

Center for a New American Dream

(Takoma Park, MD)

Building a Movement of Conscious Consumers

Total Award: \$100,000 over 1 year

In support of Building a Movement of Conscious Consumers project, which will continue to build upon the Center for a New American Dream's work to challenge the growing dominance of the concept that defines Americans primarily as consumers of goods and producers of waste. In 2005, the Center will look to build on the first two years of its marketing and communications campaign, with a focus on amplifying their message and reaching out to new potential allies and constituents. Second, the Center will further its outreach, gathering new supporters beyond their existing base of 72,000 activists in the hopes of building enduring political power and traction. The Center will also launch a multi-year strategic initiative with tangible benefits for social justice and the environment while simultaneously hosting several strategic conversations aimed at understanding the goals of growing political and cultural support. Finally, the Center will look to consolidate the power of its 3,000 plus institutional buyers into a more formal network capable of exercising market power. The Center will continue to build on its track record of effective media outreach to a culturally and ideologically diverse audience.

Program Contribution Breakdown:

\$50,000 Environment Program: *Objective I, Strategy 2*

\$50,000 Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*