

Permanently Embarrassed Billionaires

MISSION: Permanently Embarrassed Billionaires is a social enterprise aimed at radical social change - radical as in grasping at the roots. It seeks to build an organizing network across the entire USA that allows for mass mobilization of people and resources that a movement for democracy in the US requires. Permanently Embarrassed Billionaires seeks to lead from behind, using organizing and logistical expertise to incubate new local groups and connect them to other groups at the local and national levels. We seek to fight alienation, apathy, and fear with connection, courage, and hope.

Organizing Stages

Incubate ---> (raise \$20,000)

- Release e-book
- Launch OnlyFans
- Build base of followers
- sticker/button sales
- First t-shirt sale with Southpaw
- Find logistics/chaos specialist
- Find web developer for PEB website
- \$20,000 = 2 salaries for 2 months + tshirt printing + button/sticker printing/ mailing

Launch ---> (raise \$1 million)

- \$1 million Crowdsourc campaign
 - Find artists to design PEB t-shirts
- Release print version of book
- Reach out to magazines, podcasts, and blogs
- Build out website for e-commerce
 - Price t-shirts at \$20, \$100, or \$1000 to increase donations.
 - Money goes into business bank account (need)

Scale --->

- Search for and hire 8 employees (myself and logistics person are 2)
- Start developing national campaign strategy
- Increase exposure and publicity
- Raise \$700,000 to hire 10 more organizers

Workers Needed (first round of fundraising)

1. **Logistics Person** to help with Incubation phase; responsibilities will change as campaign evolves. The ideal person will have strong experience as an organizer and with business development (especially incorporation, bank accounts, taxes to start - we can hire or contract an actual accountant in the future). They need vision so they can think to big scales and not be intimidated. They will invest 25% of their time during the incubation phase to a talent search for the other 8 workers.
2. **Social media person** - must have a combination of organizing experience and proven success at building a campaign across platforms. Must be excited about the organizing aspect of this work, and also able to convey humor and creativity with their posts. Has ideas about non-pretentious open communication and relationship-building with followers/activists.
3. **Web developer** - in charge of building and maintaining the PEB website. This person should be able to think about building a website that functions as an organizing and fundraising tool. When there isn't work needed on the website, this person will work on organizing
4. **Graphic designer** - designs logos, posters, memes and other digital and print propaganda. This person should be able to think about the psychology of memetic reproduction and have an eye for popular aesthetics. They should see their work as building tools for education, agitation, and mobilization. When there isn't design work needed, this person will work on organizing
5. **Organizers (4)** - organizers should have significant experience working for social movements, especially unpaid/volunteer work as a member (i.e. they need to relate to the membership instead of seeing themselves apart from it. Must be self-aware, kind, confident, and a

good communicator. These organizers should be creative, able to imagine a better world, and able to connect easily without all kinds of people. In addition to organizing skills, we are especially looking for people who bring one or more of the following along with their hard skills: art/music/dance, martial arts/yoga/sports, film/video editing, popular education, podcasting, cooking for crowds, healing work, etc. - an element apart from politics through which you bring love into the world. This is more about finding balanced organizers adept at self-compassion, self-care, and self-confidence than it is about being a singing organizer.

- All workers must reside in/near Tacoma or be willing to move there for six months to 1 year.
- All workers are paid \$60,000/year and receive good employer-paid health insurance (estimated at \$10,000/year/worker).
- Workers will form a collective to decide policies and details

Budget (Incubate)

- Logistics person salary for 3 months.....\$10,000
- Lead organizer salary for 3 months.....\$10,000
- Printing/mailing t-shirts/buttons/stickers..... \$5,000

TOTAL:

\$25,000

→ This will be raised by Heather's Onlyfans, *Hard Bones* e-book sales, SWAG sales, and Logistics person helping to fundraise part of own salary

Budget (Launch)

- 10 organizers salaries at \$60,000/year.....\$600,000
- Health insurance for 10 workers at \$10,000/year.....\$100,000
- Office rental (~3000 sq.ft.)/year.....\$50,000
- Office buildout.....\$20,000
- 10 laptops + software.....\$8,000
- high-volume printer.....\$2,000
- Office furniture and equipment.....\$10,000
- Office supplies.....\$10,000

TOTAL:

\$1,000,000

→ This will be raised by GoFundMe with special edition PEB design t-shirts as thank-you gifts