



# RED ZONE

R.E.S.P.E.C.T. - FAIRNESS AND  
FREEDOM

Campaign Funding Proposal

October 28, 2024

NATIONAL ORGANIZING COMMITTEE

**THE RED ZONE**

## Overview

The RED ZONE- R.E.S.P.E.C.T. - FAIRNESS AND FREEDOM Campaign is an urgent, high-stakes initiative aimed at mobilizing especially Black men across the United States, with a focus on battleground states, including Texas, Florida, and North Carolina, to turn out the vote on November 5th, supporting the FREEDOM-DEMOCRACY Ticket from Base to TOP (Harris-Walz for President).

The RED ZONE - FAIRNESS Campaign is organized as an Ohio corporation structured under a 527 designation, designed to inspire and mobilize Black working people – men in particular. Recognizing the importance of strengthening support among this key group, the RED ZONE Campaign seeks to address the gap in messaging to Black working men, which has contributed to softer support for the Harris-Walz Democratic ticket. This initiative aims to close that gap to ensure the success of the Democratic ticket in the 2024 election.

This campaign directly addresses the persistent threat from those who, like the haters of 1860 and 1960, still resist progress, fairness, and equality. These are the haters who wish to turn back the clock, undermining our respect, freedom, and the rights we hold dear.

We draw inspiration from the term “Red Zone,” a football concept representing the critical, final moments when victory or defeat is decided. This election is no game, and we’re up against serious challenges—some even call it fascism—as recent high-ranking generals have warned. The time is now to act decisively and protect the legacy we’ve built for ourselves, our families, and our communities.

This campaign is an invitation to philanthropists, community leaders, and allies who recognize the unique role they can play in one of the most important elections since the Civil War. Together, we can help save our country from those who seek to strip away hard-earned freedoms and dismantle progress.

With only a **one-week timeframe** for execution, this proposal outlines the necessary resources, roles, and activities to launch an impactful, high-speed outreach initiative.

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## Campaign Objectives and Methodologies

The RED ZONE Fairness Campaign operates on the principles of acknowledgment, respect, and active mobilization. Through recognition and respect for each person’s contribution, we aim to foster a shared sense of purpose and urgency in defense of democracy. Key objectives include:

1. **Voter Turnout:** Engage 16,000 Black men to vote and Volunteer, connecting them with trusted voices, including DJs as community influencers and notable leaders who bring joy, energy, and vital information to our communities.
2. **DJ Engagement and Recognition:**
  - o **Pledge and Certification:** At least 1,600 Small Venue DJs (50-300 Attendees) will take the Red Zone pledge, committing to raise awareness and inspire voter turnout.

- **Celebrity Recognition:** These DJs will be publicly recognized by celebrities at key Zoom events, amplifying their role as leaders in the fight for democracy.
- **Website Recognition:** DJs' contributions will be showcased on the Red Zone website, alongside a rolling leaderboard that tracks their impact.

### 3. Volunteer and General Public Motivation:

- **Red Zone Volunteers:** Each DJ will motivate party attendees (Red Zone Volunteers) to register and / or commit to vote and participate actively in the campaign. Volunteers who share voting selfies and registration statuses will receive public acknowledgment on social media and other platforms.
- **Celebrity Shoutouts:** Volunteers who engage online will receive shoutouts from celebrities at Zoom events, highlighting their participation in this urgent movement.

### 4. Structured Referral Network:

- DJs are encouraged to recruit three additional DJs, building a powerful referral network that amplifies each person's impact in this decisive moment. This network expands reach and builds a supportive community that recognizes DJs not only for their own actions but also for their ability to inspire others.

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## Roles and Responsibilities

With only a week left, every role in this campaign is focused on making the most of this critical, limited timeframe.

### 1. Planning and Strategic Roles

- **Campaign Executive Director:** The Campaign Executive Director leads the overall campaign strategy, goals, and vision, ensuring alignment with the campaign's mission and objectives. This role oversees high-level decisions, manages the budget, and serves as the primary contact for key stakeholders and high-net-worth donors. In addition, the Director supervises day-to-day operations and coordinates across departments - including event production, website, and technical support - ensuring all teams work seamlessly within the campaign's condensed timeline to achieve its goals.

### 2. Event Production and Implementation Roles

- **Event Producer (Zoom Events):** Manages the rapid planning and execution of Zoom events. Coordinates virtual interactions between DJs and celebrities, ensuring smooth transitions and timely shoutouts to the Red Zone volunteers. Works closely with the technical team to ensure a seamless online experience.
- **Talent Liaison / Celebrity Engagement Manager:** Manages relationships with celebrities and influencers participating in the campaign. Schedules and prepares

celebrities for shoutouts and other engagements that recognize DJs and volunteers, ensuring alignment with the campaign's mission and objectives.

- **DJ Network Coordinator:** Provides rapid onboarding and support for DJs, managing their sign-up process, guiding them through the Red Zone pledge, and troubleshooting any technical or logistical issues related to their participation in Zoom events. Ensures that DJs understand their responsibilities and are prepared for virtual engagements.

### 3. Technical and Outreach Support Roles

- **Website and Data Manager:** Manages the campaign website (<https://www.rzfc.org/>) and oversees data capture for DJ pledges, referrals, and tracking of social media activity. Ensures the rapid updating of the site to reflect real-time engagement.
- **Social Media Manager:** Manages accelerated social media strategy and implementation, engaging followers, tracking online engagement metrics, and managing acknowledgment posts for DJs and Red Zone volunteers.
- **Digital Marketing Specialist:** Executes targeted social media campaigns, focusing on Facebook and Instagram ads to maximize visibility within the target demographic in a short timeframe.
- **Technical and IT Support Director:** Manages all technical aspects of the campaign, including setup, troubleshooting, and maintenance of virtual event platforms, data tracking systems, and digital engagement tools to ensure seamless operations across the campaign's high-impact events and online presence.
- **Graphic Designer:** Develops visual content for digital platforms, event collateral, and certificates.

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## Personnel Worksheet

Role	Current Team Member
Campaign Executive Director	Mark Batson MBA
Event Producer (Zoom Events)	William S. Patterson - WHISPA Entertainment Ltd, HealthyMusic.org
Talent Liaison / Engagement Manager	William S. Patterson
DJ Network Coordinator	William S. Patterson
Website and Data Manager	Jumar Newell, LaunchArts Media <a href="https://www.launcharts.com/">https://www.launcharts.com/</a>
Social Media Manager	Jumar Newell

Digital Marketing Specialist	Jumar Newell
Technical and IT Support Director	Ken Granderson - <a href="https://BlackFacts.com">https://BlackFacts.com</a> , <a href="https://KenGranderson.com">https://KenGranderson.com</a>
Graphic Designer	Tau Murphy
Key Influencers	To Be Determined

## Budget Request and Use of Funds

We are seeking \$61,500 at standard rates or \$76,875 with a 25% rush premium to cover urgent campaign activities, including:

- **Leadership:** Funding for Campaign Executive Director to ensure strategy and daily management.
- **Website Development:** Rapid setup, tracking, and participant recognition tools.
- **DJ Coordination and Zoom Events:** Support for engaging 1,600 DJs and thousands of voters.
- **Celebrity Engagement:** Publicly recognizing DJs and volunteers in real-time during Zoom events.
- **Social Media and Marketing:** High-frequency social media posts and targeted advertising on platforms like Facebook and Instagram.
- **Technical and Creative Production:** IT support, content creation, and real-time interactions during events.

### Budget 1: Standard Rates

Category	Estimated Cost	Details and Breakdown
<b>Campaign Director</b>	\$10,000	Leadership for overall campaign strategy and management.
<b>Website Development &amp; Management</b>	\$5,000	Rapid website setup, data tracking, and maintenance.
<b>DJ Coordination and Zoom Events</b>	\$20,000	Coordination for 1,600 DJs, Zoom event management, and outreach support.
<b>Celebrity &amp; Talent Engagement</b>	\$5,000	Talent Liaison, celebrity scheduling, and recognition for key influencers.

<b>Key Influencer Honorariums</b>	\$5,000	Recognition for influential participants in the campaign.
<b>Marketing &amp; Social Media</b>	\$10,000	Paid ads (Facebook, Instagram), high-frequency social media engagement.
<b>Technical and IT Support</b>	\$4,000	Real-time IT support, platform setup, troubleshooting.
<b>Creative Content Production</b>	\$2,500	Content creation, rapid turnaround graphics, certificates.

**Total Budget Request (Standard): \$61,500**

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## Budget 2: With 25% Rush Premium

<b>Category</b>	<b>Estimated Cost with 25% Premium</b>	<b>Details and Breakdown</b>
<b>Campaign Director</b>	\$12,500	Leadership for overall campaign strategy and management.
<b>Website Development &amp; Management</b>	\$6,250	Rapid website setup, data tracking, and maintenance.
<b>DJ Coordination and Zoom Events</b>	\$25,000	Coordination for 1,600 DJs, Zoom event management, and outreach support.
<b>Celebrity &amp; Talent Engagement</b>	\$6,250	Talent Liaison, celebrity scheduling, and recognition for key influencers.
<b>Key Influencer Honorariums</b>	\$6,250	Recognition for influential participants in the campaign.
<b>Marketing &amp; Social Media</b>	\$12,500	Paid ads (Facebook, Instagram), high-frequency social media engagement.
<b>Technical and IT Support</b>	\$5,000	Real-time IT support, platform setup, troubleshooting.
<b>Creative Content Production</b>	\$3,125	Content creation, rapid turnaround graphics, certificates.

**Total Budget Request (With 25% Premium): \$76,875**

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## Conclusion

The RED ZONE Fairness Campaign is an urgent response to one of the most significant threats facing our democracy. This campaign demands that we come together, united in action against the haters who seek to undermine everything we stand for. In this high-stakes moment, some will contribute their time, others their expertise, and some their funds. Together, we will safeguard our democracy and preserve our freedoms for generations to come.

Join us in this fight against fascism, against those who would strip away our rights. Let's show the power of our community, our voice, and our commitment to voting, to action, and to democracy.