



# Our Principals



## Stephen Geer

Founder & CEO, NYC

Stephen Geer is a political strategy and public affairs consultant based in New York City. He has worked for electoral campaigns, nonprofit organizations, and early stage tech companies for more than 20 years. His clients have included President Barack Obama, Mayor Michael Bloomberg, Governor Andrew Cuomo, Senator Cory Booker, The ACLU, LIVESTRONG, The USO, The Smithsonian, The Sundance Film Festival, TIFF, Wikipedia, Amazon, Lyft, Tesla, SpaceX, Omidyar, Reid Hoffman, Google, and Spotify.

Stephen was one of the architects of President Obama's historic 2008 digital campaign, where he served as Director of Online Fundraising and pioneered many of the techniques still used today. He was a co-founder and Deputy Director of Everytown for Gun Safety and led digital strategy for the Center for American Progress, where he was also a registered lobbyist. He is a co-founder of The Trace and has served on the boards of several advocacy and cultural organizations, including Guns Down America and TIFF.

Stephen studied Electrical Engineering at Cornell University and was pursuing a doctorate in English Literature when he joined his first political campaign as a field organizer.



## Szelena Gray

Managing Partner, NYC

Szelena Gray is a seasoned nonprofit executive and management consultant based in New York City, with over a decade of experience leading high-impact campaigns, organizations, and strategic initiatives. As Managing Partner at GEER, she has developed and oversees the firm's operating model, positioning it as a trusted partner to philanthropic leaders, values-driven companies, and cultural institutions.

Szelena's career spans the intersections of public affairs, political innovation, and movement-building. She has served as COO for the largest mayoral campaign in the U.S., built operations for pioneering startups like Run for America and MAYDAY PAC, and led advocacy efforts at Demand Progress and Rootstrikers. A graduate of Harvard Divinity School and the University of Florida, Szelena brings a disciplined, methodical approach to leadership and organizational development. Her work has generated national media attention, including a profile in Vogue.

GEER is a **political and management consulting firm** that partners with progressive campaigns, philanthropic and advocacy organizations, and values-driven companies. We pride ourselves on developing **innovative strategies** to match the needs of our clients and building **operational structures** that function and scale effectively.

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## Our Approach

GEER is a trusted partner to funders and executive leaders looking to evaluate and strengthen their strategy for impact. We have a reputation for rigor, creativity, and substance-over-style — we love developing creative campaigns, but we will never shortcut strategy or sell a concept that won't substantially redirect power.

When working with our firm, you're working directly with experienced principals. We take on a limited number of clients, and we spend our time with them — not delegating to junior staff or pitching new lines of business.

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** a strategy, fill any gaps in execution and **operate** in partnership, and eventually **transfer** the necessary expertise in house so our clients can continue the work without support from consultants.

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### ● Strategy Development

Comprehensive assessments of issue advocacy, public affairs, marketing, and political campaigns.

### ● Creative Campaigns

Messaging and creative concepts that touch hearts and change minds.

### ● Research & Analysis

Landscape mapping, analysis, and opportunity research at the intersection of politics and policy.

## Selected Work Sample

The following pages include examples from our firm's entire work history.



The political, policy, and funding landscape around tech policy issues went through a dramatic transformation after the 2016 election. GEER had a longstanding consulting relationship with Google's Government Affairs and Progressive Partnerships team, and for the last five years, we've been their strategic partner in rethinking their approach to external stakeholder engagement.

The impetus to build a new approach came from a 2017 campaign against FOSTA-SESTA, a law that would carve out an exception to Section 230 of the 1997 Communications Decency Act in an effort to combat online sex trafficking. GEER was brought on to coordinate rapid response among several groups and build and deploy creative materials explaining the law's unintended consequences. The effort wasn't enough to stop the law, and true to our message, it's now widely regarded as a mistake. FOSTA-SESTA has not been used to prosecute a single crime, and new research and several investigations have proven that it has had a profoundly harmful impact on sex workers and, ironically, victims of trafficking.

The failure highlighted the challenges of building an effective coalition on the left around tech policy issues, and it prompted Google to ask the GEER team to conduct a landscape analysis and help them rethink their overall strategy for third-party engagement. **Our landscape analysis highlighted critical gaps in their current strategy and defined new priorities for effective engagement in an increasingly polarized political context.**



It also led to the creation of a new approach to engagement and influence. We conducted our analysis with transparency, and we suggested to Google's team that keeping a two-way conversation open would be critical to building and maintaining trust. So, we began sending weekly tech policy clips to everyone we surveyed, and that eventually became an impressive list of influential experts and advocates. In an experiment to determine whether we could help position those experts at the center of complex public debates about tech issues, we moved our clips to a Substack newsletter, and within months we had attracted a list of top White House officials, Congressional and Agency staffers, and world-renowned thought-leaders. The rapid growth of such a high-value list proved that we could reach decision-makers by providing curation and timely summaries of fast-moving debates.

This work also helped us deliver a more targeted, actionable power analysis to our clients at Google, which then informed several months of strategic planning at the end of 2022, culminating in a strengthened and refined approach to engagement on the left.



# Google Tech Policy



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



## 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 not 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

When it comes to tech policy, the story almost always has two main characters: users and companies. In this narrative, companies are never going to be the protagonists. As one person put it, "There's never been a better time to be a tech apostate!"  
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 show up to defend themselves, what do they expect anyone else to do?  
It's an easy framing, but it's ripe for disruption. People don't want to be reduced to users. Companies aren't just platforms, they're people.  
Trump talking 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.

#### BOLD > SMART

140 characters can travel farther faster than any white paper, and some of the most experienced voices on tech policy are being drowned out by people who speak louder and say less.  
A reasoned statement like Jonathan Zittrain's "To deal with the new problems that digital businesses create, we need to adapt old legal ideas to create a new kind of law" sounds futuristic when every day the news is filled with stories about the president undermining the rule of law.

#### EMERGING VOICES NEED HOMES

The principle objective of this project was to identify emerging voices on the left, and it proved to be an elusive goal.  
Where we found young authors and speakers, we also found that they were leaving the field. Fellowships are increasingly going to mid-career professionals or people in transition under the current administration. This is not a problem that's unique to internet studies — all of the academy is losing resources and more experienced academics are having to take less prestigious, non-tenured spots. But it is one reason why a recent graduate is more likely to go on the job market than look for fellowships and opportunities to write and research.  
Where research spots exist (Berkeley, Stanford, MIT) and projects support up and coming contributors, there's not a clear path for advancement. Where can those emerging voices go to continue their work?

#### DISCOVERY IS A BARRIER TO ENTRY

There is so much being published on these issues that even those who are steeped in the landscape have a hard time keeping up.

#### HEURISTICS ARE LACKING

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.



# Google Advocacy



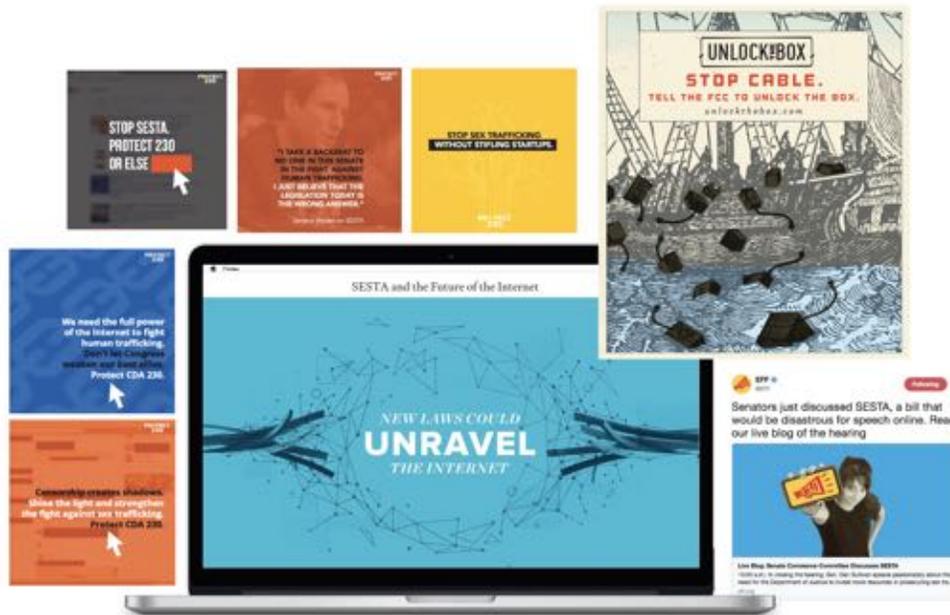
Even among Internet advocacy organizations, very few people were worried about the future of Section 230 of the Communications Decency Act — the “Good Samaritan” provision of the 1996 Communications Decency Act that provides an incentive for platforms to moderate user content and shut down illegal activity.

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.

[MEDIUM.COM/@PROTECT230](https://medium.com/@PROTECT230)





# 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](http://FULLCOLORFUTURE.ORG)





# MTV Total Registration Live



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





# 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.

## Dia & Co

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](http://DIA.COM)



**Dia & Co**  
**THE fashion FWD:**  
 Conversations with the Dia Community

I wish great progress and goals that I hope you to The Fashion FWD! Take a , we'll be sharing the stories of the Dia&Co ladies, my exciting (inspiring in our community and best girls for reading, watching conceptual delivered right to line. And I couldn't be more I've been things all with my all-together!

16x years ago, when I first was founder & CEO, back, while (for us for places that would make up the first few boxes, I know it was something revolutionary, but when she looked me in the mirror in Brooklyn headquarters, I never dreamed it'd be the




# ⚙️ Dandelion Energy

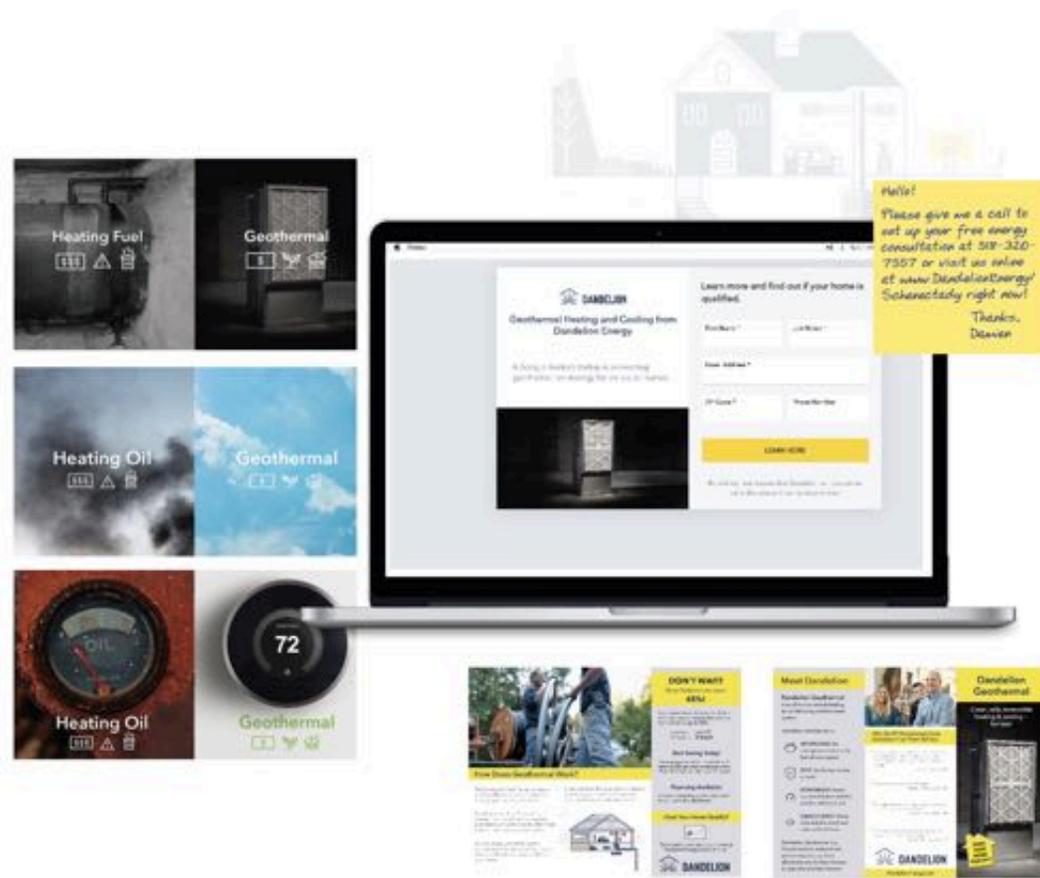


A Google X spinoff that has raised \$23 million, Dandelion Energy's mission is to modernize home heating and cooling by enabling the widespread adoption of geothermal energy.

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.

DANDELIONENERGY.COM





# Death With Dignity

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Americans who are diagnosed with a terminal illness and wish to avoid prolonged suffering have limited options – medical aid in dying is protected by law in only ten states. Death with Dignity, the organization that passed the first law in Oregon and has fought to expand access around the country since then, approached GEER with this challenge: How do we develop a national strategy around a state-based issue?

What Death with Dignity had was an undeniable reputation built on decades of experience. What it didn't have was unlimited resources. Our goal was substance, not flash.

GEER began by evaluating the organization's approach to messaging, which was grounded in its legal and policy expertise. We designed a series of digital advertising experiments and deployed them in state legislative campaigns, discovering that one of our biggest challenges to engaging an audience beyond our existing supporters was reaching them. Content focused on death and dying can be difficult to watch. Values and intentions communicated during polls and focused conversations did not translate to action — what we'd like to think we'd do is not the same as what we're likely to do when we're not thinking about it.

Storytelling was the key to a different approach. We helped the organization pivot storytelling away from longform content to shorter pieces that could be easily packaged and shared online, and we started collecting much more data on the impact of stories. In a short amount of time, we published more stories than the organization had collected in years, and we had data to tell us what worked and what didn't work.

We found that we reached new audiences when we told life-affirming stories that demonstrated how aid in dying can be an act of love. We also got the organization excited about challenging some of its long-held assumptions, which opened the door to what would become our first successful national advocacy campaign.

Earlier this year, the DEA announced new rulemaking that would prohibit doctors from prescribing controlled substances via telehealth, which would have a profound impact on terminally-ill Americans. The GEER team led Death with Dignity's mobilization in response to the announcement, and in two weeks we generated nearly 10,000 public comments, contributing to an unprecedented public response to a DEA rule change. The DEA ultimately had to pause and consider the rule's impact on terminally-ill Americans, and Death with Dignity added more supporters to its list in two weeks than it did in a year of state campaigning. What's more, several months later, the newly acquired supporters remain among the most engaged supporters on the list.





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](http://SUNDANCE.ORG)





# TIFF



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





# 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](http://EVERYTOWN.ORG)





# Gun Violence Prevention

## 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](http://GUNSDOWN.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





## The Trace & Guns Down

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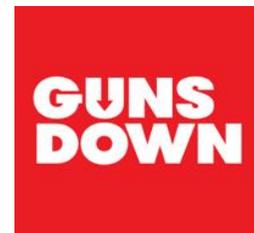
After several years working in the gun violence prevention movement, with some of the space's preeminent funders and organizations, Stephen Geer identified two critical weaknesses. First, telling the story of guns in America would require more objective reporting and serious investigation. Second, there needed to be an aggressive voice on the left willing to challenge corporate power behind the NRA. Stephen Geer's strategy and leadership led to the creation of two unique organizations in the gun violence prevention space.

In 2015, he oversaw the launch of The Trace, the only nonprofit publishing outlet dedicated to reporting on gun violence, hiring the founding team and setting it on a path to success. Its reporters include Pulitzer-prize winning investigators, and its partnerships include over 25 national and local media organizations to shine a light on America's gun violence crisis.

In April of 2019, Mike Spies, a reporter for The Trace, broke the story of self-dealing and corruption at the NRA. In an award winning piece co-produced with The New Yorker, Spies detailed decades of fraud that led to the NRA firing their long time ad agency, Ackerman McQueen, and losing hundreds of thousands of members. The NRA is still embroiled in a power struggle as a result of The Trace's reporting.

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# 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](http://WHITEHOUSE.GOV)





# Gaming SXSW



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.ORG](http://SXSW.ORG)





# 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.

[BATTLEGROUND.SREDBULL.COM](http://BATTLEGROUND.SREDBULL.COM)





# MAYDAY.US



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.

MAYDAY.US

**Individual Donations by Amount**

Amount	Count
\$10	14815
\$40	14695
\$80	12131
\$160	14394
\$320	6415
\$640	849
\$1280	461

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

**America's Operating System is Broken.**

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

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

**DEMOCRATS VS. REPUBLICANS**



# Actually.org



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





# ACLU Tortured Logic



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](http://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.

#ACTIONCLIMATE





# Wikipedia



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 raise 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



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.

USO.ORG





# Livestrong



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.

[LIVESTRONG.ORG](http://LIVESTRONG.ORG)





# Smithsonian National Air & Space Museum



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](http://AIRANDSPACE.SI.EDU)





# Rock the Vote

## Turn Out for What



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.

AIRANDSPACE.SI.EDU





# Center for Secure and Modern Elections



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 of 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](http://MODERNELECTIONS.ORG)





# Amazon



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](http://AMAZON.COM)





# GCU Fair Fashion Center

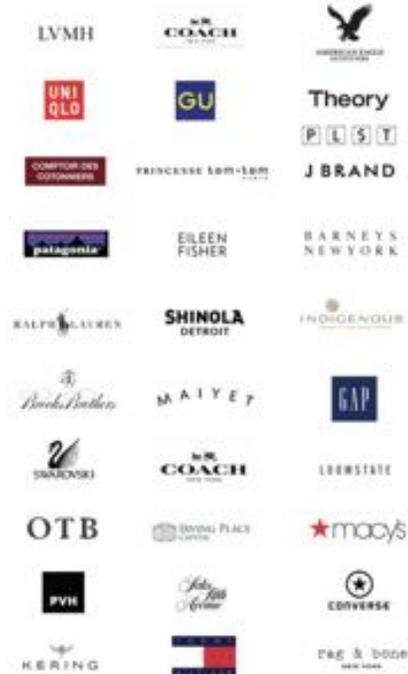


Former fashion executive Cara Smyth is making the business case for sustainability to some of the largest retail brands in the world, and she hired GEER to bolster her argument with an analysis of the US political landscape for sustainable fashion.

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](http://GCUFAIRFASHIONCENTER.ORG)





# Aurora



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 building 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 were 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.

[DONTTAXMEDICINE.CA](http://DONTTAXMEDICINE.CA)





# National Council of La Raza



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





Thank you

Connect with us at  
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