



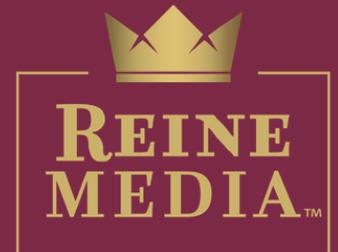
# THE STRATEGY

Fearless Voice Network™ is a global multi-media resource that works to advance social justice issues. Focusing on three key areas - voter advocacy, mental health & wellness, and cannabis justice reform - the Fearless Voice channels provide our audience a platform to share information, connect with each other, and support organizations with shared values.

Fearless Voice Network leverages political organizing, media strategy, technology, and government affairs to improve communities across the U.S. and in over a dozen additional countries worldwide. We collaborate with community leaders, subject matter experts, elected officials, and local citizens to help identify important social justice issues and then create and distribute media to help lead to positive meaningful impact.

Our content educates people on critical issues and why they matter, amplifies advocates doing amazing work, encourages people to take meaningful action, and financially supports the non-profit work we do to change laws and policies which affect all of us. Whether you are a passionate champion about one topic or you are simply looking for a way to make a positive difference, raise your voice and join this global initiative today.

Brought to you by:



## AREAS OF FOCUS

### VOTER ADVOCACY

We work to educate and inspire voters about the power of their voice. Using common values and positive messaging, we improve outreach and persuade people to get more involved in their communities and their government.

### MENTAL HEALTH & WELLNESS

We empower people to build a more fulfilling life by providing access to resources, experts, and care. Our focus includes addressing the current gap in quality medical care available to communities of color.

### SOCIAL JUSTICE IN THE CANNABIS COMMUNITY

Working with community leaders and industry experts, we leverage storytelling to change policies and preconceptions about the cannabis industry with a focus on social justice issues.

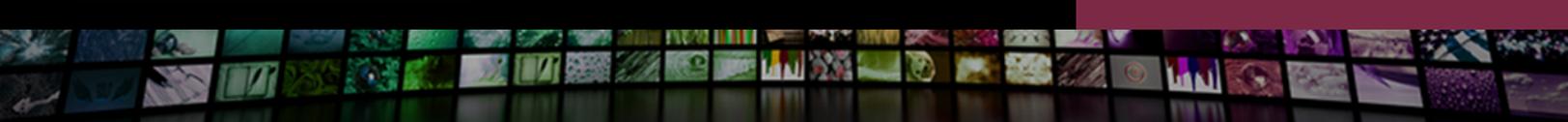


**COVID  
HERO**

RECOGNIZED BY  
AUTHORITY MAGAZINE

We are proud to announce that our 2020 Voter Engagement Initiative received the honor of being named as a "COVID HERO".

This Authority Magazine recognition is dedicated to highlighting those who stepped up to make a difference during the COVID-19 Pandemic.



# OUR AUDIENCE

*Shawna Vercher's*  
FEARLESS VOICE NETWORK

# 14.8 MILLION

AUDIENCE REACH

OUR CONTENT REACHES OVER

**60**  
COUNTRIES

WE CURRENTLY AMPLIFY ON

**49**  
MEDIA & ONLINE  
PLATFORMS

OUR AUDIENCE IDENTIFIES AS

**47%**  
FEMALE

**53%**  
MALE

LAST UPDATED JANUARY 2021



## A UNIQUE APPROACH TO ENGAGEMENT

We partner with industry leaders, celebrities, legislators, and businesses to create hundreds of articles, videos, and audio clips to engage as many people as possible in our social justice initiatives. Leveraging dozens of platforms and working with media outlets around the globe, we meet our audience where they are rather than asking them to seek us out.

**The result is Fearless Voice Network emerging as one of the fastest-growing and most impactful social justice organizations in the industry!**

DATA PROVIDED BY:

**BRAND24**

 Google Analytics

# THE STRATEGY

Shawna Vercher's  
FEARLESS VOICE NETWORK

Critical Topics on Organizational Growth, Movement Building, and Personal Fulfillment that meet you where you are.

*Shawna speaking with community leaders in New Jersey*



Motivation. Growth. Guidance.  
It's Time to Get to Work.

## KEYNOTES - Become Inspired

Captivating topics that have motivated leaders around the globe.

## SPEAKING - Motivate Your Team

Remote and in-person content that is engaging and thought-provoking.

## CONSULTING - Grow Your Organization

Let our team of experts work with yours to grow your brand and your revenue.

## TRAINING - Build a Movement

Strategy and resources to increase the impact of your advocacy.

## FACILITATED DISCUSSIONS - Find Your Own Voice

Education on critical and sensitive issues to move your organization forward together.

## COACHING - Strategize Your Next Step

Counsel from experts who community leaders call when it matters most.

Contact Us Today to Learn More: [Outreach@FVNetwork.com](mailto:Outreach@FVNetwork.com)  
(202) 996-0155



# THE STRATEGY

Shawna Vercher's  
FEARLESS VOICE NETWORK

## You Can Bring the Finding Your Seven Strategy to Your Organization

Our strategic consulting, training, speaking, and coaching is flexible to ensure that organizations of any size can participate. Select one of our tailored options or contact us to create a Strategic Plan that works best for you.

### Coaching Sessions

These one-hour sessions will be completed regularly via video conference with you or a designated team member. Schedule a single session or work on a comprehensive strategy with monthly, bi-monthly, or weekly sessions.

*\*\*Currently booking for Summer 2021.  
Please note that space is extremely limited.*

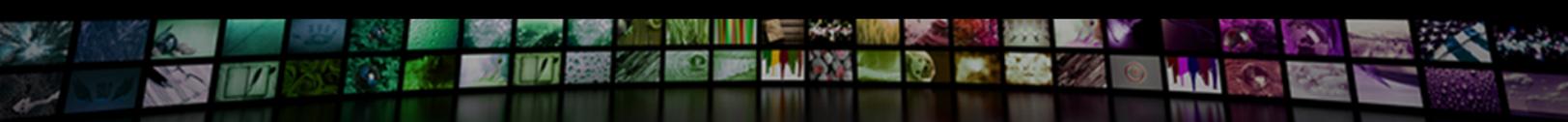
### Group Training

Engage your clients or colleagues by hosting your own Finding Your 7 training conducted by Shawna Vercher. Focus on one of the seven pillars with a workshop or host a half-day or full-day retreat that gifts your audience with the entire Finding Your 7 framework on one of our areas of expertise.

### Consulting & Facilitation

Ideal for customized trainings, in-depth strategy development, and situation management, the daily rates provide an ability for your organization to leverage our team as needed without a commitment for future retainers. (Travel not included.)

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## Elite Consulting Services

Our core team has worked behind the scenes and orchestrating national headlines with some of the top brands, celebrities, politicians, and non-profit groups in the country and we have additional experts that we utilize in various parts of the globe as needed.

Specific rates for consulting services will be based on the following:

**Scope of services**

**Resources needed**

**Equipment, software, or other external costs necessary**

**Internal resources provided by your organization**

**(i.e. a social media manager)**

**Urgency of services needed in relation to  
the press cycle or related events**

Whether you just need us as a sounding board to build a plan with your existing team, you need us to temporarily become a part of your operation until the mission is executed, or you don't even know where to start, the first step is to call.

## EXPERIENCE AND ACCLAIM



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# THE STRATEGY

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## Most Popular Topics and Subject Areas

**Finding Your 7: Movement Building** - For advocacy groups, non-profit organizations, and socially conscious corporations, this course utilizes modern examples and real world circumstances to illustrate how to avoid the most common pitfalls of community leadership.

Learn the framework to increase the impact you have on public policy, amplify public awareness, and ultimately gain more political power at the table for the issues you are passionate about.

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**Finding Your 7: Growing Your Organization Thru Fundraising** - Develop the foundation necessary to attract community leaders, donors, volunteers, and future stakeholders. Understand how to set yourself up for success beginning with incorporating your mission statement and brand.

Learn how to build a PR / marketing campaign to generate positive press about your project. Become more confident and effective at “the ask” for contributions. And create a fundraising plan that results in more than enthusiasm for your cause.

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**Finding Your Own Fearless Voice** - *As seen on Shawna's TED Talk!*

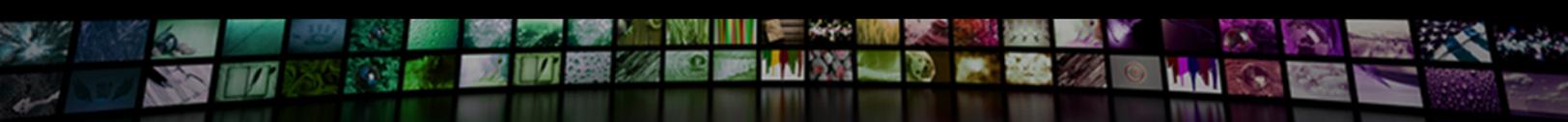
Wellness that meets you where you are. Understand the seven pillars framework, and how to apply it, to make meaningful decisions to manage anxiety and build a life of purpose. Structured training sessions or half day virtual retreats available.

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**Understanding the Rise of Political Trumpism** - Leveraging the framework of Finding Your 7 for Building a Movement, this unique topic illustrates precisely which elements led to the successful rise of Trumpism, why it began to decline, and exactly what we must do to eradicate it.

A critical discussion that every community organization should have, this compelling course sheds a light on background events leading up to his election and provides a hopeful perspective on the strength and beauty of people around the world rising to meet our recent challenges.

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# KEY INFLUENCERS

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FEARLESS VOICE NETWORK

Some of the Community Leaders who have Participated in the  
Fearless Voice Network Initiatives



## **Fmr Lt. Nick Bucci**

Retired State Trooper and  
Representative for the Law  
Enforcement Action  
Partnership



## **Andrew DeAngelo**

Cannabis Industry Leader  
and Last Prisoner Project  
Co-Founder



## **Steve DeAngelo**

Father of the Legal Cannabis  
Industry and Last Prisoner  
Project Co-Founder



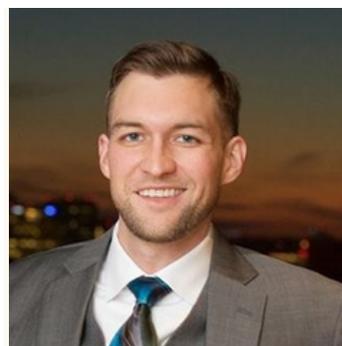
## **Melissa Etheridge**

Grammy Award-Winning  
Singer/Songwriter and  
Activist



## **Fab 5 Freddy**

Visual Artist and Hip Hop  
Legend who Directed the  
Cannabis Documentary  
"Grass is Greener"



## **Morgan Fox**

Media Relations Director for  
the National Cannabis  
Industry Association and a  
Professional Cannabis Policy  
Reform Advocate

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**Jessica Hogan**

Communications Director for the Realm of Caring Foundation and Advocate for Health & Wellness Education



**Assem. Jamel Holley**

State Assemblyman of New Jersey and Advocate for Cannabis Criminal Justice Reform



**Torie Marshall**

Mom, Educator, Chef, and Cannabis Advocate for the Socially and Economically Disadvantaged



**Roz McCarthy**

Founder and CEO at Minorities for Medical Marijuana and Specialist in Diversity & Public Policy



**Javier Robles**

Professor at Rutgers University and Executive Vice President of the Latino Action Network



**Gaynell Rogers**

National Cannabis Influencer, Communications Expert, and Advocate for Social Justice issues, Health & Wellness, and The Performing Arts

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**Sen. Nicholas Scutari**

New Jersey State Senator  
and Advocate for Criminal  
Justice Reform



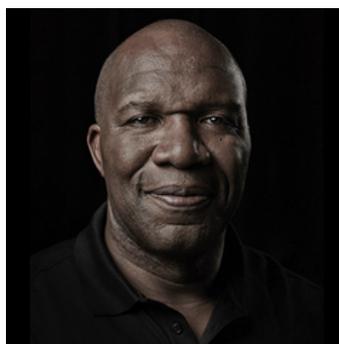
**Beth Stavola**

Leading Female Entrepreneur  
in the Cannabis Industry and  
Subject of the Book "The  
New Chardonnay"



**Matthew Waggner**

Registrar of Voters in  
Fairfield, Connecticut and  
Voting Access Advocate



**Marvin Washington**

Eleven Year Veteran of the  
NFL and Super Bowl Star  
Who Serves as an Advocate  
for Drug Policy Reform



**Montel Williams**

Emmy Award-Winning  
Television Personality and  
Leading Advocate for  
Cannabis Law Reform



**Ricky Williams**

Eleven Year Veteran of the  
NFL and Heisman Trophy  
Winner Who Serves as a  
Cannabis and Wellness  
Advocate

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# OUR INITIATIVE

*Shawna Vercher's*  
FEARLESS VOICE NETWORK

Our network consists of dozens of outlets for our message and mission. Contact us to learn more about how you can get involved.

## The Book

Read the book that had the nation talking. This sensational story is heralded by social justice advocates as a must-read insight into the tragedies impacting countless others. Find out why this gripping saga is enthralling readers across the country and prepare to be inspired to raise your own fearless voice.

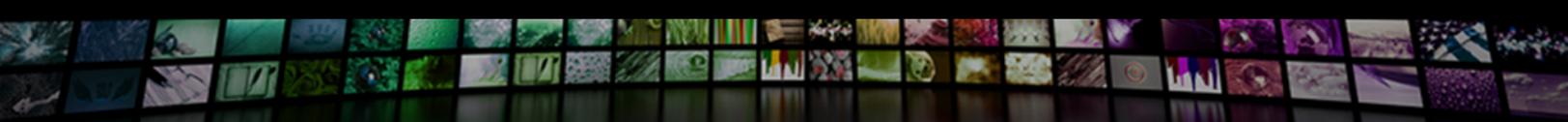
## The Series

Join host Shawna Vercher in the new Fearless Voice unscripted series where she and her team work with Key Influencers to tackle Social Justice issues around the globe! Whether you are looking to appear on camera, you want to have us film on your location, or you want to feature your product on screen, there are limited opportunities to reach our audience through this groundbreaking television initiative.

## The Platform

A Magazine, a Channel, and dozens of Social Platforms – all working cohesively to engage, educate, and empower millions of people around the globe. Our initiative is made possible thanks to donors and sponsors who want to reach our audience by being featured in content and on channels that they can be proud to support.

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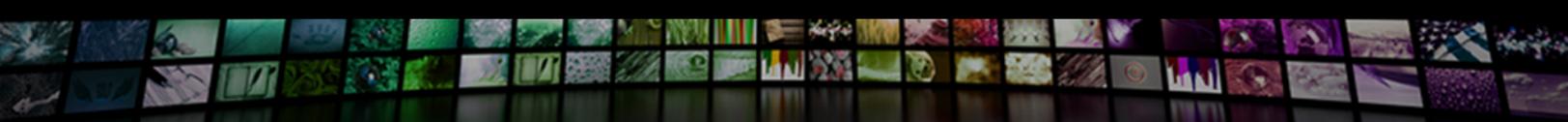
## The Boutique

Small business owners, entrepreneurs, and local merchants: Raise funds for our initiatives while heightening awareness about your products. The Fearless Voice Boutique re-imagines how online stores can connect people based on common ideals, provide financial opportunities during a challenging economic time, raise awareness of issues, and showcase the talent and heart of artists and innovators worldwide.

## The Community

The Community works collectively with our Network to amplify the work of advocates and the efforts of value-centered businesses. Reach directly into the hands and homes of your target audience. Whether you are looking to increase your visibility or connect to customers who share your values, the Fearless Voice Community is a simple way to get in front of thousands.

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# WHO WE ARE

*Shawna Vercher's*  
FEARLESS VOICE NETWORK

## OUR NETWORK HAS PEOPLE TALKING

Here are a few of the media outlets who have covered the work of our organization or team:



Contact us today to be a part of this historic initiative!

Visit [www.ReineMedia.com](http://www.ReineMedia.com) to learn more.

[Outreach@FVNetwork.com](mailto:Outreach@FVNetwork.com)  
(202) 996-0155



Executive Producer Shawna Presley Vercher is an award-winning political media strategist and social justice advocate. She is a widely-acclaimed speaker and author, recognized for powerfully advancing the conversation on a number of humanitarian issues.

Shawna has advised Fortune 100 companies, award-winning celebrities, and campaigns for President, Governor, U.S. Senate, and the U.S. House of Representatives. Her passion is mobilizing people to create positive change and the Fearless Voice team is driven to do just that.