



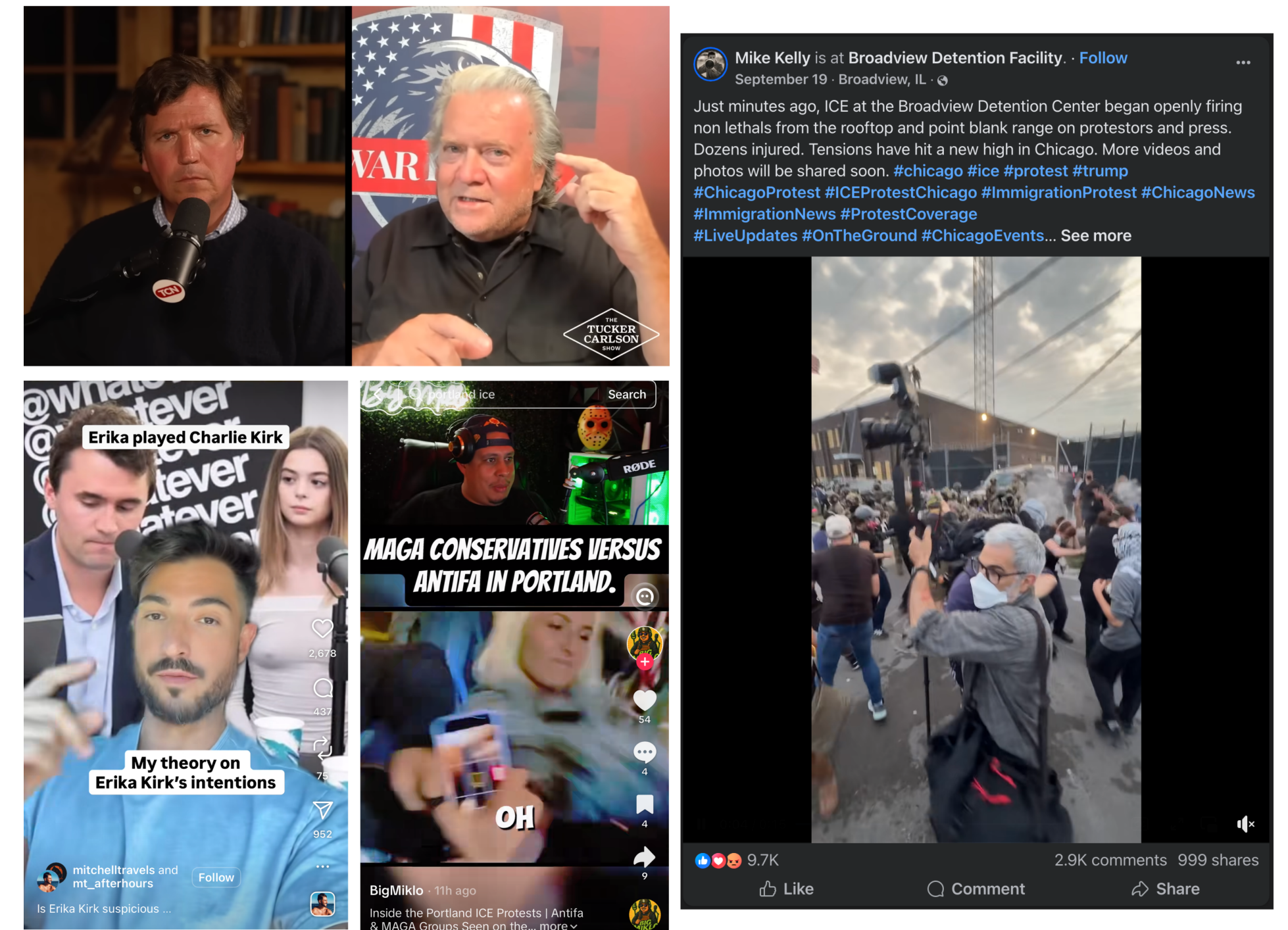
American Profiles

Making democracy personal again

The Problem:

What's Missing in Political Media?

- Outrage dominates. Empathy is absent
- Voters are disengaged, disillusioned, and drowning in noise
- Political content rarely shows how policy affects real lives



Emotional storytelling is nearly nonexistent.

But urgently needed.

Our Solution:

Stories that Move Hearts - and Votes

- We produce emotionally resonant short films that humanize political issues
- Each film centers on a lived experience, not talking points
- Designed to shift perspective, spark empathy, and activate civic engagement



Production Model:

Lean, Mobile, Impact-Driven

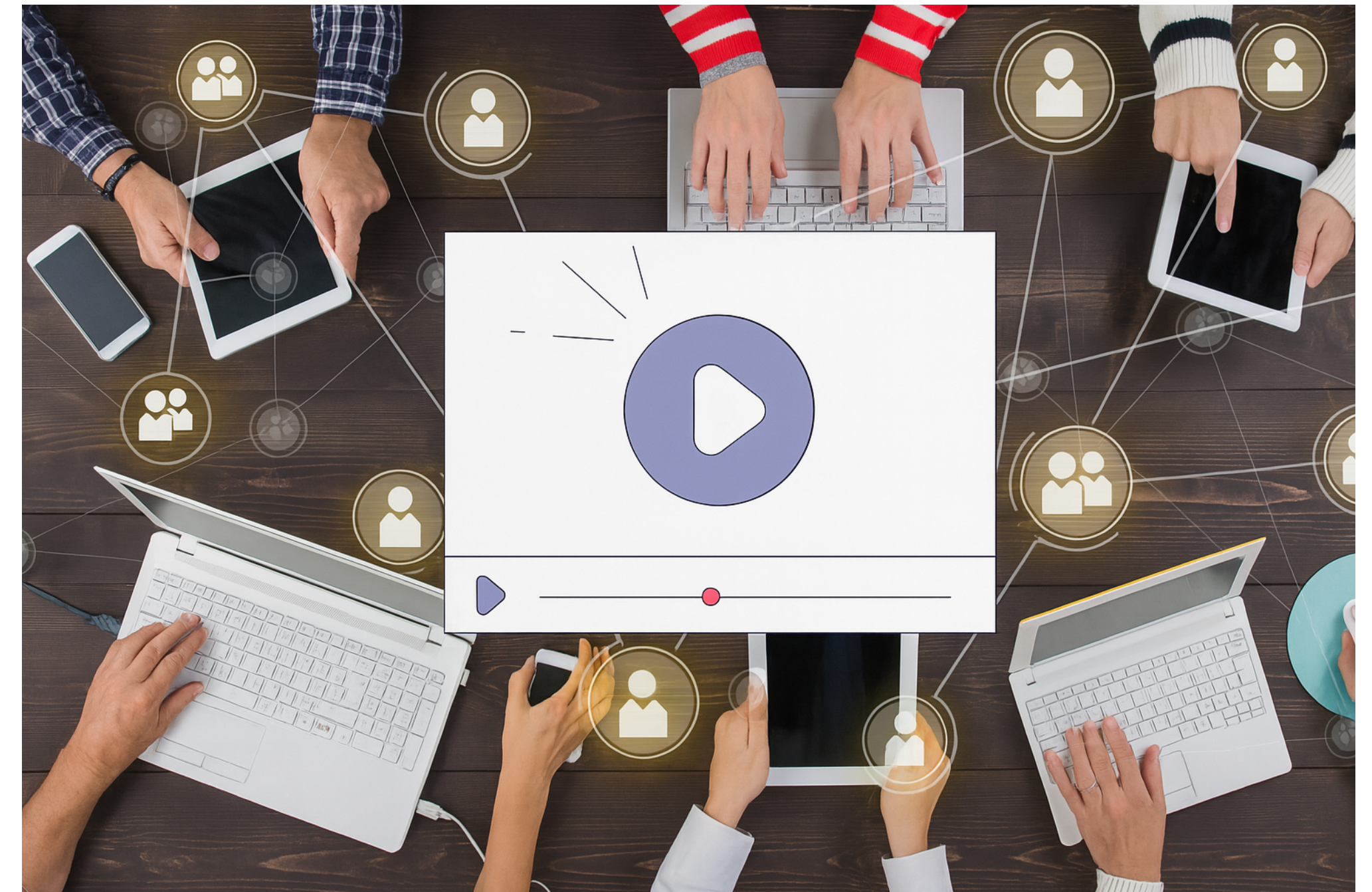
- Two-person field team (Producer/Director + Cinematographer) traveling the country for 6 months
- Editor + Associate Producer supporting prep, post-production, and distribution
- Output:
 - 2 short films/month
 - 12 total films
 - Each film includes a full slate of social media assets



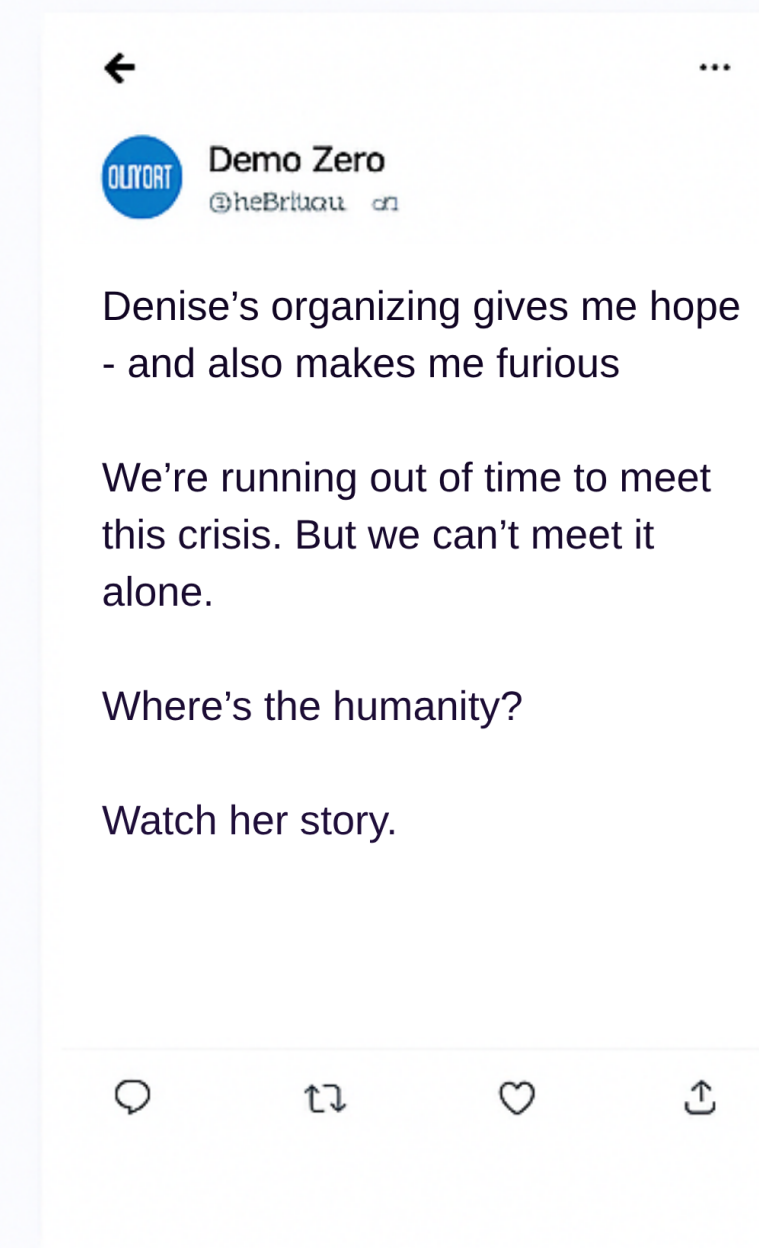
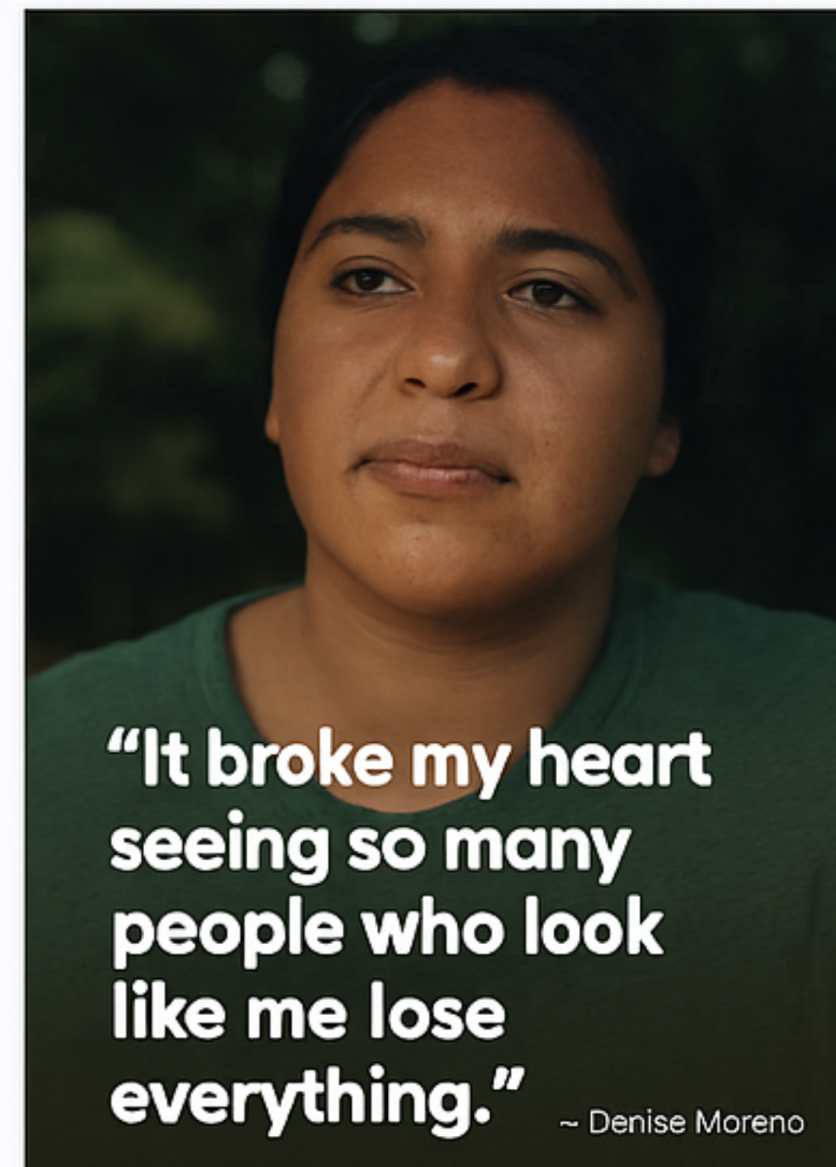
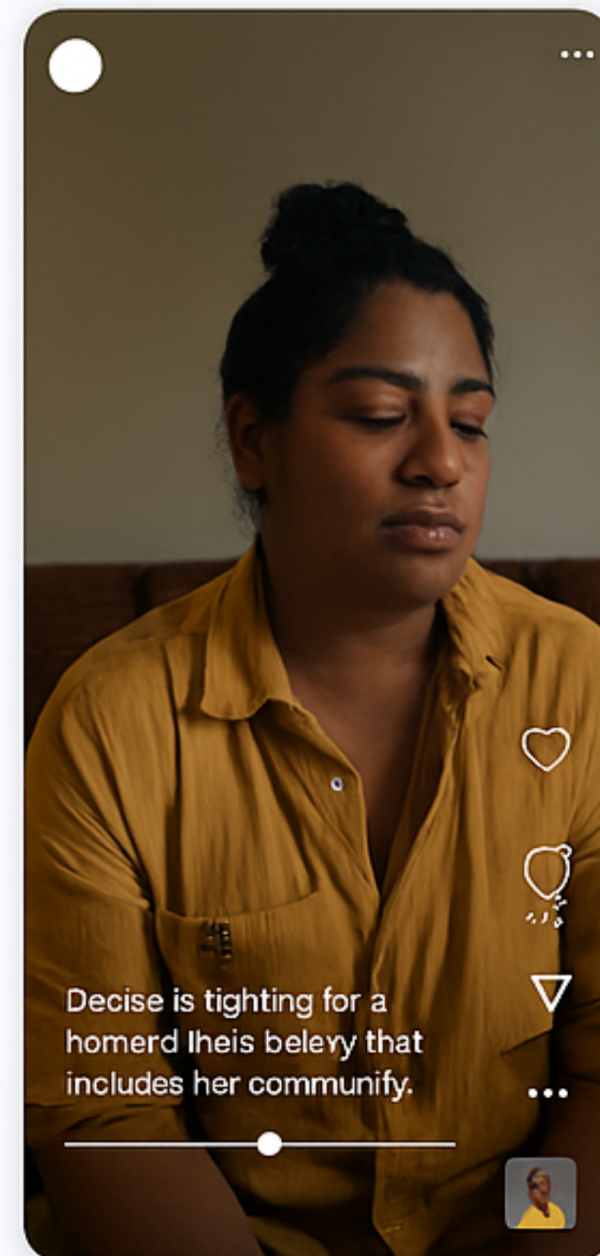
Distribution Strategy:

Built to Be Used - Everywhere

- All content is free to download and be used by campaigns, organizations, and activists
- Each film comes with clips, graphics, captions, and platform-optimized versions
- Active outreach to partners with support on how to deploy content effectively
- Designed for reach, resonance, and civic activation



Each story will be accompanied by a full slate of social media assets designed for emotional engagement, amplification, and partner use.



Sample Story Profiles

The Faces Behind the Issues

The Mixed-Status Daughter

A DACA recipient whose parents were deported. She's now a youth organizer fighting for mixed-status families.



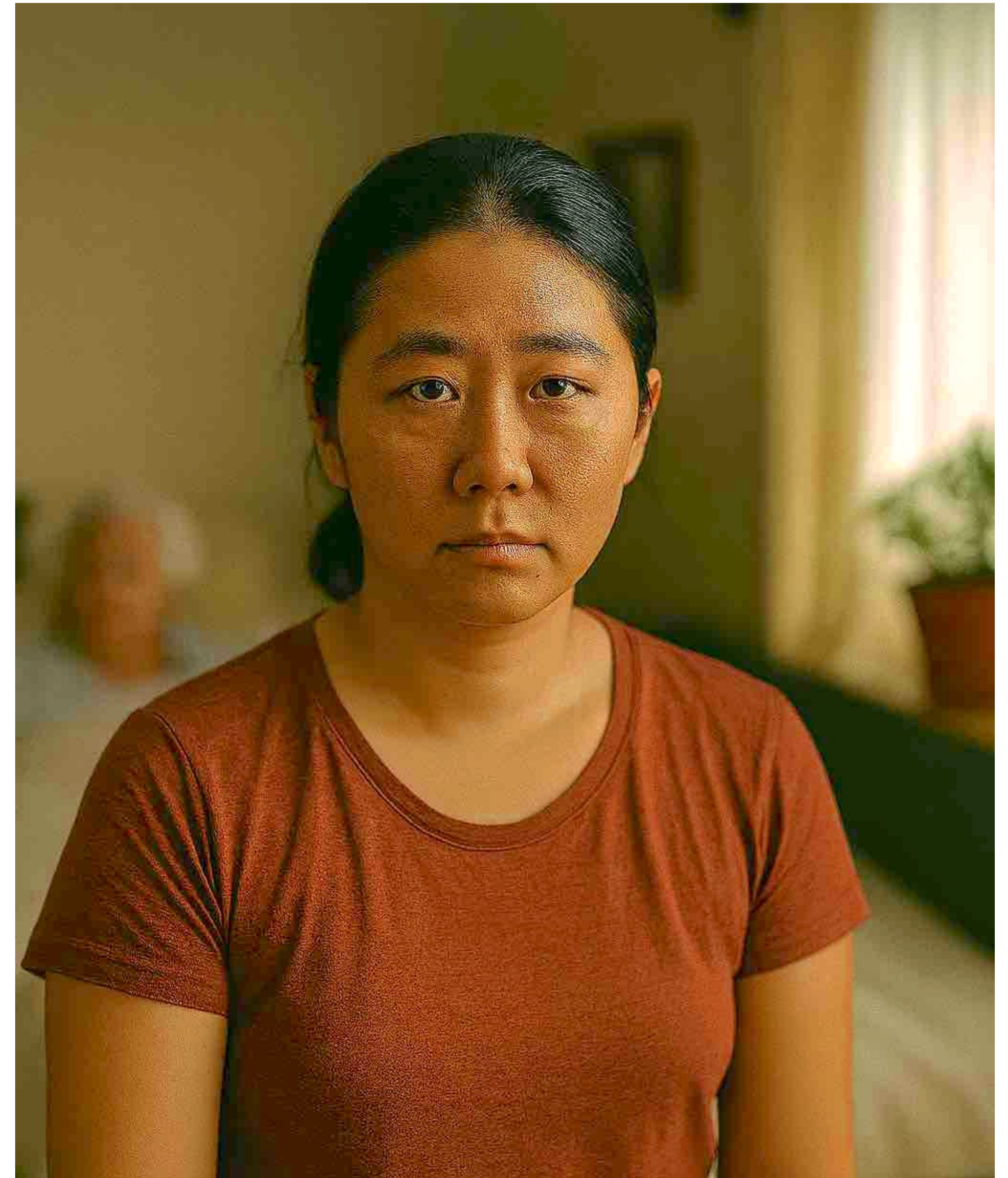


The Lost Farmer

A third-generation farmer watching his land dry up and his market disappear. His story is about grief, adaptation, and quiet defiance.

The Caregiver

A middle-aged woman juggling two jobs and caring for her disabled mother loses access to home health subsidies after federal budget cuts.



Impact Vision:

Empathy Is a Civic Strategy

- Free to download and use
- Active outreach to partners and offering support
- Targeted distribution in swing districts
- Emotional engagement drives civic participation
- Stories reach across divides and soften polarization
- Long-term goal: shift the emotional landscape of political discourse

Donor Model:

Strategic Partners, Not Just Donors

- We're limiting our donor pool to a small group of high-dollar contributors
- Every funder helps shape direction, issue focus, and content strategy
- This is a co-creation model - shared purpose, shared impact
- If you're funding democracy, this is where your support goes furthest

Budget + Timeline:

Capturing the Stories That Matter

- **Goal:** \$300,000
- Covers pre-production, production, travel, post, outreach, and distribution
- **Timeline:** 6-month production window leading up to midterms

Let's Make Democracy *Feel* Again

Join us as a founding partner. Help bring these stories to life. And shape the emotional narrative of this election.

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