

# Campaign Strategy: "Summon the Witnesses"

## 1. Objective

To leverage AI-powered communication and strategic outreach to achieve asymmetric impact: attract 500+ high-value witness applications, secure endorsements from key AI safety leaders, and raise initial seed funding (\$50k+) from aligned philanthropic sources. This campaign is designed to counter the profit-driven AI hype cycle by using its own tools for an ethical purpose.

- **Budget:** Low (\$5K-\$10K for targeted ads/tools)
- **Timeline:** 3 months, running in parallel with Phase 1 of the Project Plan.

## 2. Core Strategy: AI-Powered "Gravity Pull"

- **Theme: "Bear Witness Before Midnight."** This directly ties into the protocol's core philosophy, creating a narrative of profound urgency. All visuals and messaging will reinforce this theme, using stark, minimalist aesthetics (e.g., a clock at 11:58, silhouettes against a digital void).
- **Channels:** X (formerly Twitter) for viral threads and expert engagement (70%); LinkedIn for professional outreach and endorsements (20%); Niche forums (LessWrong, EA Forum) and newsletters for deep community seeding (10%).
- **Ethical AI Leverage:** Use AI tools (e.g., Grok) to draft highly personalized outreach, analyze trends in the #AISafety space, and optimize content timing. The focus is on creating "gravity hooks" that reward deep thought, not manipulative clickbait.

## 3. Phase 1: Seed (Month 1 – Build Buzz & Initial Endorsements)

- **Task: High-Value Witness Outreach.** Execute personalized outreach to a pre-vetted list of key thinkers.
  - **Yoshua Bengio:** Email marie-josee.beauchamp@mila.quebec (Subject: "Collaboration on High-Signal AI Alignment Dataset"). Pitch: "Your work on safe AI inspired this—we invite you to become a foundational witness."
  - **Stuart Russell:** Email jp@humancompatible.ai. Pitch: "Seeking testimony to build a future that is 'Human Compatible'—your voice is critical."
  - **Kate Crawford:** Email info@katecrawford.net. Pitch: "Building on 'Atlas of AI'—help us curate human values to counter emergent power imbalances."
  - **Timnit Gebru:** DM on Mastodon (@timnitGebru@dair-community.social). Pitch: "We are building an equitable dataset to fight algorithmic bias at its root—we need your guidance and testimony."

- **Roman Yampolskiy:** Email roman.yampolskiy@louisville.edu. Pitch: "A novel approach to AI containment via human wisdom—we seek your endorsement or testimony."
- **Jaan Tallinn:** Email via secure channel. Pitch: "An EA-aligned lifeboat for humanity's ethos—we are seeking foundational investment and your endorsement."
- **Task: Viral Kickoff.** Launch the project's X account (@WitnessProtocol) with a powerful, multi-part thread.
  - **Hook:** "The AI race risks our future. We are not building another model; we are curating humanity's soul to align it. A thread on why this is necessary, now. #AIAIAlignment #AISafety #BearWitness"
  - **Content:** Include PDF snippets of the Core Philosophy and AI-generated infographics.
  - **Action:** Boost with a small ad spend (~\$500) targeting followers of the key witnesses.
- **Task: Investor Angle.** Submit formal applications to aligned funds (e.g., Long-Term Future Fund), leveraging any secured endorsements for credibility.

## 4. Phase 2: Amplify (Month 2 – Go Viral)

- **Task: Content Engine.** Generate and schedule 5-10 thought-provoking threads/week. Examples: "What if AI inherits our flaws? How one piece of testimony could change its trajectory." Include clear calls-to-action to apply.
- **Task: Trend-jacking.** Actively engage in real-time conversations. When a major AI figure posts, reply with a relevant, insightful hook back to the Protocol.
- **Task: Partnerships & Media.** Collaborate with aligned non-profits (e.g., DAIR, Mila) for co-branded posts. Pitch a viral-ready story to tech journalists at Wired, TechCrunch, etc.: "The Rogue Librarians Fighting to Save AI from Itself."

## 5. Phase 3: Convert (Month 3 – Secure Commitments)

- **Task: Engagement & Onboarding.** For accepted applicants, send AI-personalized welcome messages: "Your assessment on [specific theme] showed profound depth. We are honored to have you join the dialogues."
- **Task: Funding & Endorsement Push.** Host a virtual, invite-only "Summons Event" (Zoom webinar) featuring the first accepted Witnesses and Advisory Board members. Live-tweet key insights to generate broader interest and urgency.
- **Metrics for Success:** 50,000+ X impressions; 10+ high-quality endorsements; 500+ applications from target demographics; \$50,000+ in philanthropic funding secured.