

Two total nobodies try to crowdfund an open letter about climate change in The Wall Street Journal

September 1, 2013 (BOSTON, MA) – Two unknown thirty-somethings from the Boston area are kicking off an Indiegogo campaign aimed at funding a full-page open letter in the Wall Street Journal.

The letter is addressed to 40 of the world's most influential parents – heads of state, energy execs, editors-in-chief, and ultra-wealthy – reframing their inadequate response to climate change as a breach of contract between generations:

You have failed to prioritize your children's most basic needs over your own comfort by knowingly purchasing your prosperity with their future. Continuing on this path guarantees them a worse life than the one you have enjoyed.

Read the full text of the letter at <http://openletter2013.org/>

Jordyn Bonds, the author of the letter, says it came to her in a moment of despair. "I felt really overwhelmed by the urgency and size of the problem. I knew I couldn't do much about it on my own, but I could at least try to influence the people who can."

Her friend Mike Gintz was feeling the same way. "Unless you're famous, you realistically just don't have the influence it takes to address a problem this large."

Looking for a higher-profile megaphone than Jordyn's blog, the pair decided to run the letter as a full-page ad in a newspaper. They chose The Wall Street Journal for its high circulation numbers, its climate-skeptical editorial stance, and its primary audience.

"We wanted to confront this group where they get their news," said Gintz. "It should really stand out."

But it won't be cheap. Covering the cost of running the ad plus the platform fees collected by Indiegogo and Paypal brings the campaign's total goal to \$161,000 – and they only have the month of September to raise it.

Bonds looks at the sticker price as an opportunity for more people to get involved. "Crowdfunding the letter gives people a chance to do something tangible," she said. "It goes beyond signing a petition."

In fact, the campaign is one of the first to crowdfund a media buy. "Most crowdfunding campaigns are raising money for venture capital or for charity," said Gintz. "This campaign exists solely for the purpose of buying an ad in a newspaper."

The pair think the novel approach will attract fresh faces to an established movement. “We want to do something about climate change, but, like a lot of people, we don’t necessarily identify as activists,” said Bonds. “The fact that Mike and I are nobody you’ve ever heard of before is exactly the point.”

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Campaign website: <http://openletter2013.org/>

Campaign crowdfunding page: <http://www.indiegogo.com/projects/the-open-letter>

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