPEDIA
The Free Encyclopedia

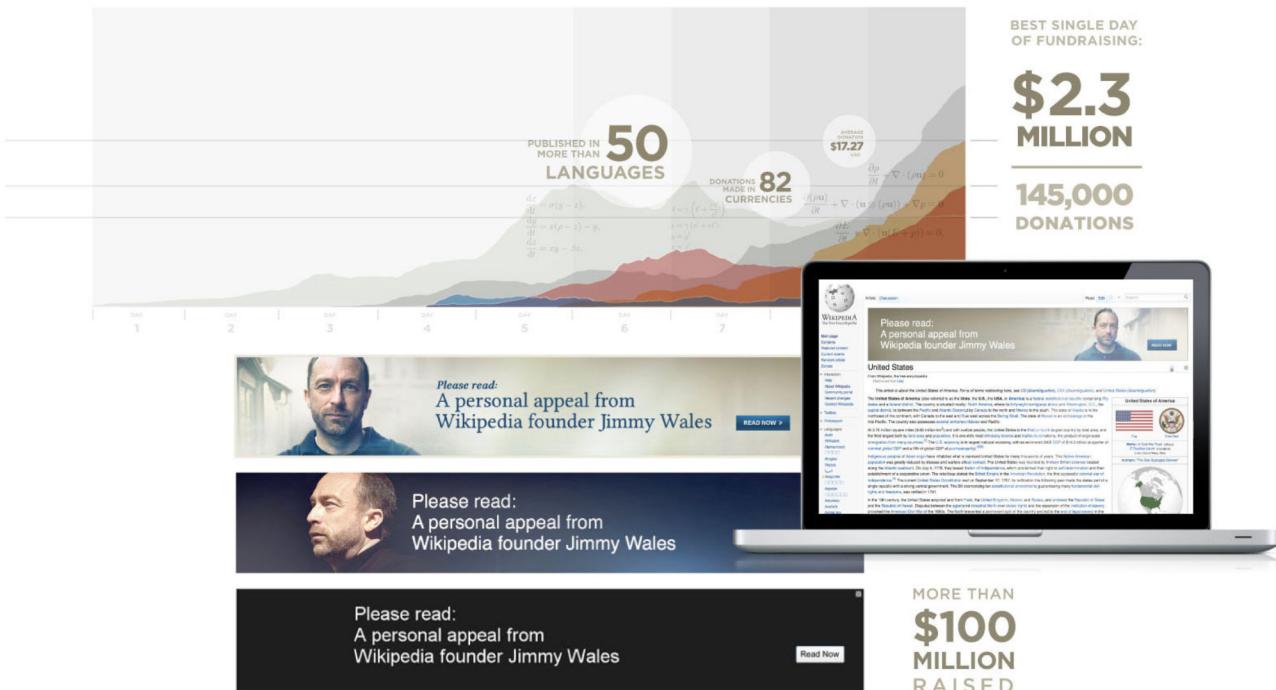
It may be the fourth largest website in the world, but for Wikipedia raising money online had to start small.

Driven by a global community of editors and experts, Wikipedia's mission is simply to collect the sum of human knowledge and distribute it freely for everyone to use. This created a unique challenge -- asking for money while staying true to the values and expectations of their community.

Working with Wikipedia's internal team, GEER deployed rigorously tested creative and doubled online fundraising totals year over year from 2010 to 2012. Writing thousands of versions of fundraising emails, combined, we helped raised more than **\$100 million** from Wikipedia supporters across the world. GEER developed the **annual fundraising banner** that Wikipedia uses to this day.

Creating results for Wikipedia meant working within unique parameters and eschewing style for performance – to date, the most effective appeal remains a direct letter from Wikipedia founder Jimmy Wales, introduced by a plain black and white banner. This creative approach to Wikipedia's fundraising is the kind of authentic, bespoke fundraising programs our team has helped pioneer.

WIKIPEDIA.ORG





The USO's mission is well-known: to provide comfort and support to American men and women serving our country overseas. An established organization with a huge fundraising operation, the USO had traditionally not put much emphasis on fundraising online. Our team expanded their small online presence into a dynamic program that reached and acquired millions of new supporters, converting hundreds of thousands into donors and many

more into advocates spreading the word about the USO's mission online.

In partnership with major commerce outfits like LivingSocial, we tied together creative engagement campaigns — such as our "Thanks from Everywhere" project which enabled two-way messaging via an interactive map — into hugely lucrative fundraising opportunities for the USO.

U.S.O.ORG

U.S.O.ORG

U.S.O. COUNTRY
Always There for Our Troops

EVERY MOMENT COUNTS

THANKS FROM EVERYWHERE



L I V E S T R O N G

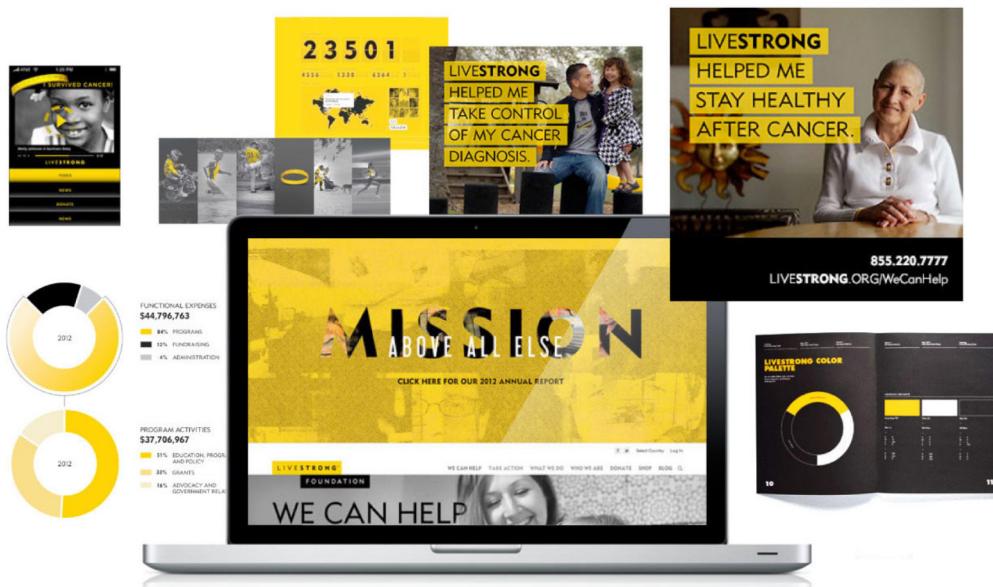


As digital strategists for the LIVESTRONG Foundation, our team managed a vibrant grassroots engagement program, launching dozens of online and offline campaigns to grow membership and establish a fundraising base that fueled direct services for cancer survivors and their families.

One of our most successful campaigns allowed survivor communities to tell LIVESTRONG exactly which vital cancer services should receive additional funding.

The **LIVESTRONG Community Impact Project** is a distributed online voting platform that directs high impact grants where they are needed most — including art programs and summer camps for kids, counseling for families, and personal training services designed to keep survivors active during treatment.

L I V E S T R O N G . O R G





At the most popular museum in America, visitors from all over the world expect an unforgettable experience. The GEER team was hired by the Smithsonian National Air and Space Museum to imagine how that experience will evolve over time -- to integrate new technology and think proactively about the future of museum engagement at the Smithsonian and beyond.

Our challenge was to research cutting edge museum technology and visitor engagement strategies to answer two essential questions: How can we deepen the experience of museum visitors, and how can we extend that experience beyond the walls of the museum, turning one-time visits into lifelong relationships?

We conceived a series of pilot projects designed to test new approaches to visitor engagement and retention. The first of these pilots launched in December 2015, a mobile application platform called "Mobile Missions." The first of its kind for a Smithsonian museum, "**Mobile Missions**" was developed in record time (14 weeks from concept to launch) and structured to track visitor behavior and demographics, testing tools like social media advertising for the first time in the Museum's history. The three-month testing window yielded **unprecedented demographic and behavioral data** with implications for both current and future National Air and Space Museum projects.

AIRANDSPACE.SI.EDU





Going into the 2014 midterm elections, Rock the Vote weighed its options for engaging an online, millennial audience with messages about voter registration and turnout. Our team approached the organization with an opportunity to reconnect with Rock the Vote's roots in the entertainment industry while securing partnerships that maximize visibility with target audiences.

The song, video and online campaign GEER conceived, "*Turn Out For What*," received more than **1.1 million views** by election day and went on to become the Get Out The Vote anthem for 2014. Celebrity engagement, creative concept and detail oriented execution made the PSA a highly shareable piece of content, receiving major media coverage.

To increase the buzz around "*Turn Out For What*," Rock the Vote tapped into partnerships our team developed in the lead up to the video's release, including Google, YouTube, Tumblr, WordPress, Reddit, Video Game Voters Network, and Facebook. Google and YouTube took their support for the campaign offline by choosing "*Turn Out For What*" as the theme for their election year party.

The phenomenon of the campaign, combined with a strong engagement strategy, put Rock the Vote back in the driver's seat when it comes to leveraging the power of music and pop culture to mobilize young voters.

#TURNOUTFORWHAT



TURN OUT FOR WHAT





The Center for Secure and Modern Elections (CSME) works hard to advocate for policies and reforms in the United States that make the election process more efficient, accurate and secure.

GEER was brought on as part CSME's work to expand their Automatic Voter Registration (AVR) initiatives throughout the States of Illinois, Washington, Colorado, Nebraska, and Rhode Island. We developed the **Democracy is Good for Business** partnering businesses with local government leaders to advocate for election security and modernization reforms.

GEER provided core strategic work, developing key corporate partnerships with companies like **Lyft, Starbucks, BP, Facebook, and Twitter**, and developing a framework of how to pitch and how to find other companies for CSME.

MODERNELECTIONS.ORG

PARTNERS

Many of the most successful and storied businesses in America are joining our community.

Starbucks Google Nike Lyft Samsung

amazon TESLA Twitter IBM

WHY STORIES PARTNERS

Democracy is GOOD FOR BUSINESS

A nonpartisan community of business leaders working to make America's cities and states better equipped for the future.

Join the Coalition!



As one of the top tech companies worldwide, for Amazon it all still comes back to Seattle, their first headquarters. In the weeks leading up to the 2017 mayoral election in Seattle, Amazon worked with GEER to explore a variety of opportunities to engage employees and encourage them to participate in the election.

At a time when partisan political tensions were threatening to depress voter participation, our efforts through the pilot of **Seattle Votes** encouraged civic engagement and drove both registration and voting. The campaign partnered with other organizations to table for registration and bringing out a ballot box near the Amazon campus. Non-partisan voter registration and Get Out The Vote (GOTV) efforts are notoriously difficult, but the results of this pilot exceeded our expectations and revealed a great deal about the potential for civic engagement at Amazon.

AMAZON.COM





GOOGLE: FULL COLOR FUTURE



Thousands of entrepreneurs, creators, investors, educators and activists of color are using the Internet to change the very nature of business and opportunity. Google asked the GEER team to create and help launch an organization that would elevate their voices.

Full Color Future and the Full Color 50, some of the brightest minds in tech, arts, and business, were launched in 2017 under the leadership of an advisory board that includes former FCC commissioner Mignon Clyburn and kweliTV founder DeShuna Moore Spencer.

GEER served as general consultants, guiding overall strategy and shaping the brand and position of the organization, while overseeing additional teams of communications and brand consultants.

FULLCOLORFUTURE.ORG

The collage includes:

- A woman speaking at a podium on stage.
- A man speaking at a podium on stage.
- A man sitting in a chair on stage, with another person seated across from him.
- A DJ at a turntable with a laptop.
- A laptop screen displaying the Full Color Future website.
- A large graphic with text: "THE PEOPLE WILL ALWAYS HAVE THE LAST WORD", "EVEN IF SOMEONE HAS A VERY WEAK QUIET VOICE", "POWER WILL COLLAPSE BECAUSE OF A WHISPER".
- A sign on a glass wall that reads "FULL COLOR FUTURE".
- A large, colorful, abstract image of two people's faces.

The website screenshot shows the "THE FULLCOLOR50" page, curated by Jane Davis. It features a dark background with colorful, abstract shapes. The page includes sections for "DIVERSITY", "YOUNG ENTREPRENEURS", "YOUTUBE STARS", "ANOTHER SELECT NAME LOREM", "MACHINE LEARNING ENGINEERS", and "ANOTHER SELECT NAME LOREM". Each section has a small profile picture and the name "Jessica".



ADVOCACY: SESTA/FOSTA AND UNLOCK THE BOX



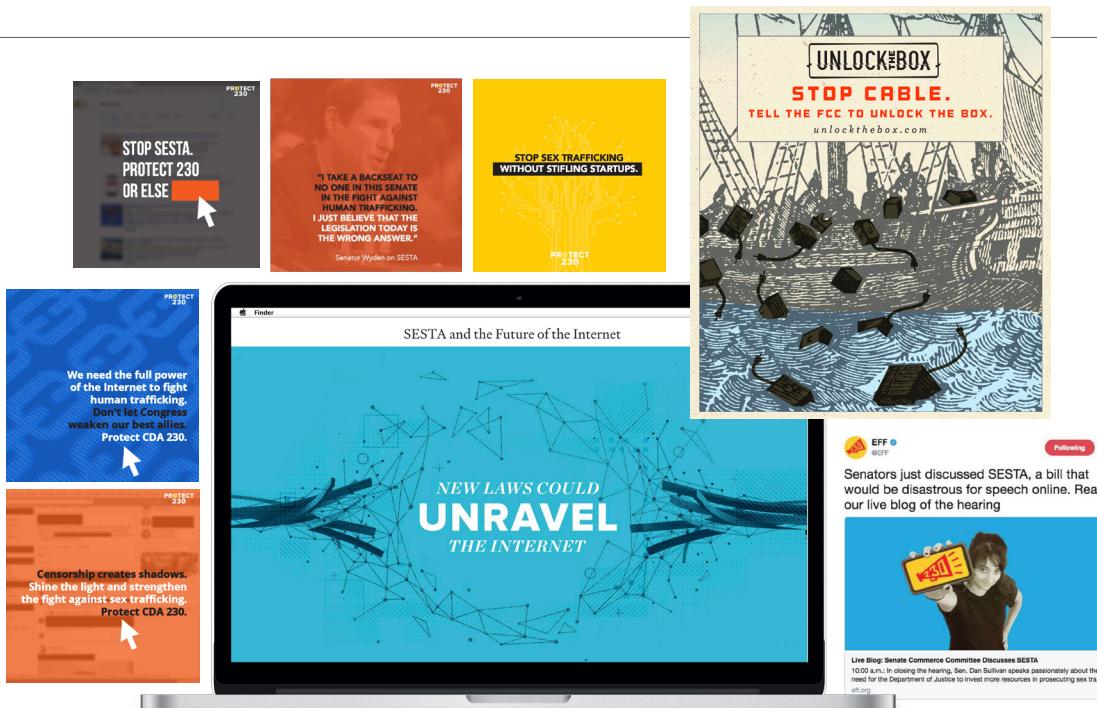
Even among Internet advocacy organizations, very few people were worried about the future of Section 230 of the Communications Decency Act – the “Good Samaritan” provision of the 1996 Communications Decency Act that provides an incentive for platforms to moderate user content and shut down illegal activity.

That changed in 2018, when it became clear that Congress was quickly and quietly moving to pass SESTA/FOSTA and gut Section

230. A funder wanted to help grassroots organizations sound the alarm, and they brought in the GEER team to help run a rapid response campaign to support organizations fighting against SESTA/FOSTA.

Creative developed by the GEER team was **referenced in Congressional hearings and helped amplify efforts being led at the grassroots by organizations like the Electronic Frontier Foundation (EFF), Demand Progress, TechFreedom, and Engine Advocacy.**

Similarly, the GEER team worked with organizations to advocate against cable companies who wanted to keep third parties from creating their own set top boxes. The GEER team developed strategy, communications, and creative for the **Unlock the Box** campaign.





GEER serves as strategic consultants to Google's progressive partnerships team, helping the company build relationships with civil society organizations and experts on the left centered around issues like content moderation, competition, and privacy.

Google came to GEER with a question: what does the future of progressive tech policy look like, and does Google have the right relationships with future-focused thinkers on these issues?

Led by Szelena Gray, who has over a decade of experience working with tech organizations and tech influencers, the GEER team conducted a far-ranging landscape analysis of people and organizations shaping the future of tech policy. The resulting strategic recommendations have been the cornerstone of ongoing work with the progressive partnerships team to start new conversations on the left while dealing with one of the most politically charged moments in time for tech companies and platforms.

GOOGLE.COM

The image shows the front cover of a report titled "TECH POLICY LANDSCAPE ANALYSIS". The title is in large, white, sans-serif capital letters. Below it, the text "SEPTEMBER 2018" is in smaller, white, sans-serif capital letters. At the bottom center, there is a small logo consisting of a gear icon followed by the word "GEER".

TRENDS AND INSIGHTS

We focused our attention on three issues: intermediary liability, privacy, and antitrust. Each of these are sufficiently broad and evolving that we could easily conduct a landscape analysis with just one issue and still exhaust it, so looking at all three required us to focus attention on areas of convergence and divergence.

One defining feature of this landscape is the way in which these issues are increasingly interrelated in public debate. This isn't simply the byproduct of shallow or emotionally-driven public discourse; it's also a symptom of the structure behind this landscape. Institutions that focus the most energy and resources on tech policy are usually interdisciplinary in their approach.

The following insights consistently surfaced across the landscape of all three issues:

INSIGHTS	USERS VS. COMPANIES	BOLD > SMART	DISCOVERY IS A BARRIER TO ENTRY
	When it comes to tech policy, the story almost always has two main characters: users and companies. In this landscape, companies are never going to be the protagonists. As one person put it, "There's never been a better time to be a tech advocate."	140 characters can travel farther faster than any white paper, and some of the most interesting and useful policies on tech policy are being drowned out by people who speak louder and say less.	There is so much being published on these issues that even those who are steeped in the landscape have a hard time keeping up.
	Even among those who take a more nuanced view of these issues, there's a consistent, perceived lack of accountability from tech companies, i.e. the tech industry doesn't seem to care about its mistakes, what do they expect anyone else to do?	A resonant statement like Jonathan Zittrain's "To do good things, platforms and digital businesses create, we need to adopt old legal ideas to create a new kind of law" sounds ludicrous when every day the news is filled with stories about the president undermining the rule of law.	NEURISTICS ARE LACKING
	Trump taking up antitrust might actually be good for companies. It introduces a new villain on the left and gives companies a chance to break up the existing narrative.	The principle objective of this project was to identify emerging voices on the left, and it proved to be an elusive goal.	We need better ways of talking about these issues. Platforms, content moderation, privacy — these are all concepts that are too intangible to feel urgent and too big to feel solvable.



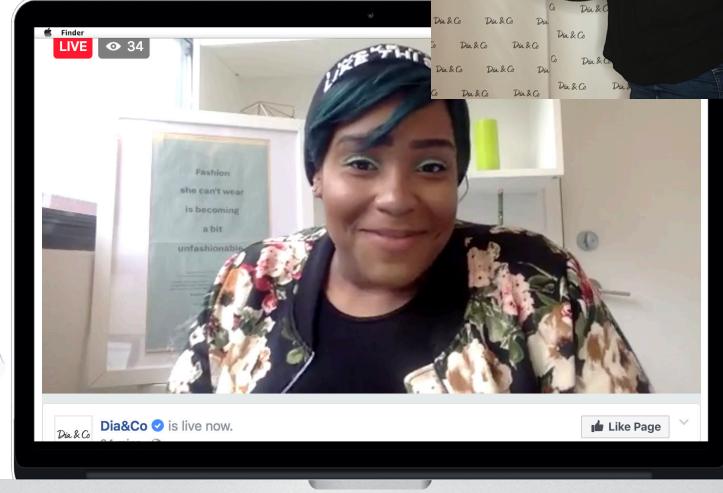
DIA & CO

Dia & Co

Dia&Co's founders say the plus-size women's styling company isn't built on a business model, it's built on a customer. That's why Dia&Co engaged GEER to help design a community strategy for their nearly 4 million customers.

GEER worked with Dia&Co to systematically test the best ways to build community among highly-engaged customers. We started with online community, introducing new engagement models into Dia&Co's social media and email marketing strategies. Then we developed a methodology for identifying cities where Dia&Co should prioritize building offline community around in-person styling events. Over the course of two months, the GEER team traveled with Dia&Co's styling team to Dallas, Washington DC, and Seattle, teaching stylists how to use community organizing techniques to engage customers and deepen the company's relationship with them.

DIA.COM



It's with great pleasure and pride that I welcome you to *The Fashion FWD!* Twice a month, we'll be sharing the stories of incredible Dia&Co ladies, any exciting events happening in our community and our latest picks for reading, watching and listening—all delivered right to your inbox. And I couldn't be more excited to kick things off with my own path to Dia&Co!



own path to Dia&Co!

Three years ago, when I first met our co-founder & CEO, Nadia, while ringing her up for pieces that would make up the first few boxes, I knew Dia&Co was something revolutionary. But when she invited me to Dia&Co's original Brooklyn headquarters, I never dreamed it'd be the start of my journey to becoming what I desired most for so long.

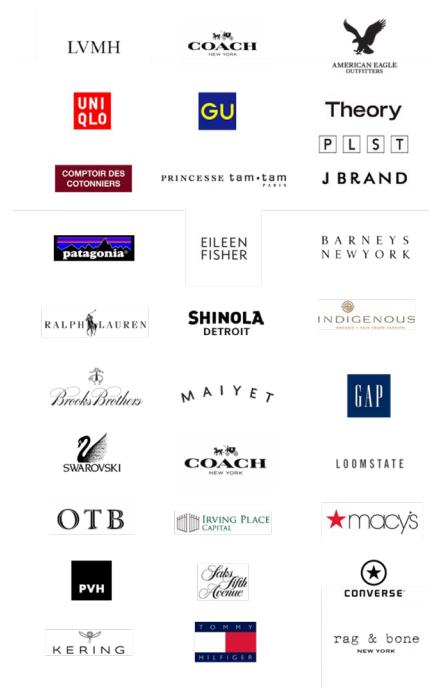


Former fashion executive Cara Smyth is making the business case for sustainability to some of the largest retail brands in the world, and she hired GEER to bolster her argument with an analysis of the US political landscape for sustainable fashion.

GEER produced a bespoke political and policy analysis for Smyth's Fair Fashion Center and presented it at a meeting hosted by Anna Wintour and attended by 33 CEOs representing 237 brands and \$256 billion in annual revenue.

Our analysis included tax policy, trade, the future of retail, and environmental regulation. At a time when a tweet from Donald Trump could (and did) send stocks plummeting or soaring, our firm was brought in to provide fresh perspective on navigating huge political uncertainty. Our report was based on a combination of careful issue tracking, research, and off-record conversations, and it included strategic recommendations for continuing to monitor these issue areas and leverage relationships with decision-makers.

GCUFAIRFASHIONCENTER.ORG





A Google X spinoff that has raised \$23 million, Dandelion Energy's mission is to modernize home heating and cooling by enabling the widespread adoption of geothermal energy.

Dandelion's CEO and Chairman brought in GEER to help figure out their marketing strategy beyond early adopters. GEER helped them identify a cost-effective way to target and prioritize qualified customers in their operating region, and then designed a series of small-scale digital ad experiments to begin widening the funnel for lead generation.

Our build-operate-transfer model helped Dandelion identify critical gaps in their sales and marketing teams, and together we worked quickly to make sure the work we helped them begin could be turned over to a growing internal team.

D A N D E L I O N E N E R G Y . C O M

A Google-backed startup is pioneering geothermal technology for residential homes.

Learn more and find out if your home is qualified.

First Name * Last Name *
Email Address *
Zip Code * Phone Number

LEARN MORE

By clicking "Learn More" you agree that Dandelion can contact you via email or phone to provide information about its products and services.

DON'T WAIT!
Save 45%!
For a limited time, get state and federal incentives and save up to 45% on your home heat bill. Call now for a free quote.
Start Saving Today!
The average family can save over \$120 per year on energy costs. That's over \$1,440 per year in savings over 12 years.

Meet Dandelion
Dandelion Geothermal is a residential geothermal heating and cooling system.

Dandelion Geothermal
It's the easiest way to heat and cool your home. No furnace, furnace or boiler.

Why do it? [Learn more](#)

Dandelion Geothermal
Clean, safe, renewable heating & cooling—

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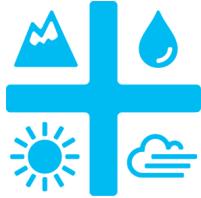
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A U R O R A



Aurora Cannabis is a Canadian medical and recreational cannabis company with a global reach who has an advocacy arm dedicated to issues of fair taxation and amnesty for patients and consumers.

In January 2019, GEER partnered with Aurora for a three month advocacy sprint to re-launch the **#Don'tTaxMedicine campaign**. Our challenge was to re-engage supporters in build up support to call on the federal government to change their policy on taxing medical cannabis.

In a short period of time, we conceived and executed a cohesive series of online and on the ground creative activations, including a cannabis tax ticker that was broadcast on a truck around Toronto. Over 3000 letters sent to local representatives around the country, and over 150 individuals shared their own personal stories. With every single message shared to supporters, responses were nearly doubling industry standards for similar calls to action. The resulting campaign re-invigorated dedicated supporters throughout the country.

DONT TAX MEDICINE.CA

The image displays a collection of campaign materials for the #Don'tTaxMedicine campaign. It includes:

- A mobile phone screen showing a video message from Vince, a retired police officer from Burlington, Ontario, stating: "I'm looking at a 900 dollar a month bill, nobody can maintain that. That's a mortgage payment."
- A laptop screen showing the campaign website's landing page with a large image of Finance Minister Bill Morneau and the headline "DON'T TAX MEDICINE". Below it, a section titled "Taxing Medical Cannabis Hurts All Canadians" provides a detailed argument against medical cannabis taxation.
- A white truck with "Royal Medical Cannabis Truck" and "Bill Morneau" branding, featuring a large digital display showing "\$121,550.915" and "CannabisTaxTicker.com".
- A photograph of a press conference with several people standing behind a podium.
- A smartphone screen showing a message to "TELL YOUR ELECTED OFFICIALS: STAND WITH MEDICAL CANNABIS PATIENTS" with a "SEND AN URGENT MESSAGE" button.



The National Council of La Raza approached GEER with the challenge of developing an app to engage its 300+ affiliates and encourage them to build familiarity with the immigration and naturalization processes. Our team developed the concept, creative and branding for Immigo, an app that offers clear, organized and factual guidance around immigration and naturalization.

The app was launched at NCLR's 2014 annual conference and expo, an opportunity to introduce the app not only to NCLR's affiliates in attendance, but also to the broader public.

NCLR.ORG





Barack Obama's historic 2008 election as President of the United States was propelled by a grassroots campaign and powered by a new revolution in online political engagement.

GEER Founder, Stephen Geer ran President Obama's online fundraising and email marketing teams, raising more than \$500 million and writing a new playbook in online communications and overall engagement for non-profit organizations, corporations, political campaigns and government agencies.

This historic challenge was met with strategies and tactics that in turn changed history. The lessons ourteam carries from this experience are myriad — the value of authentic, engaging storytelling; the role of each individual in a movement; the power of testing and analysis. And not least among them, the drive and focus required to win against big odds.

BARACKOBAMA.COM

