

Creator Program Update, October 2024

[Read the September Update](#)

At Community Change Action, we know the power and purpose of investing in trusted messengers. Our award-winning creator program continues this tradition by recruiting, training, and compensating creators who can authentically speak to our base.

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Toplines

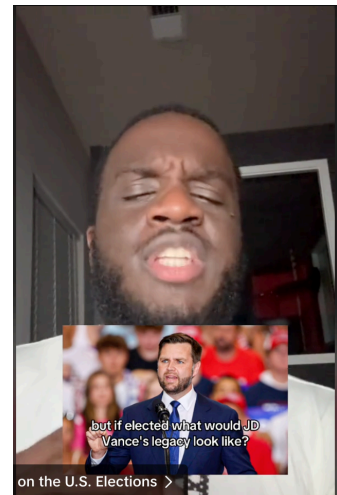
Our 2024 program has earned **6,020,128** views and **393,419** engagements via **109** creator videos across TikTok, Instagram, and Youtube as of mid-September. In our final sprint, we are focusing on voter turnout and using reproductive rights, the economy, and Project 2025 in our closing arguments.



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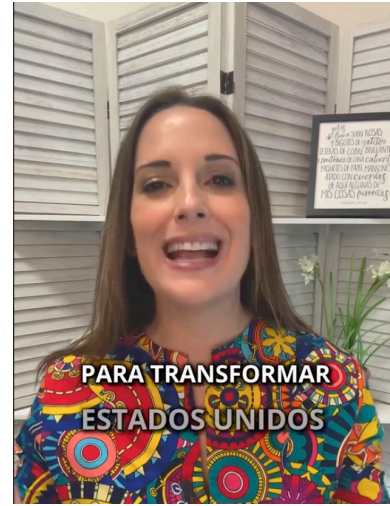
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Program Update

In Person Events

Through October, we have been layering our traditional program with in-person activations to ensure that the creator and grassroots organizing programs are coordinated with each other.

These have included...

Phoenix: On October 18, we hosted over 20 creators for a day of action with Our Voice Our Vote (OVOV) and Living United for Change in Arizona (LUCHA). The creators were already in the state in partnership with Future Forward, and we introduced them to the grassroots organizers who fight for our freedoms year round.

Some of the videos that creators posted, without our direction, include...



[Watch Video](#)



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Philadelphia: On October 23, [Jasmine Duke](#) attended the Childcare Voter Day of Action event in Philadelphia. Her video will be live next week.

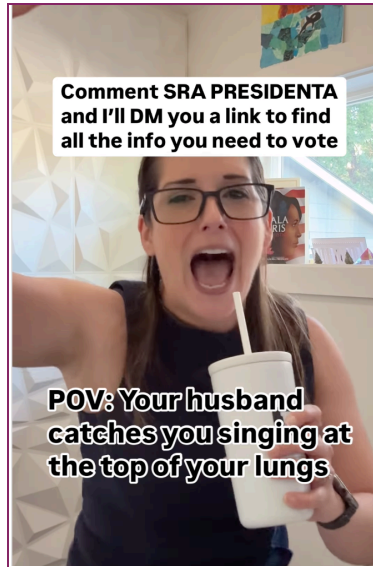
Detroit:

- On October 9, [Darryl Vega](#) spent the day with our partner Michigan Liberation Action, and is currently in the process of editing the videos with our teams.
- On November 3, our ambassador [Brittany Simmons](#) will join our partners for the Drag Out the Vote Event.

Atlanta: On October 28, Future Forward is hosting a creator activation similar to their Phoenix event. Community Change Action was once again invited to engage with the creators via our grassroots partners, and we are planning actions with Asian American Advocacy Fund and Black Male Initiative Fund.

Music Activation

Following Grecia Lima's vision, we're also engaging in two Spanish Language song, including the new corrido song Señora presidenta. Below, our ambassador Sylvia leads the charge with her own video – we will continue to share videos as they become live.



[Watch Video](#)

Recruitment

With crowded #ForYou pages, we deepened our recruitment efforts by investing more time in our “open call” strategy for reaching new audiences. Over the last three weeks, we have recruited creators and reviewed their content, with 28 new creators approved and publishing their videos over the next week.

Some of these creators include...

- [@DasiaDoesIt](#), who pitched us a series on how elections impact local issues (and the importance of voting down ballot).
- [@teacherpaywithk](#), who pitched a series on the election’s effect on education.
- [@sierraperosa](#), who pitched videos on student loans.

This strategy remains *in addition* to our other verticals: the traditional program, where creators are paid for one-off videos; the ambassador program, where they are recruited for 10 videos and join working sessions; and our series program, where they are recruited for 2-3 videos on the same subject.

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