

Thought Shift LLC Funding Proposal

Organization Background

- **Mission:** Thought Shift LLC is a 501(c)(3) non-profit organization whose mission is to improve societal well-being by strategically employing product-free marketing techniques to shift mindsets and cultivate healthier habits. We aim to lead a collective reduction in physical and emotional harms and generate significant financial savings for individuals and society.
- **The Problem:** The U.S. faces a crisis of escalating societal harms, including hundreds of billions in lost productivity annually, widespread financial instability, and increasing rates of self-harm. These issues are significantly driven by unhealthy consumption habits fueled by pervasive product marketing, creating a massive economic burden and diminishing overall well-being.
- **Our Solution & Approach:** Thought Shift provides a critical "counter-narrative" to traditional product marketing. We offer a unique, high-ROI approach using product-free marketing grounded in behavioral science to strategically shift ingrained habits towards healthier behaviors. We focus on disrupting harmful consumption patterns by encouraging mindful reflection, reduced consumption, and the adoption of positive habits. Our messaging promotes self-reflection, empowered choice, action initiation, and social reinforcement.
- **Operational Model:** We employ a lean, scalable operational model to maximize efficiency and impact. With a projected annual operating budget of approximately \$200,000 covering essential staff and operations, we ensure resources are focused on high-impact, habit-focused initiatives.

We leverage digital tools, remote expertise, and flexible campaign management (managing smaller campaigns internally and outsourcing larger initiatives) to minimize overhead. The entire organization will be virtual, eliminating physical overhead costs.

See the complete budget detail on the last page.



Thought Shift LLC

Founder & Structure:

Thought Shift was founded by Peter Faulk. As a 501(c)(3) non-profit (EIN 83-3086167), it is governed by a dedicated Board of Directors responsible for strategic direction, policy, financial oversight, and ensuring adherence to our mission and ethical principles. The Board operates with transparency and accountability.

Ethical Commitment: Our work is guided by core ethical principles including primacy of service, integrity, honesty, respect, dignity, beneficence, non-maleficence, fairness, equity, responsibility, and collaboration. All employees and affiliates adhere to a strict Code of Conduct emphasizing our mission and ethical standards.

Program Overview: Fostering Societal Transformation Through Habit Change

Funding Request: (Note: Thought Shift LLC is requesting funding to support the expansion and scaling of our product-free marketing campaigns aimed at fostering positive habit change across the U.S.)

- **The Need:** As outlined previously, unhealthy consumption habits drive staggering societal costs – financial, physical, and emotional. Lost productivity costs businesses hundreds of billions, financial instability plagues individuals caught in consumption-driven debt cycles, and rates of self-harm, including substance abuse and unhealthy eating, signal a profound crisis. Traditional marketing often exacerbates these issues. Thought Shift addresses the root behavioral drivers of these costly problems.



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- **Our Program - Product-Free Marketing for Habit Change:** Our core program involves developing and disseminating targeted, data-driven, product-free marketing campaigns.
 - We leverage marketing's power to modify behaviors, redirecting it towards positive habits like mindfulness, stress reduction, financial prudence, and healthy choices.
 - Campaigns utilize concise, impactful slogans and messaging grounded in behavioral science.
 - We employ a multi-platform approach, strategically using digital media, social platforms, community outreach, and potentially traditional media to maximize reach.
 - Content is strictly product-free to maintain trust and focus solely on behavioral shifts.
- **Target Population:** While our goal is broad societal transformation, campaigns may be segmented to resonate with specific demographics or focus on particular habit categories (e.g., financial wellness, stress reduction, mindful technology use). We aim to reach individuals susceptible to or currently struggling with the negative impacts of unhealthy consumption habits.
- **Goals and Objectives:**
 - Develop and launch new targeted habit-change marketing campaigns within the grant period.
 - Achieve program specific Impressions and results across digital platforms.
 - Foster measurable shifts in targeted attitudes and self-reported behaviors related to consumption habits.
 - Reduce the societal costs associated with negative habits, contributing to improved public health, financial stability, and overall well-being.



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- **Outcomes and Measures of Success:**

- **Behavioral Impact:** Track key indicators such as consumption rates, spending patterns, health statistics, self-reported well-being, and specific behavioral data via surveys and data analysis.
- **Campaign Effectiveness:** Utilize automated marketing reporting tools and data analysis to measure campaign reach, engagement, and ROI.
- **Societal Cost Reduction:** Correlate campaign impact with broader societal data points related to productivity, financial health, and public health markers over the long term. Demonstrate a return on investment through calculated cost savings resulting from habit shifts.
- **Community Engagement:** Track growth and engagement within online/offline communities fostered around mindful living.
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Major Events and Project Activities

- **Campaign Development:** Research, strategize, and create new habit-change campaigns based on behavioral science principles.
- **Platform & Partnership Development:** Expand reach by securing placements on digital platforms and building strategic partnerships.
- **Campaign Launch & Management:** Execute campaigns across selected channels, monitor performance, and optimize based on data.
- **Data Collection & Analysis:** Implement survey tools and analytical methods to track impact and measure outcomes.
- **Reporting:** Provide regular, transparent reports to stakeholders on activities, progress, and measured impact.



Partnerships and Collaboration

Thought Shift actively seeks strategic partnerships to amplify reach and impact. We aim to collaborate with:

- Media outlets and digital platforms (potentially seeking donated media/pro-bono services).
- Creative professionals and marketing agencies.
- Behavioral science experts and research institutions.
- Community organizations, mental health advocates, financial literacy groups, addiction recovery services, and corporate wellness programs.
- Influencers who align with the Thought Shift philosophy.

Sustainability

Thought Shift operates on a donation-based model. Sustainability is achieved through:

- **Diversified Funding:** Actively seeking support from large philanthropic foundations, corporations, municipalities, high-net-worth individuals, and individual donors.
- **Operational Efficiency:** Maintaining a lean structure and maximizing the impact of every dollar through strategic resource allocation.
- **Demonstrated ROI:** Proving the significant financial and social return on investment generated by reducing costly societal harms, thereby attracting ongoing support.



Thought Shift LLC

Our Organization and Budget are Simple and Lean

FIXED OPERATIONAL COSTS - Thought Shift Estimated a Fixed Cost Budget of ~\$200k Annual. With this budget the (2) Employees can maintain regular posts and work on grant proposals and growing the business and relationships and the CRM contact database for the first few years.

VARIABLE COSTS - CAMPAIGN BUDGETS - Any revenue beyond that will be spent 100% on advertising budgets, paid advertising i.e. Pay Per Click Campaigns on Google, Paid Ads and Services on Meta and other platforms. This budget will also include outsourced design firms and media buys and any specific targeted funding, all tracked separate.

Category	Expense	Annual Cost
*Personnel	Founder - Full Time - Focus on Business Development and Strategy for Campaigns, Grants and Funding	\$ 80,000
*Personnel	Marketing Manager - Day to Day Campaign development, Client Interactions, Reporting, Grant Writing	\$ 70,000
Hardware	Misc Computers / Phones and Office Consumables	\$ 4,000
Insurance	Employee Health and Liability	\$ 25,000
Software	CRM Application - Leand Management	\$ 5,000
Software	Accounting Software - Expense Tracking	\$ 2,000
Software	Hosting Sites - Domain Costs	\$ 2,000
Software	AI and Posting Automation (Hootsuite)	\$ 2,000
Travel	Unpaid Travel Budget - Client Meetings	\$ 10,000
Estimated Fixed Cost Annual Budget		\$ 200,000



Just Shift It

Thought Shift LLC offers a unique and urgently needed approach to address the profound societal costs stemming from unhealthy, consumption-driven habits.

By strategically leveraging product-free marketing and behavioral science, we provide a powerful counter-narrative, empowering individuals to shift their thinking and adopt healthier habits.

An investment in Thought Shift is an investment in reducing staggering economic burdens, fostering individual well-being, and cultivating a healthier, more mindful, and prosperous society for all.

We invite you to partner with us in this transformative initiative.

Peter Faulk

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Read more:

www.thoughtshift.org