Who we are

HearMyRoar.org (a non-profit Benefit Corporation) is an **online advocacy and micro-fundraising platform** that galvanizes the **collective voices of women** (and their friends and families) into a **"people's lobby"** for change. Founded by social entrepreneur and activist, Janice Weiss in 2018, HearMyRoar.org was inspired by our turbulent times and honors the 2020 anniversary of women earning the right to vote, continuing the struggle for all voices to be heard and counted.

What we do

Partnering with cause organizations, we **WAGE CALLS TO ROAR! combining old-school printed postcards advocacy with proven storytelling tactics** to pierce the heart of Congress and beyond. More impactful than a petition or an email, we unite the passion of hundreds of thousands of postcards into one big ROAR, mailed directly to seats of power across the nation, and tracked online for results.

Why we do it

Our goal is to drive change and **raise millions of dollars for women-inspired causes** by crowd-sourcing the voice of the people and turning it into a powerful force for community engagement, grassroots organizing, and productive problem resolution. We have committed 100% of all profits generated by HearMyRoar.org to these ends.

sample cards



Proof of concept



We are launching our platform on August 31, International Overdose Awareness Day, in partnership with two national umbrella organizations combating the opioid epidemic.

Our mission is to amplify their **#BILLIONS**NOTMILLIONS campaign with a postcard ROAR aimed at BIG PHARMA. We will invite thousands (millions?) of people to send personalized printed postcards to State Attorneys General, Governors, Members of Congress and Melania Trump. The postcards are $2.00 each, or $10.00 a full set of six, with 100% of profits contributed to the cause.

Our strategy is to set in motion a "compel-a-friend" ripple effect, using front-line champions to kickoff the postcard writing throughout September, National Recovery Month.

Our partner organizations will be reaching out to over 1,500 affiliated groups, 100 Facebook communities, and 150 online influencers to ask everyone touched by the opioid epidemic to visit HearMyRoar.org. There they will be able to create a personalized postcard with their story and photo, and then share it with friends and family, inviting others to spread the postcard ROAR. We will feature art created from within the recovery community for the front of the cards, and fuel a public awareness campaign designed to shatter the stigma around addiction while driving BIG PHARMA accountability and payback.

Next Steps

We are negotiating other ROARs across a wide-range of pressing issues to be fielded Q4 2018 & 1Q 2019.

HEAR MY ROAR

One voice is a whisper.

Thousands of voices joined together?

THAT'S A ROAR.

community art





