



An initiative of the



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Community Organisation Involvement

Supporting Samih as an organisation

To be successful the Samih project will require the support of community organisations. Any organisation that supports the aim of the campaign can join as a **supporter** and be listed on the supporters webpage. Supporters will also have the option of having their own team for reporting. Supporters will be asked to promote both the reporting effort and the crowd funding appeal.

There are three main areas where supporting organisations can assist the Samih project:

Promotion of the campaign

The project relies on wide spread public engagement both to collect the data on anti-Muslim hate and to support the crowd funding and sponsorship efforts. These are discussed separately, but before we can get the public to engage they need to hear about the campaign and have confidence in the work that is being undertaken.

Your assistance promoting the campaign through your social media, newsletters, e-mails and posters can help bring more people into the campaign. We will do what we can to prepare flyers, graphics, slides for presentations, and anything else needed to empower others. Ultimately we're looking for partners who can take partial ownership of making this happen.

Reporting of online anti-Muslim hate

The core of the Samih campaign is reporting. We're aiming for 5,000 unique items. That's a huge volume of data. We're going to need thousands of people to get involved in making that happen.

The OHPI team would be happy to setup private groups for any organisation who is interested. This will let you track how many items your group has reported, and how you are contributing to the campaign overall. It will also allow group members see what other members have reported so that multiple people can report the worst items. Other groups will not see the data you report unless they find it independently. Member of your group will be managed by a group leader who will be able to issue invites for additional people to join the team.

Fundraising to progress beyond the campaign

This campaign is being launched now because it is badly needed. There is no grant or donation to support it. We'll be raising funds to proceed through the later stages of the project through a combination of sponsorships, partnerships, and crowd funding. We will be relying on those who want to see this project succeed to help us secure these sources of funding.

Sponsors: Sponsors will be listed on the projects front page and will be given half a page advert in the final report. Sponsors will also receive a hard copy of the report. We are asking for \$5000 + GST for each sponsor.

Partners: The final report and the website will include a list of partners. These are **supporters** that either raise \$500 or more in donations to support the campaign, gather 500 unique reports for the campaign through their online reporting team, or pay a \$500 + GST fee.

Supporters: Will be listed on the project website. They may also optionally contribute a written or statement or video statement about the need to challenge anti-Muslim hate.

Fundraising targets

This table outlines what can be achieved at different levels of funding for the project.

Goal	What we can do
40,000	Create an updated report including the effectiveness information and distribute it to key stakeholders.
30,000	Publish 6 effectiveness briefings , each looking at how effective Facebook, YouTube and Twitter are at removing a particular category of hate and providing examples of the sort of content that is not being removed. The briefings will enable online campaigns for better responses by the platforms.
25,000	Find how effective social media companies are at removing anti-Muslim online hate. This will be done by re-examining the data after 5 months to see how much of it has come down.
20,000	Print and distribute the report to key stakeholder. This includes Government, Human Rights Organisations, Researchers and the Media.
15,000	Create a report examining the hate in full. The report would show the prevalence of different types of hate and would serve as a vital tool to inform future work challenging anti-Muslim hate both online and in society more generally.
10,000	Archive the hate then provide each of the social media companies with a full list of items on their platform, challenging them to remove the hate
8,000	Publish six briefings one on each of the six different categories of anti-Muslim hate. Each briefing will include nine examples of hate, three from each of Facebook, YouTube and Twitter. The briefings will enable campaigning and mass reporting to get these examples removed.
5,000	Run a campaign on FightAgainstHate.com with a focus on gathering a large number of examples of anti-Muslim hate on Facebook, YouTube and Twitter