

Mozilla Advocacy Program Review

April 17, 2015

1. Program Overview
2. 2015 Plan
3. Resources
4. Discussion

Key questions for discussion section

1. How do we scale our policy & advocacy efforts internationally? e.g. In India, Canada and France we have growing community demand for greater involvement. How do we embrace participation? How do we create consistency and fidelity with our policy position while opening up for greater community involvement in advocacy?

2. How do we maximize the halo effect on our products and brand? We have data that proves strong Advocacy work has a positive rub-off on the brand. Are we doing enough to take full advantage of this fact?

***Program Overview:
What is Mozilla Policy & Advocacy?***

We are a highly cross-functional, integrated MoFo and MoCo team

Core Team

MoFo Advocacy: Dave, Melissa
responsible for leadership/fellows and community

MoFo Digital & Fundraising: Andrea
responsible for running grassroots campaigns

MoCo Public Policy: Chris, Stacy, Alina, Jochai
responsible for policy and privacy direction

TEAM MISSION

Empower people to create measurable changes in public policy
to protect the Internet as a global public resource, open and
accessible to all.

OUR GOALS

Create more leaders who can think and organize with Mozilla — our brand, our products and our mindset.

Increase # of long-term relationships with Mozilla and Firefox through advocacy



Advance the Mozilla mission and manifesto.

OUR STRATEGIES

Participation and Talent

Grow a global cadre of leaders, activists and trusted contacts who execute on issues Mozilla cares about.



Thought Leadership

Lead and influence the public policy discussion.

We execute this strategy through **four key levers of participation**

BRAND & PRODUCT

Create awareness, preference and differentiation of brand and products.

LEADERS

High quality, trusted, well-aligned people everywhere.



PUBLIC POLICY

Ability to engage with grassroots.

LEARNING

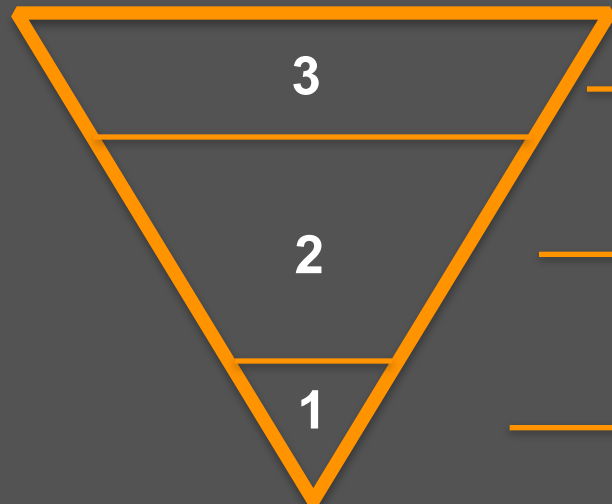
Training and education to grow digital literacy.

Mozilla's Core Policy Priorities for 2015

<i>ISSUE</i>	<i>CURRENT STATE</i>	<i>THEORY OF CHANGE</i>
Surveillance + security	Reforms on the table, but uncertain.	Campaigns; tech 'left flank'
Privacy	Awareness rising	User education; leadership by example
Intellectual property	Agenda building for copyright (EU), patent (US)	Insider; tech 'left flank'
Net neutrality	Court challenge for U.S. rules; negotiations in EU	Hold the line/sustain victory.

2015 Mozilla Advocacy Plan

Addressable Market



2015 Advocacy Program Strategies

KPIs

3

Run issue-based advocacy campaigns to grow mainstream engagement with Mozilla.

2MM Supporters

2

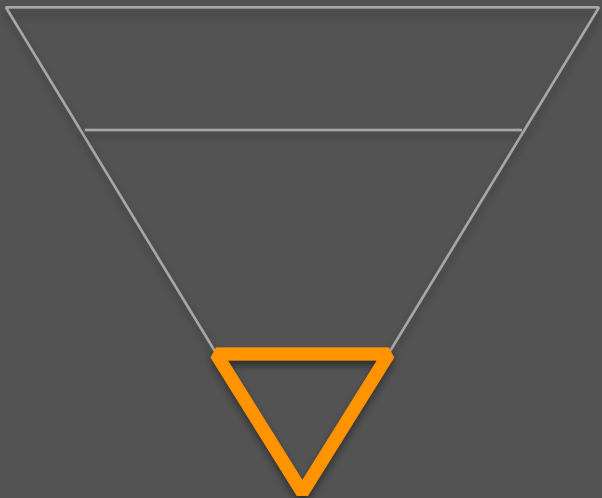
Assist and grow the wider policy & advocacy community to drive participation.

300 participants

1

Create a cadre of leaders and activists that advance Mozilla's mission.

6 Fellows



Strategy One

**Create a cadre of leaders and activists
that advance Mozilla's mission.**

The Ford-Mozilla Open Web Fellows Program

Program develops trusted leaders who become Mozilla ambassadors in the Internet policy field.

6 organizations + 6 fellows; 550 applicants; 87 countries.

Fully funded for growth through 2017.



2015 Host Organizations



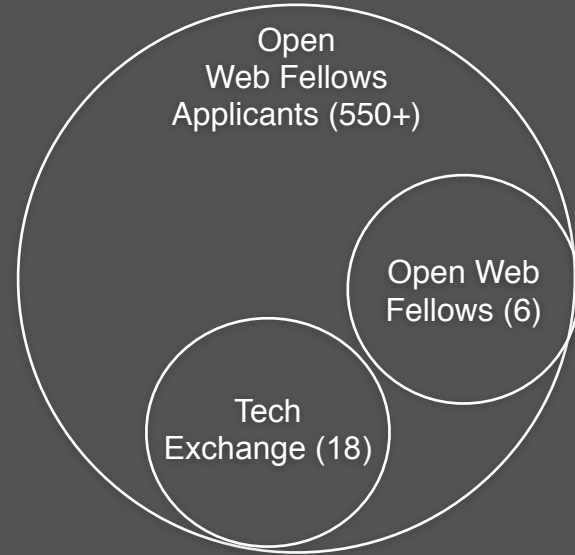
Keeping the Rest of the Applicant Pool Engaged

Tech Exchange Program

Adjacent program that recruits from the pool of Fellows candidates.

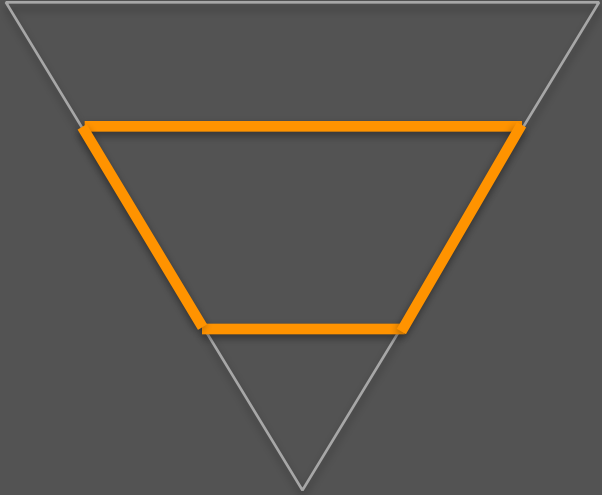
18 organizations participating.

Participants will interact with the Fellows through hackathons, bi-weekly calls, and Discourse.



Key Initiatives

<i>Initiative</i>	<i>Target</i>	<i>Commentary</i>
Ford-Mozilla Open Web Fellows 	100-150 applicants	<ul style="list-style-type: none">• 550+ applicants from nearly 90 countries (5x target).• Increased to 6 fellowships total.• ~\$4MM in funding secured for next 3 years.
Tech Exchange Program 	Set strategy	<ul style="list-style-type: none">• Strategy set. Ford matching funds will to support more opportunities for tech talent and NGOs• 18 orgs participating• ~\$250K in incremental funding



Strategy Two

Assist and grow the policy & advocacy community to drive participation.

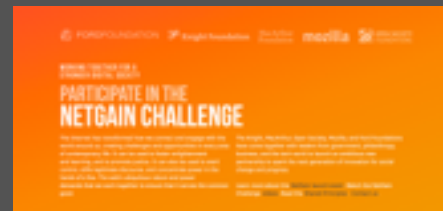


Mozilla is a central node of a large movement that is gaining momentum and winning.

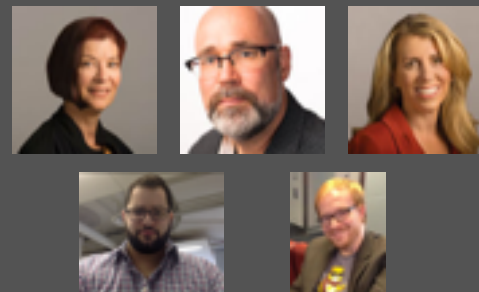
Contributing to the movement's coalitions and base.



Getting resources.



Providing thought leadership.



Supporting the Policy & Advocacy Community

Activating Fellows applicants from 88 countries


Growing Mozilla's ability to organize on issues internationally.

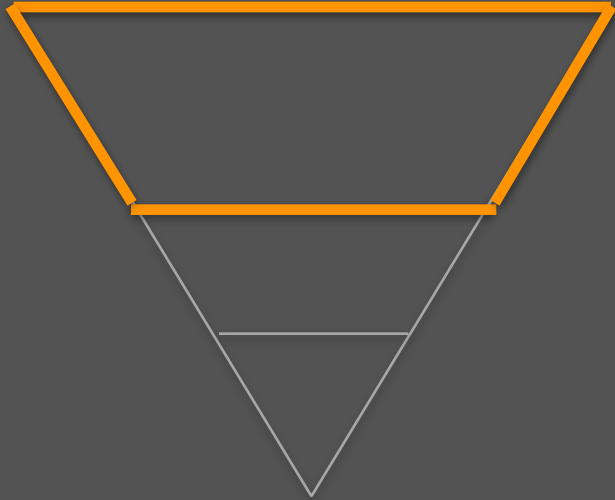
Intentional value exchange - Pairing technologists and policy wonks

Staying tuned to international issues as they emerge.



Support/Grow Policy & Advocacy Community

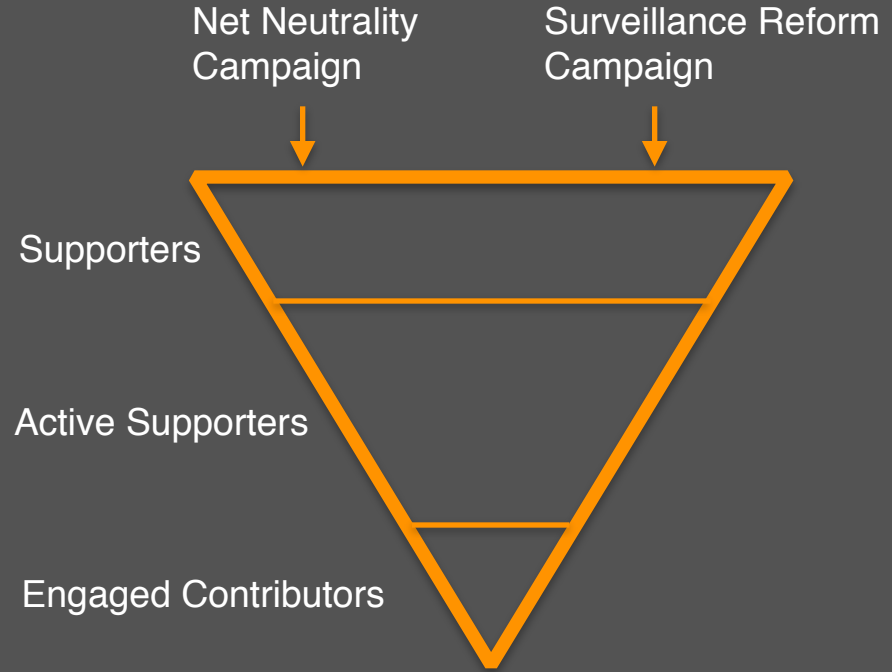
<i>Initiative</i>	<i>What is it</i>	<i>Commentary</i>
Mozilla Advocacy Community 	We are creating the model for community participation in policy & advocacy. Includes Discourse as a discussion platform as well as calls, blogs, etc.	<ul style="list-style-type: none">● Strategy in development.● Discourse set up. 15 organizations participating at the start. Expecting 300 participants by end of year.● Next step is to launch and support with regular engagement, community calls, etc.
Net Gain 	Initiative with five of the leading foundations to make the open Internet a shared priority.	<ul style="list-style-type: none">● Kickoff event in Q1● Focus for first year is on tech talent pipeline● Working together on research to be released in August.
Cybersecurity Delphi 	A MacArthur funded research initiative to identify threats and policy/consumer behavior solutions to cybersecurity.	<ul style="list-style-type: none">● 30 Participants in research project● Expected completion: June 2015



Strategy Three

Run issue-based advocacy campaigns
to grow mainstream engagement with
Mozilla.

Advocacy campaigns =
huge opportunity to build long term relationships with a large amount of people



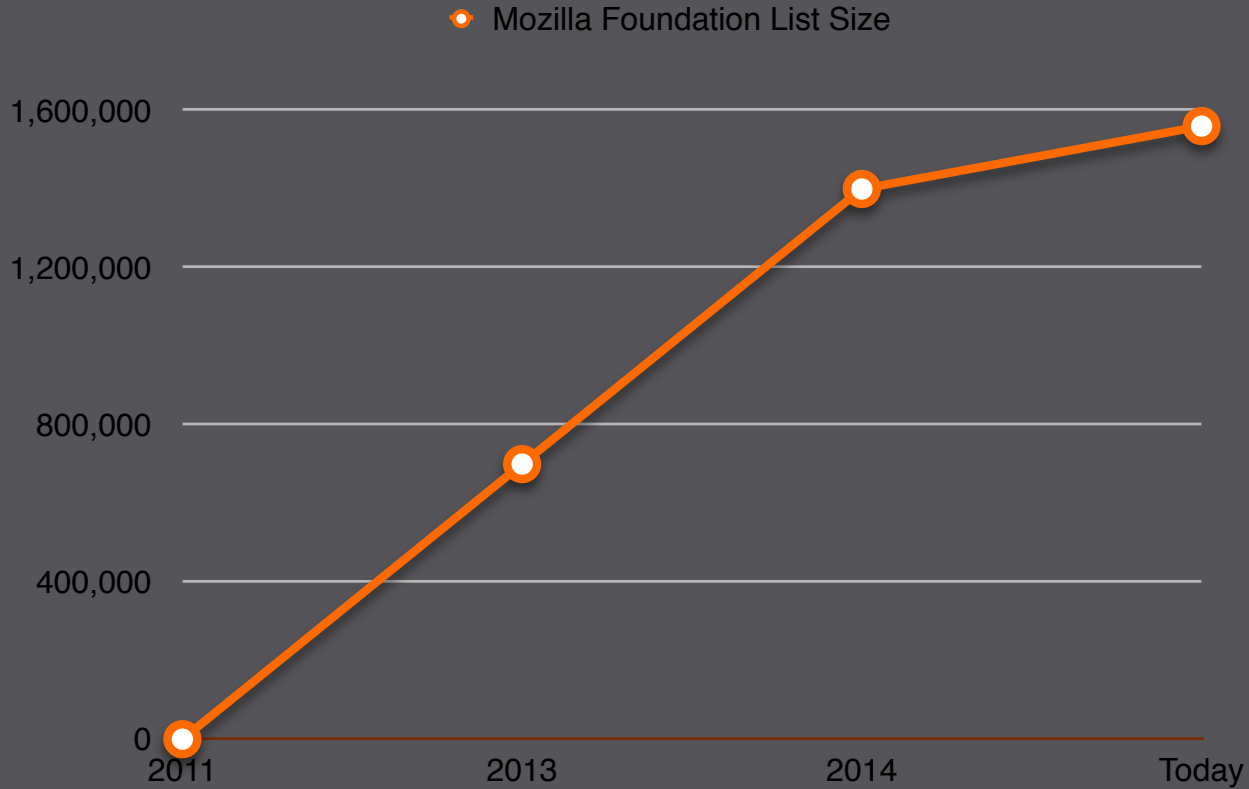
Net Neutrality: We can grow participation AND win campaign

Mozilla's Approach

- An Inside/Outside Strategy — Combined inside DC strategy (petitions, comments, visits) with outside grassroots pressure (community activation through many channels).
- Data driven
- Combination of policy, advocacy and learning through Maker Parties

We Learned

- We can do grassroots advocacy well
- Our community cares and participates
 - 7,000 phone calls
 - 370K signatures
- Positive brand and product halo effect



Growing Capacity – Key Initiatives

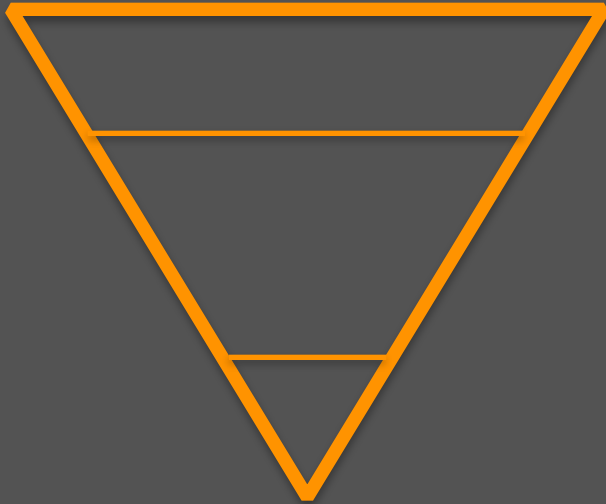
<i>Initiative</i>	<i>Target</i>	<i>Commentary</i>
Grassroots Capacity Building 	<ul style="list-style-type: none">• Hire full-time digital campaigner• Improve tools and systems (migrate to new CRM and email software; re-purpose call tool)	<ul style="list-style-type: none">• Maturing advocacy strategy requires expert leadership• Built new call-Congress tool (re-usable)• New email and CRM software coming• (long term) Moving toward community-led, local activism
Growth 	<ul style="list-style-type: none">• Participation: Increase email list to 2MM million active in 2015• Firefox collaboration	<ul style="list-style-type: none">• Increased from 700,000 > 1.4 million in 2014<ul style="list-style-type: none">○ Email still rules• Leverage advocacy for Firefox growth• Social share / collaboration with brand / markcomm / Darren H team

Issue-Based Campaigns — Key Initiatives

<i>Initiative</i>	<i>Target</i>	<i>Commentary</i>
<p>Net Neutrality</p> 	<ul style="list-style-type: none"> • US petition participation goal: 1,000 phone calls, 25,000 petition signatures • EU Campaign participation goal: 10,000 signatures 	<ul style="list-style-type: none"> • US campaign actual: 7,000 phone calls and 370K signatures • NN heating up in India, EU (diving in on localized campaigning)
<p>Surveillance Reform & Cybersecurity</p> 	<ul style="list-style-type: none"> • Sec. 215 petition participation: 200,000 signatures • Privacy & Security 101 	<ul style="list-style-type: none"> • Sec 215 launch underway • Future petitions TBD • Partner with brand & marketing on educating & empowering users • Arming users + surface products (e.g. Hello)

2015 Advocacy Program Strategy

Addressable Market



Grassroots help us identify the people who...



...we then cultivate into leaders who think and organize with Mozilla.

Rest of 2015 Goals

Kick off 2015 cohort of Leaders and Fellows

- Recruit host orgs and applicants for 2016 class
- Develop a common definition of Fellowship and curriculum.

Grow community participation

- via Discourse, calls and events
- Prototype integration of advocacy/learning/Smart On (e.g. iRights)

Run high-level advocacy campaigns

- Launch Surveillance Reform campaign
- Fine tune internal systems
- Build capacity & grow

Deliver Policy Leadership beyond the U.S.

- Have a significant impact on high profile issues beyond net neutrality and beyond U.S.

Resources — Funding and Staffing

We have an opportunity to tap into a bigger pool of resources and increase our overall capacity

<p>Funding</p>	<p>The funding pipeline is strong. \$4MM raised for Fellows program, which keeps it running through 2017. Big funding opportunities throughout the open Internet space, including Hewlett, MacArthur, OSF, and others.</p> <p>Challenge: How to move funding to general capacity vs. specific program elements.</p>
<p>Staffing</p>	<p>We are growing capacity to meet the market opportunity — grassroots campaigner TBH and we continue to leverage a highly integrated function to grow capacity.</p> <p>Challenge: How to keep staffing at pace with the program and funding opportunities.</p>

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2. How do we maximize the halo effect on our products and brand? We have data that proves strong Advocacy work has a positive rub-off on the brand. Are we doing enough to take full advantage of this fact?

THANK YOU

The Mozilla logo graphic consists of three overlapping, slanted rectangular shapes in shades of orange and brown, positioned in the bottom right corner of the slide.

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