

Advocacy

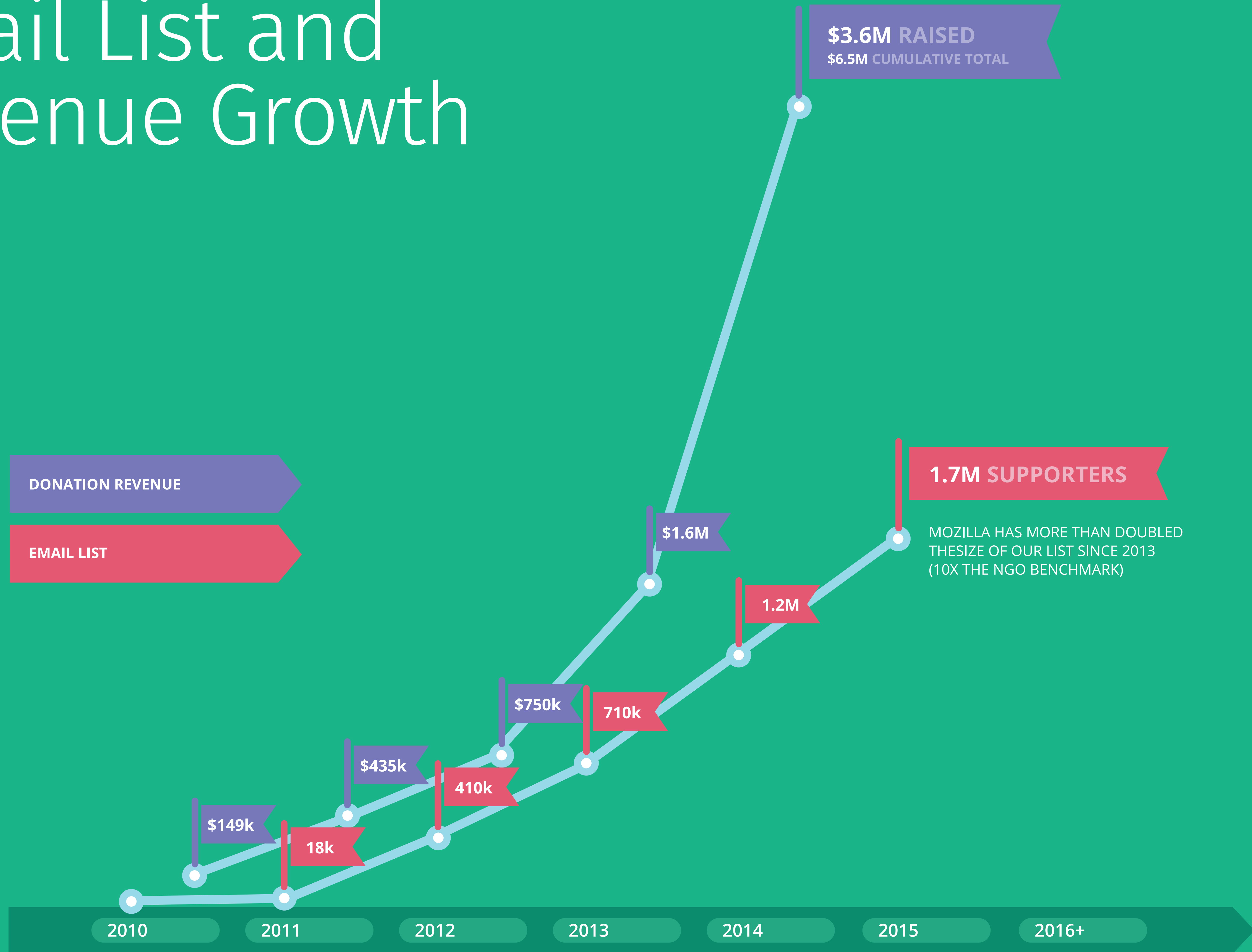
We've developed a real ability to mobilize people, tapping into growing concern about internet issues.

We have a strong relationship with Mozilla policy team in MoCo. Our shared policy + advocacy model seems to be working.

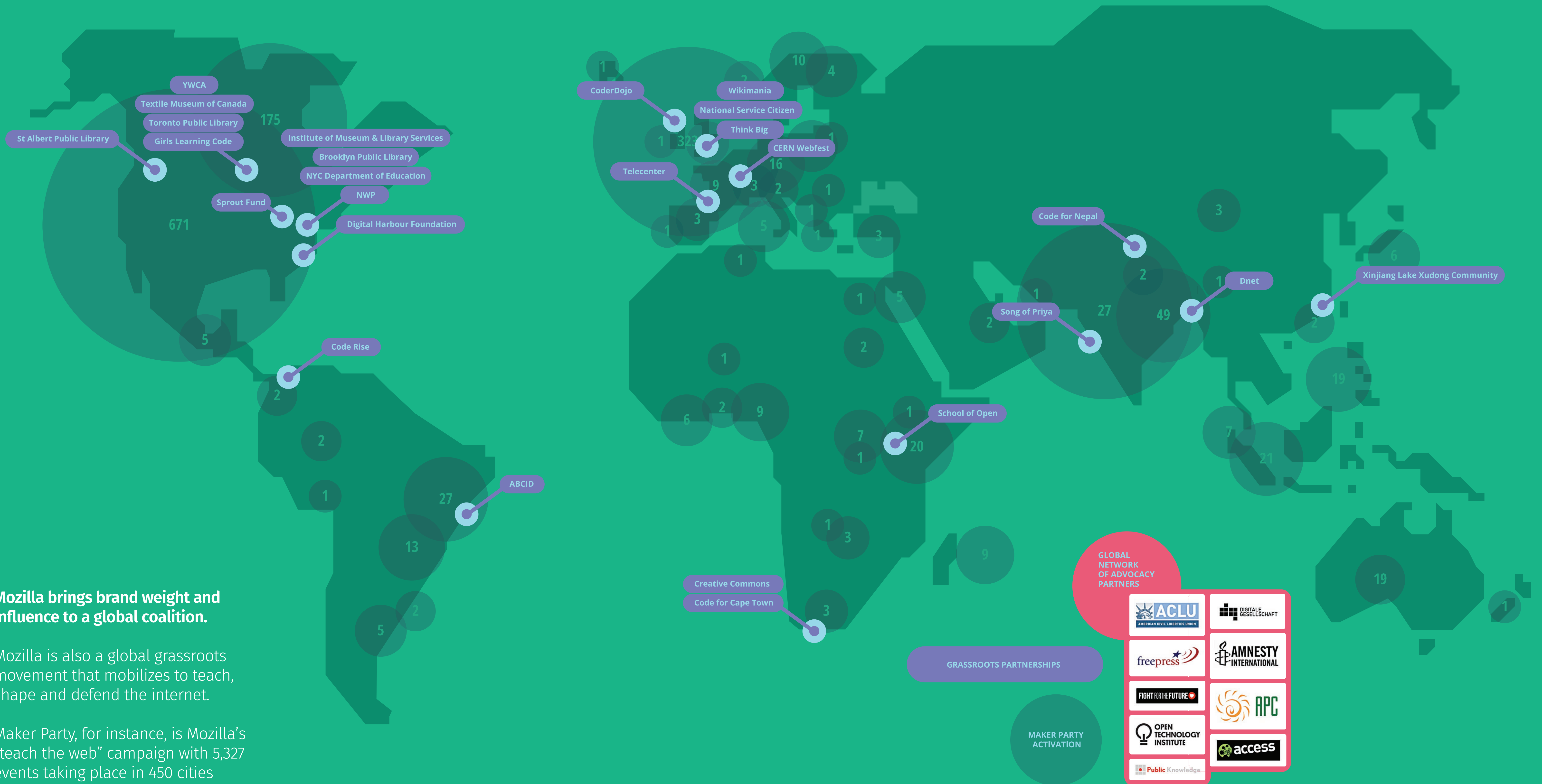
Also, we've gotten on the public radar as an advocacy brand. We have ~1.7M people on our advocacy and fundraising list.

Building on the mobilization capacity we have now, we will:
Grow a global network of millions of people who want to protect the open web and sustain the internet as a global public resource. We need to invest in new staff and infrastructure to do this.

Email List and Revenue Growth



Grassroots Organizing and Partnerships



Mozilla brings brand weight and influence to a global coalition.

Mozilla is also a global grassroots movement that mobilizes to teach, shape and defend the internet.

Maker Party, for instance, is Mozilla's "teach the web" campaign with 5,327 events taking place in 450 cities since 2012.

Evolution of Advocacy Program and Partnerships

Since 2010, we've slowly and organically implemented the foundations for a powerful global advocacy program—one that can affect public opinion and grow an important constituency.

Over the next few years, we can continue evolving Mozilla as a global advocacy organization—one that's responsive to global open internet issues that can quickly emerge, is representative of its global community, and proactively advances its vision and agenda for an open internet.

