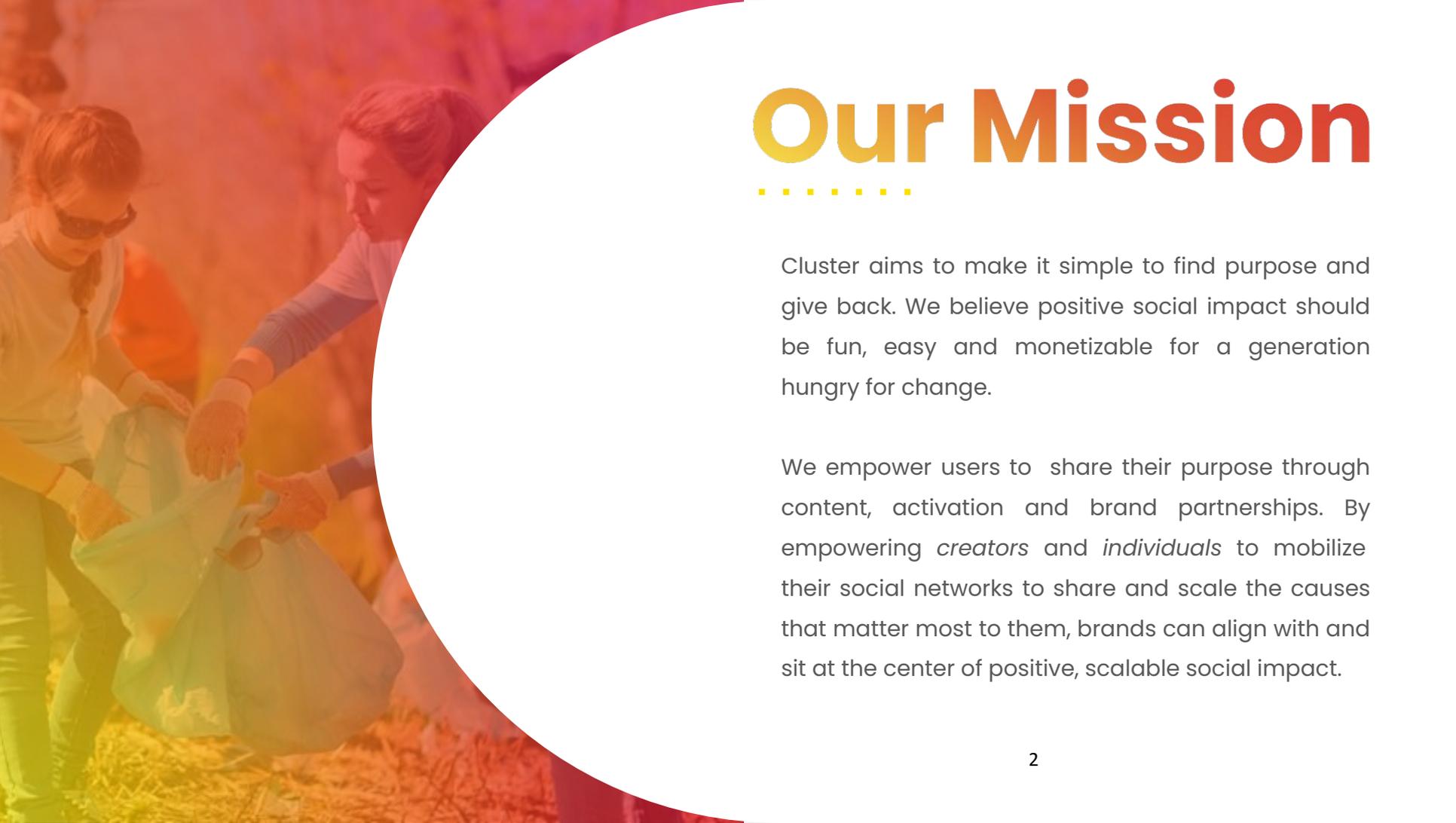




**cluster**

Authentic | Brand | Inclusion



# Our Mission

Cluster aims to make it simple to find purpose and give back. We believe positive social impact should be fun, easy and monetizable for a generation hungry for change.

We empower users to share their purpose through content, activation and brand partnerships. By empowering *creators* and *individuals* to mobilize their social networks to share and scale the causes that matter most to them, brands can align with and sit at the center of positive, scalable social impact.



*Socializing Working Out*



*Streamlining Lodging*



*Content by Everyone*



*Socializing Pictures*



*Simplifying Conversations*

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**cluster**

Socializing + Simplifying Purpose



**THE ELEPHANT  
PROJECT WALK  
CAMPAIGN**

# #ElephantProjectWalk

## STRATEGY

On Thursday, Aug 12, 2021 Cluster hosted a virtual event with an IRL extension to amplify The Elephant Project + Trunks Up's celebration of World Elephant Day.

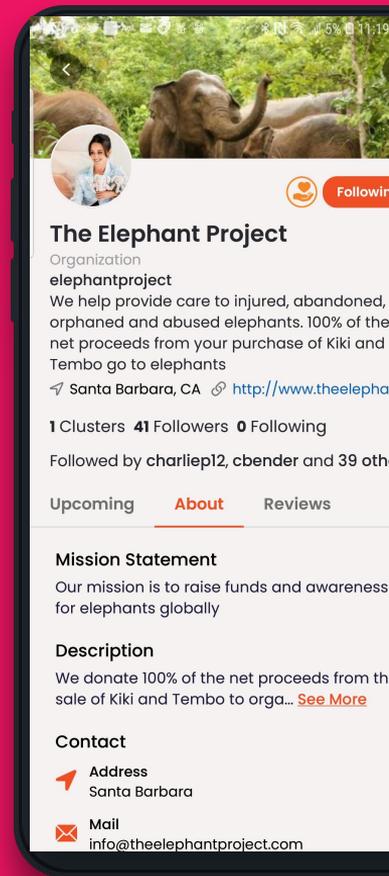
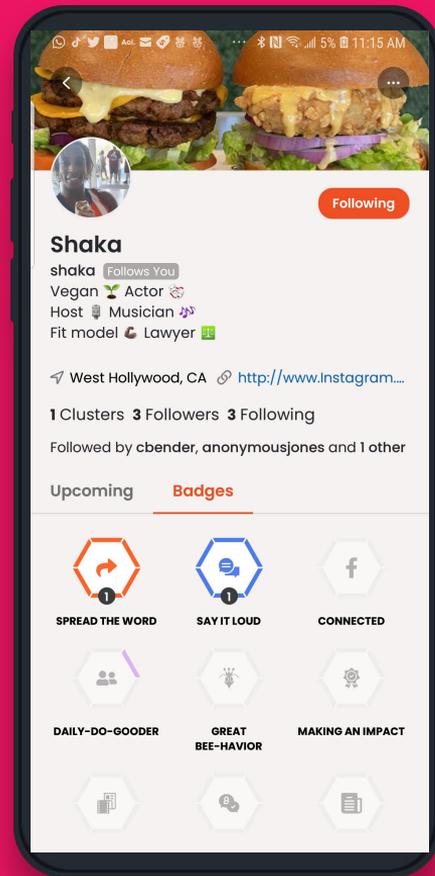
The campaign started with social promotion across all platforms to drive excitement, along with the launch of a teaser video driving users to the Cluster app to watch the full length 'Don't Ride Elephants' video.



# Custom Profile Pages

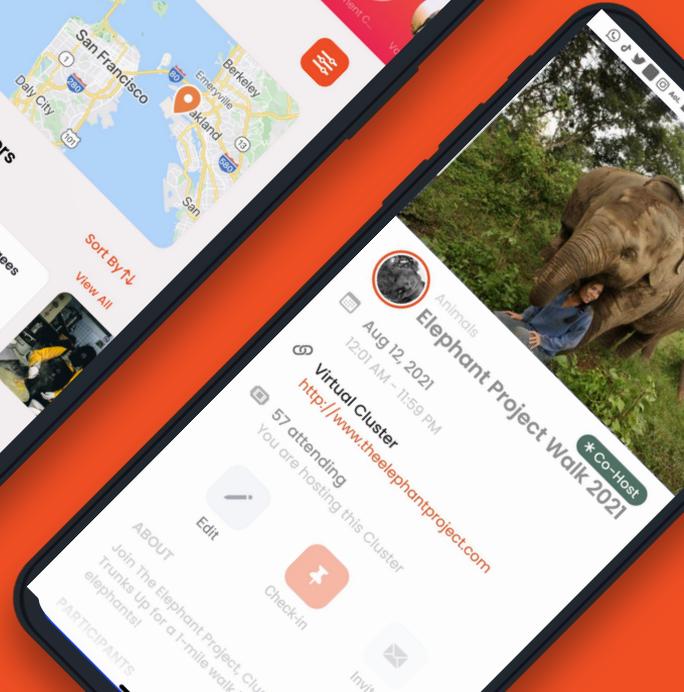
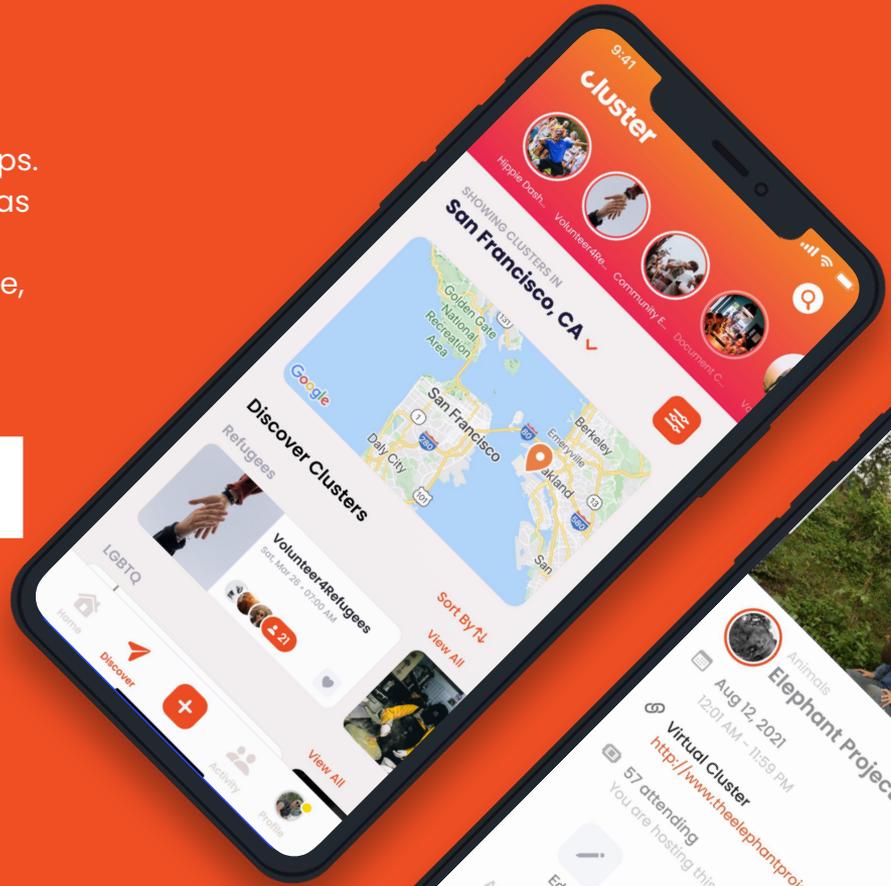
The Elephant Project, advocates, and excited users created profiles on the Cluster app in order to join the movement and easily share content with other campaign supporters.

With a unique layout for organizations, it is easy for causes to show who they are, what they do, and how users can get involved.



<sup>04</sup> **The Elephant Project was able to** easily create the event listing on platform by following a few easy steps. By adding Cluster, advocates and other supporters as co-hosts, the organization's fearless leader, Kristina McKean was able to share the event out far and wide, including via social media channels.

# Create a Cluster Event



# Event Elements

## The event, a celebration of World Elephant Day, was comprised of:

- The launch of a co-branded long form [video](#), co-produced by [Chris Bender](#), highlighting The Elephant Project and their work to save elephants from horrific abuses and get them to sanctuaries
- A virtual opportunity for users to walk 1-mile in solidarity with elephants in captivity, post their participation to the app and share that content out to social media channels
- An IRL extension of the walk led and promoted by Shaka (@shakastrong) held at Los Angeles' Runyon Canyon trail
- Social, email, and PR promotion of the campaign across The Elephant Project, Cluster, and Good Fear, in addition to 3rd party promotion by friends, family, influencers and like-minded, unaffiliated brands who chose to use their voices to amplify the effort



Liked by goodfearcontent and 283 others  
theelephantprojectofficial Yay! Serious accomplishment for everyone involved in #world elephantsday! It was so great to partner with @clusterforchange to walk a mile in solidarity for elephants. We created an incredible amount of awareness for these majestic creatures and so happy to support @trunksupofficial @lek\_chailert for all you do! Thank you Cluster for this amazing collaboration and working so hard! We all need to use our voices to make a difference!  
#theelephantproject #walkforchange #savetheelephants



Liked by cr\_celona and 7,949 others  
shakastrong We did it for the elephants 🐘 in celebration of World Elephants Day, we hiked to raise awareness for the mistreatment of elephants and the sanctuaries that can care for them. Thank you @clusterforchange for helping bring us together 🙌  
@theelephantprojectofficial @trunksupofficial @goodfearcontent #world elephantsday #runyoncanyon



Liked by elephantsaustin and 798 others  
theelephantprojectofficial Hi everyone! We are launching a campaign for #world elephantsday and we want you to join! We will walk a mile in solidarity for elephants on August 12! You can participate virtually or in person. #elephantwalk2021 Download the app @clusterforchange and help us be the

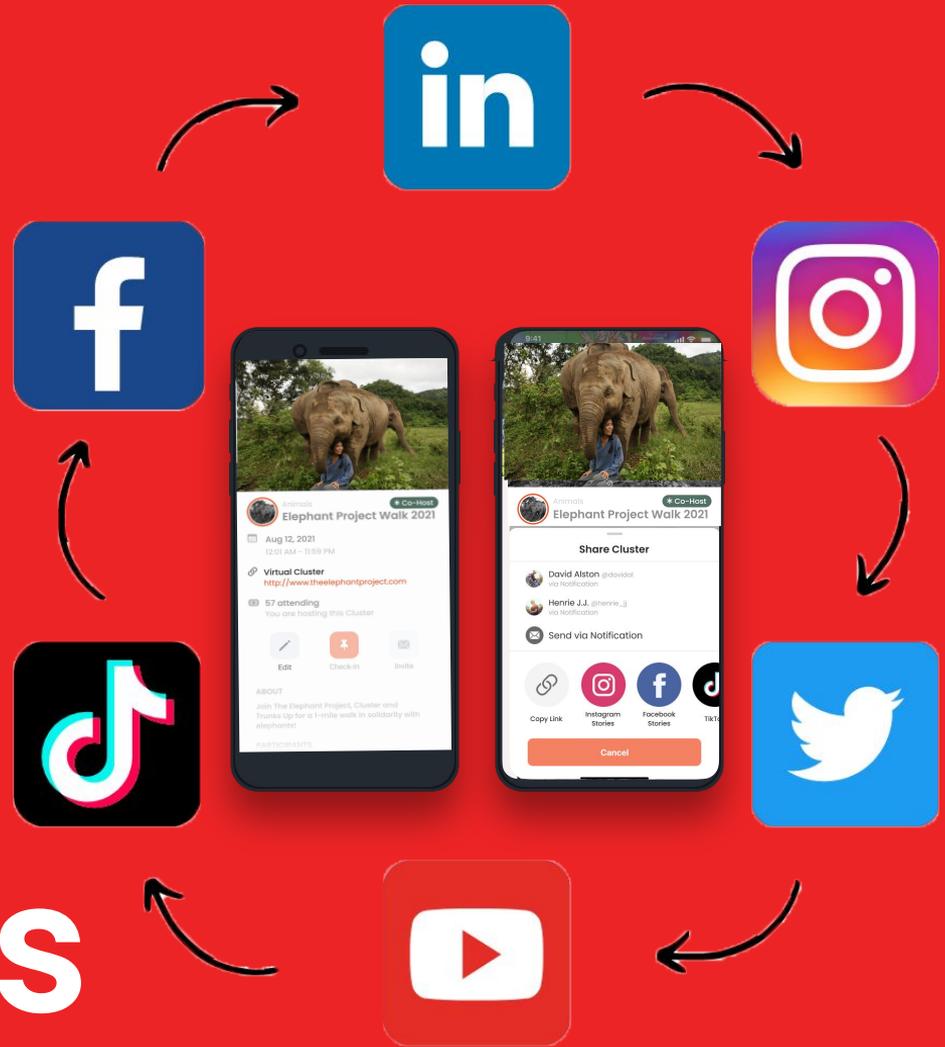
From The Elephant Project, to Shaka to users around the country, content created that day to show solidarity was shared out to all socials, allowing others to see the movement going on in celebration of World Elephant Day (eg. BTS reels, selfies...)

# Share Event Media



By sharing the event to their entire network,  
#ElephantProjectWalk organizers and supporters  
were able to activate their friends and family...  
even those who were not yet part of the Cluster  
family!

# Invite Friends and Networks

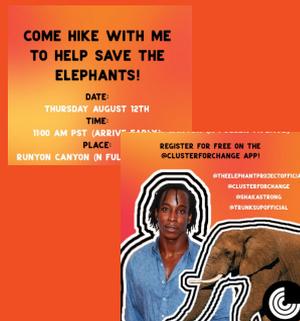


# Make An Impact!

Through the efforts of the organizations, advocates and individuals who joined forces on **World Elephant Day**, the program contributed to:

- **\$15,000 raised!!!** Trunks Up estimates this is approximately the cost to save one elephant, or keep feeding the beautiful giants across their sanctuaries in Thailand.
- A **40% increase over average engagement** for @shakastrong - supporting a great cause he believed in deepened his connection to his social media following
- Over **80 different Elephant Walks** from all across the country





## Develop Partnership

- Choosing aligned partners
- Identifying opportunities, causes, moments in time - chances to bring people together
- Understand partnership roles and ways to leverage partners' strengths and network

## Create Event

- Amplify ongoing work of cause
- focused partner organizations and individuals, finding additional ways to get the community excited, involved and engaged
- Post to the Cluster app and share it across all socials

## Promote Event

- Promote via mission aligned talent with a platform, using all social channels and media possible
- Call on Cluster's friends and family network of creators
- Utilize Cluster's MarTech stack to encourage, remind, wow and excite

## Host Event

- Ensure smooth day of execution with the help of partners
- Check in with participants day of to help them optimize their experience and connect with others
- Engage observers via social media to encourage additional participation

## Repeat!

- That was fun! Cluster keeps the momentum going by making new friends and connections, brainstorming what more can be done to support the cause, and engaging participants who might like to increase the involvement



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