

Members & Ambassadors

Brainstorming Summary

What is this about?

- Getting members and ambassadors
- Who?
- How?
- With what?
- When?

Not every pirate is the same

- identify interested target audiences
- tailor argumentation for target audiences
- get feedback from audiences

Examples

- Schools
- Universities
- Journalists, Farmers, Doctors,
Development Aid
- ...

Where to reach them?

- Personal contact
- Panel discussions
- NGOs
- Find key multipliers

Prepare content

- Arguments and stories for
 - Members
 - Ambassadors
 - Interested public
- Based on 100 reasons & 50 wishes?
- Collect the material from each party
- Additionally from NGOs
- Compile, translate, and polish it

Give the theory a face

- Facts and theory is important, but emotions have more energy
- Emotions like joy & fun with events like the art performance in Berlin
- Emotions like anger & pity with example stories of individual fates
- Do not try to seed fear! Fear is always bad!

Where to put the content?

- Build up European repository (e.g. wiki)
- Use it for
 - Printed material (short & long)
 - Websites
 - Training of ambassadors & members
- Create national Websites
 - Accessible at different content depths

Communicate

- Keep members and ambassadors informed regularly
- Grow their knowledge & maintain their interest
- Do not drown them in material
- Use electronic infrastructure
 - e.g. PirateWeb

Merchandise

- Using pins, stickers, t-shirts, etc. for reaching out to the physical world
- Long term plan for raising „brand awareness“
- Maybe several national parties can cooperate on merchandise material
 - e.g. printing a large number of t-shirts together

2/2007	Identify target audiences Identify topics	Find NGO partners Find key ambassadors
1/2008	Collect material Setup communication	Train more ambassadors
2/2008	Feed content to web and physical material	Get members
1/2008	Improve material	