

[ILOVEBLACKPEOPLE.COM LOGO]

GET OUT THE VOTE with a BLACK AGENDA CAMPAIGN

Our Get Out the Vote (GOTV) with a BLACK Agenda campaign is an aggressive and timely solution to the struggles of the 2020 election. We're working to mobilize over 500,000 Black voters and Black-owned businesses in crucial Battleground states.

Through our digital platform, we aim to bring together Black communities in our time of need. Our plan is simple, easily accessible, and fashion forward.

Our digital crowdsource platform will be partnered with a network of Black-owned/Black-friendly businesses, also making this shirt a great way to give back to our communities. We originally leveraged this platform to protect Black people from racism and xenophobia, and now we can take it to the next step. These businesses will distribute free Smart t-shirts to volunteers, allowing them to get their name out and for us to Get the Vote Out.

Thanks to our pre-existing structure, we can mobilize Black voters quickly and effectively to make a real difference in the states that need us most. All it'll take is a little more work.

The Proposal

We at ILoveBlackPeople.com plan to utilize technology and digital media to assemble one of the biggest Black voter coalitions in history. We'll be pushing for voter participation through mass registrations and absentee ballot requests.

How can we reliably push for votes? The same way we've helped one another for generations: through Black-owned businesses.

By supporting the Black-owned and Black-friendly businesses listed on our website, we'll be able to reach a wider audience and continue to help our community grow and thrive.

We plan to support Black businesses and receive support through the following ways:

- We'll distribute free Smart t-shirts to Battleground state volunteers and businesses. The QR code on the back of the shirt allows anyone to scan and connect to the ILoveBlackPeople.com landing page with ease.
- The QR Code landing page will provide links and information for voter registration and absentee ballot requests.
- Black-owned businesses will serve as local distribution points for free shirts, receiving free advertising on ILoveBlackPeople.com.
- We'll be organizing GOTV volunteers into a state committee with Weekly GOTV Orientation calls, allowing us and our members to be as effective as possible.
- Each volunteer will be working to bring 25 friends or family members to the polls to vote.

The Smart Tee

Our Smart t-shirts aren't just a fashion statement, they're an act of empowerment. Our innovative design connects users to voter information, promoting voter participation and brand awareness.

These will be distributed by Black businesses in a chain of support in all levels of our lives. From us as individuals to our companies, we'll all be linked and standing together in the fight against

racism and tyranny. This is our uniform and our promise to one another. This Smart shirt is our way of holding the door open for the future.

The Goal

In order for us to be at our most effective, we'll be crowdfunding our Get Out the Vote (GOTV) with a BLACK Agenda campaign through small dollar donations and pre-sales of smart T-shirts to individuals and corporations who are willing to donate. The funds we raise are then allocated towards the purchase of even more Smart shirts and the development of our digital platform for a wider outreach.

The Battleground

When we say 'Battleground', we're talking about swing states. The 2020 election is important for these areas since they will be the frontlines and determining votes for who will hold some of the highest seats of office in the land.

We face the toughest battle in the following states:

- Colorado
- Florida
- Michigan
- Minnesota
- Mississippi
- Nevada
- North Carolina
- Ohio
- Pennsylvania
- Virginia
- Wisconsin

The Execution Timeline

We will need 6 weeks to complete our goal. This might seem fast, but we aim to work with efficiency and resilience to make this election's Black voter turnout one of the highest in history.