

The Green Collective IAmShaman Earth Grant Submission

The Green Collective is an online eco-action community based in convenience.

By accessing an already existing community of inspired individuals, the Green Collective will endeavor to make it almost **too easy** for these individuals to unite their inspiration into focused eco-action that will tangibly affect wildlife conservation, global health, local politics and consciousness expansion.

What if, with focused guidance of an already well-known eco-warrior, this collection of hundreds of inspired individuals could become a collection of hundreds of thousands of action-taking individuals? This is the Green Collection.

With the green movement's popularization, there's no teenager, housewife or blue collar employee that does not wish to make a change in their lives - just so long as it's **easy**.

"One day I was upset by the obscene amount of plastic packaging that arrived with my online purchase of a reused book. I emailed the company, requesting that my next order be packaged plastic-free and sure enough, the company was glad to hear from me and excited to assist. I've had massive success writing to companies - and I'm only one person. Imagine how successful 500 orchestrated emails could be in the inbox of an organization, corporation or senator."

The Green Collection will revolve around monthly "Pushes" that the activist subscribes to via newsletter, RSS feed, Twitter tweet, or direct access on the web. There will be four Pushes focused around one month's featured topic. To activate a Push, the member literally copies and pastes pre-written text into the direct link of an organization, corporation or political representative's online feedback form. Pushing send is an act of pushing evolution in this collective ... and it really is that easy.

The Green Collective website will feature education on a featured topic for an entire month, for example; "Elephant Conservation in Thailand". Editors will post video showing the magnificence of the elephant and it's unfortunate abuse in Thailand. Editors will educate visiting activists with information about this endangered species in news format. Editors will provide photo content and personal perspective essays to provide in depth insight to the relevance of the featured topic to the Kayos Collective's eco-action.

Activists, or members of the Green Collective, will provide content and conversation via the forums and their online social networking profile if they so choose, and when the Pushes are updated, the activist will copy and paste text into four links provided by the Green Collective. In this case the Pushes might include:

1) Feedback to the Lonely Planet Publishers encouraging them to include the elephant conservation projects in their Thailand travel guide.

2) Feedback to a tourist-oriented elephant painting center in Thailand, letting them know that we, as travelers, chose to not support their business based on the violent abuse

required of an already endangered species in order to paint the painting for sale to tourists.

3) Feedback to Thailand's King's assembly, letting them know of our concern for the rapid decline in Thailand's Asian elephant population, our knowledge that the ban on logging in Thailand not only reduced monsoon desecration, but also aided the preservation of this endangered species' natural habitat and how we support designating considerable land as national park in Thailand in order to prevent Thailand's most venerated animal from becoming extinct.

4) Option to donate a tax deductible \$5 - \$100 to the Elephant Nature Park elephant conservation project to purchase elephant health care supplies, rescued elephant adoption, and facilitate their world famous wildlife conservation program.

The Green Collective's featured topics will range from wildlife preservation to global health, local politics and consciousness expansion.

The IAmShaman Earth Grant will be applied in part to the web development work such as developing the interface and design that allows the Green Collective website to be the **easy**, user-friendly, community based magazine site that members will define the character of. The remainder of the IAmShaman Earth Grant will be applied to the human power required for three months of marketing, donation solicitation, public relations and registration of Green Collective as a non-profit organization that can live a healthy, long and meaningful collective life.

The IAmShaman Earth Grant will be wildly successful under the direction of the Green Collective because of the presence and devotion of the author's already existing start-up community, and because of the Green Collective's genuine and clear vision - our purpose comes from the heart.

The Green Collective's mission is to shift entire communities of inspired people into action taking people - simple actions that will have tangible affects when we all do them at the same time together, one person and one community at a time.

REFERENCE MATERIALS

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