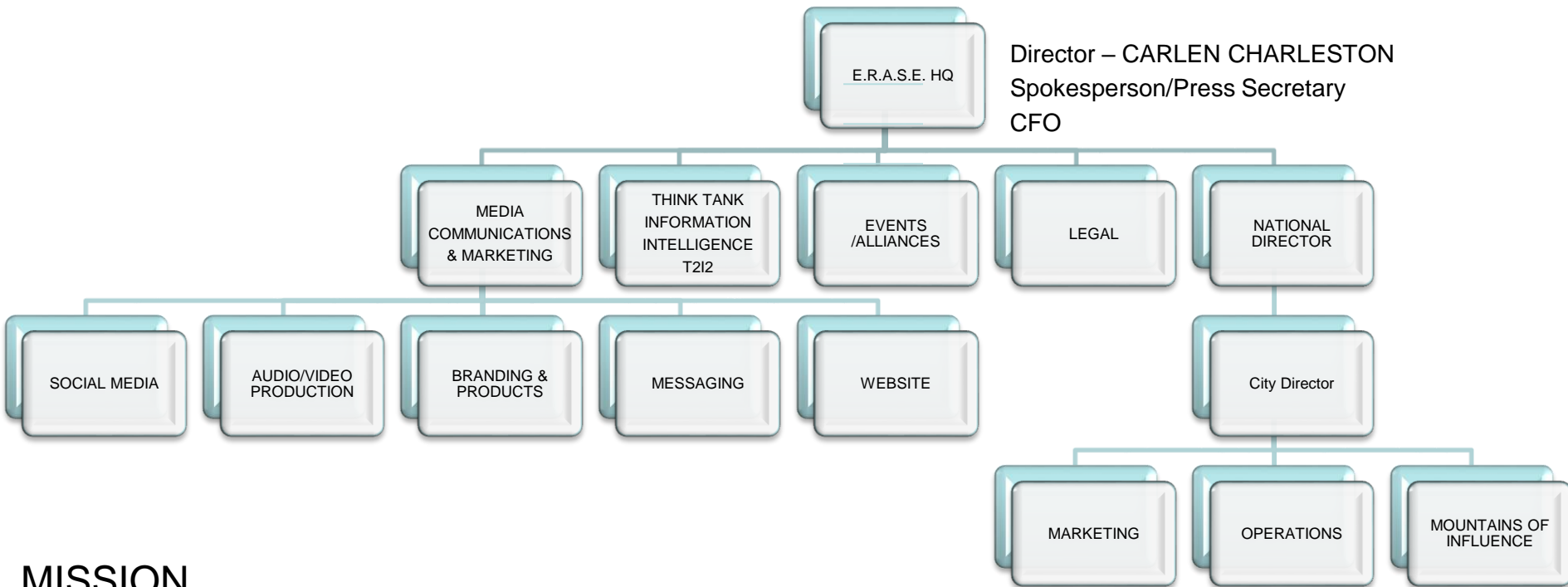


E.R.A.S.E. RACE

The American Unity Movement



MISSION

- WE BELIEVE THAT THERE IS ONLY ONE RACE; THE HUMAN RACE. WE WILL ERADICATE THE USE OF THE TERM AND THE CONCEPT OF RACE BY CREATING A WORKFORCE OF UNITY AMONG LIKE-MINDED AMERICANS TO “DO GOOD” THROUGHOUT THE COUNTRY.***

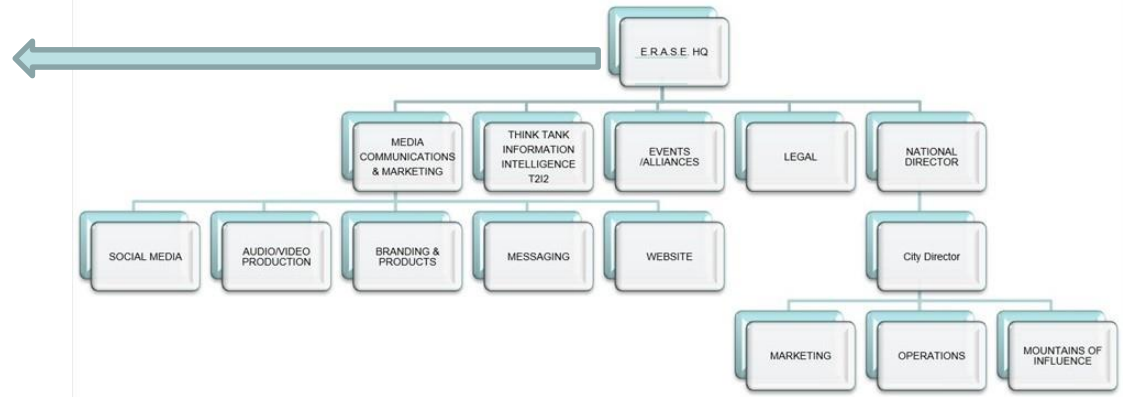
E.R.A.S.E. RACE

The American Unity Movement

Identifies the organizational entity

E.R.A.S.E.
HQ

Identifies who is in the box



Consists of:

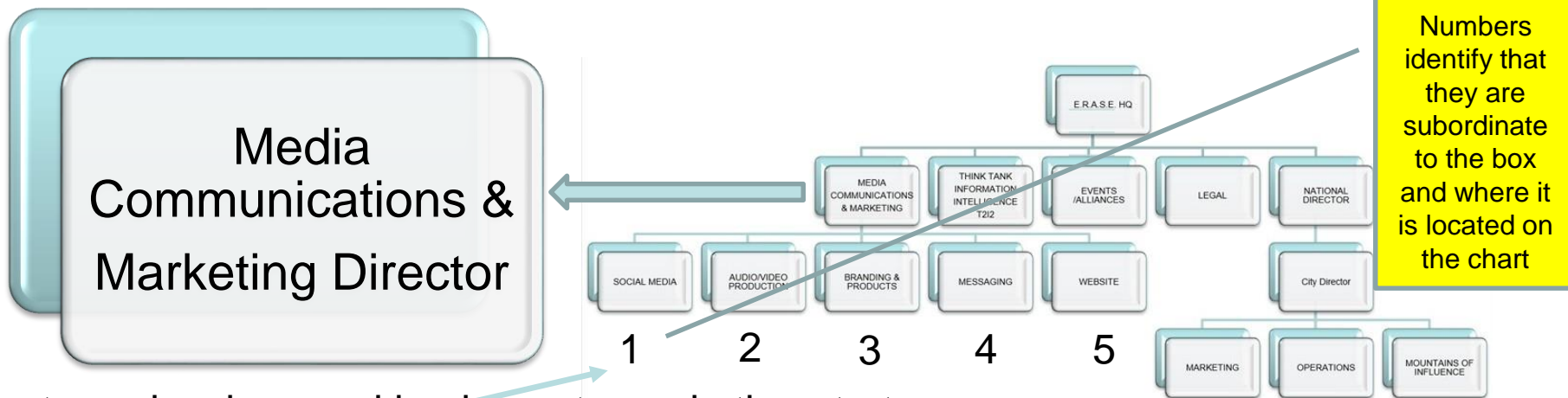
Director – Directs all activities and is responsible for success and failure

Press Secretary – Face of ERASE Race and speaks publicly on behalf of all ERASE Race entities

Chief Financial Officer – Maintains and manages the funds and prepares budget for the campaign

ERASE RACE

The American Unity Movement



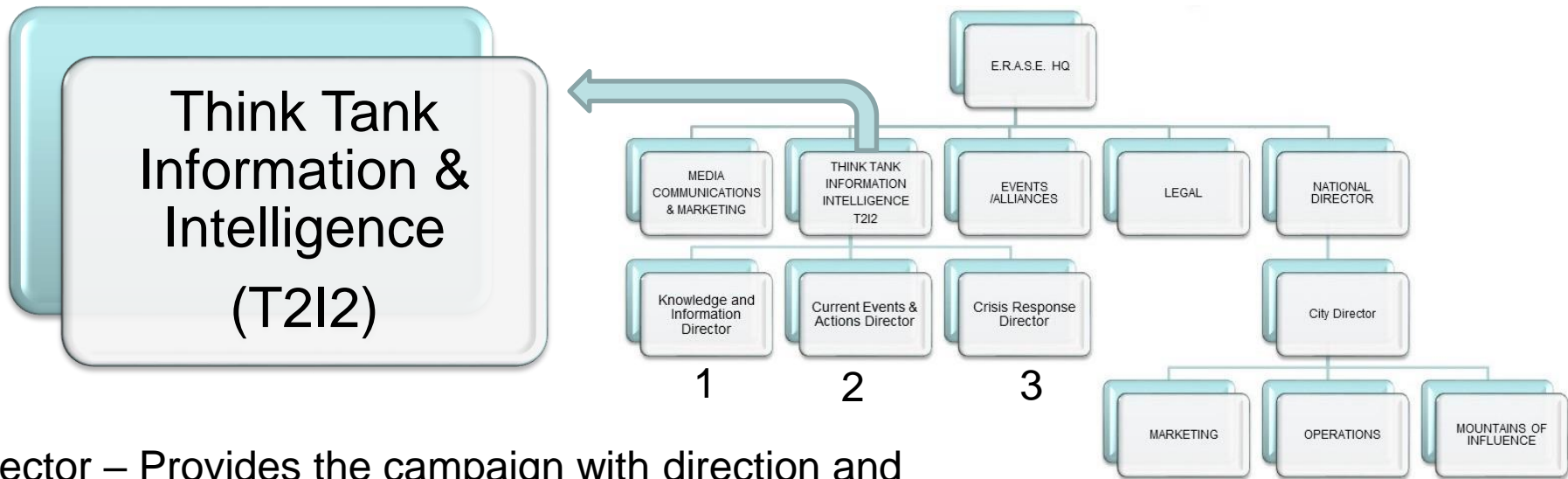
Director – develops and implements marketing strategy

Consists of:

1. Social Media Director – Manages all social media platforms
2. Audio/Video Production Director – Manages and creates audio and video messages
3. Branding/Products/Merchandise – Responsible for image of ERASE Race and products
4. Messaging & Communications Director – Press Secretary and manages talking points
5. Web Director – maintains web presence and connectivity with targeted demographics

E.R.A.S.E. R.A.C.E.

The American Unity Movement



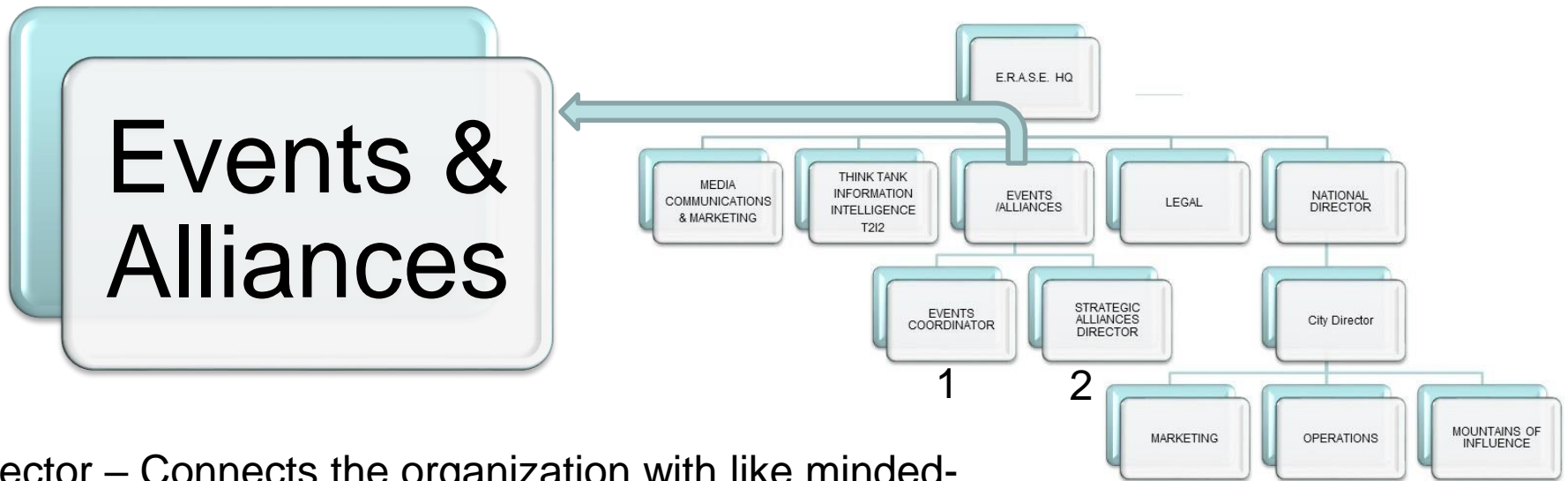
Director – Provides the campaign with direction and knowledge of relevant issues

Consists of:

1. Knowledge & Information Director
2. Current Events & Actions Director
3. Crisis Response Director

ERASE RACE

The American Unity Movement



Director – Connects the organization with like minded-companies and institutions to plan actions and events.

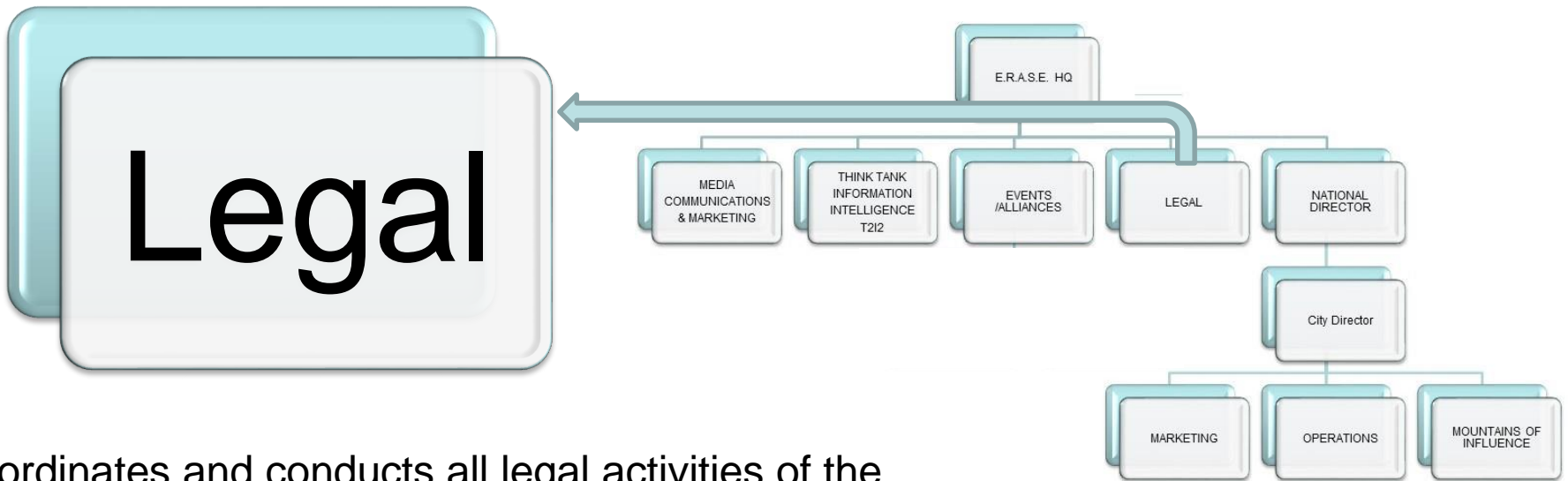
Consists of:

1. Events Coordinator – Coordinate all programmed events of ERASE Race

2. Strategic Alliances Director – Determines and coordinates corporate, private and personal alliances on behalf of the organization

E.R.A.S.E. R.A.C.E.

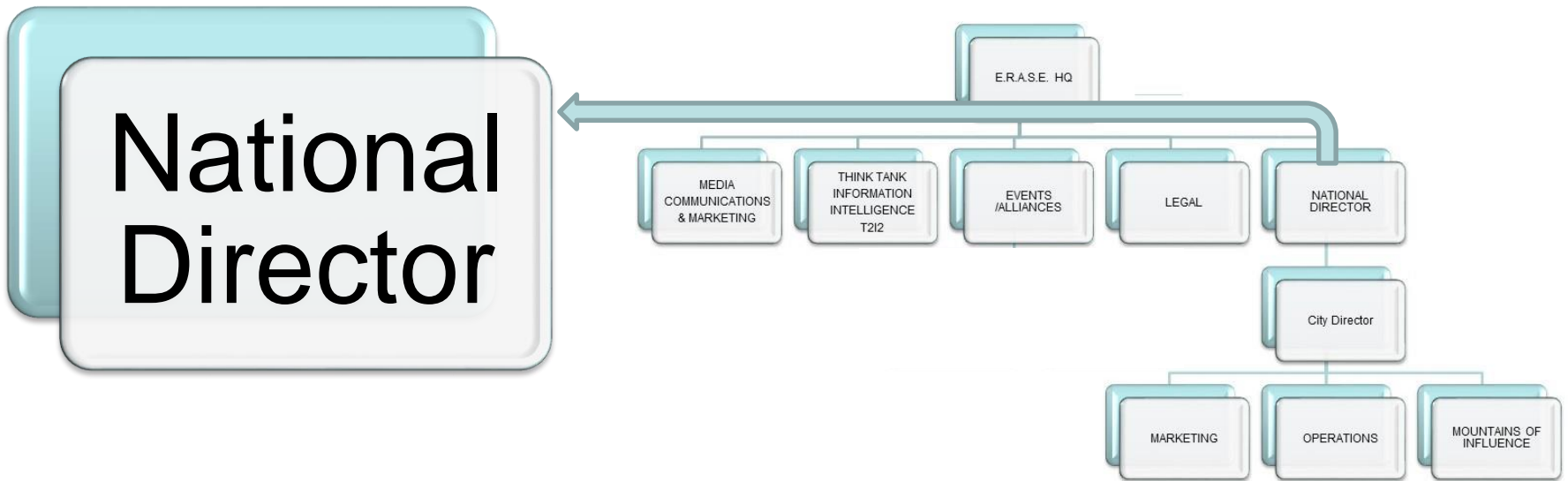
The American Unity Movement



Coordinates and conducts all legal activities of the organization

E.R.A.S.E. R.A.C.E.

The American Unity Movement

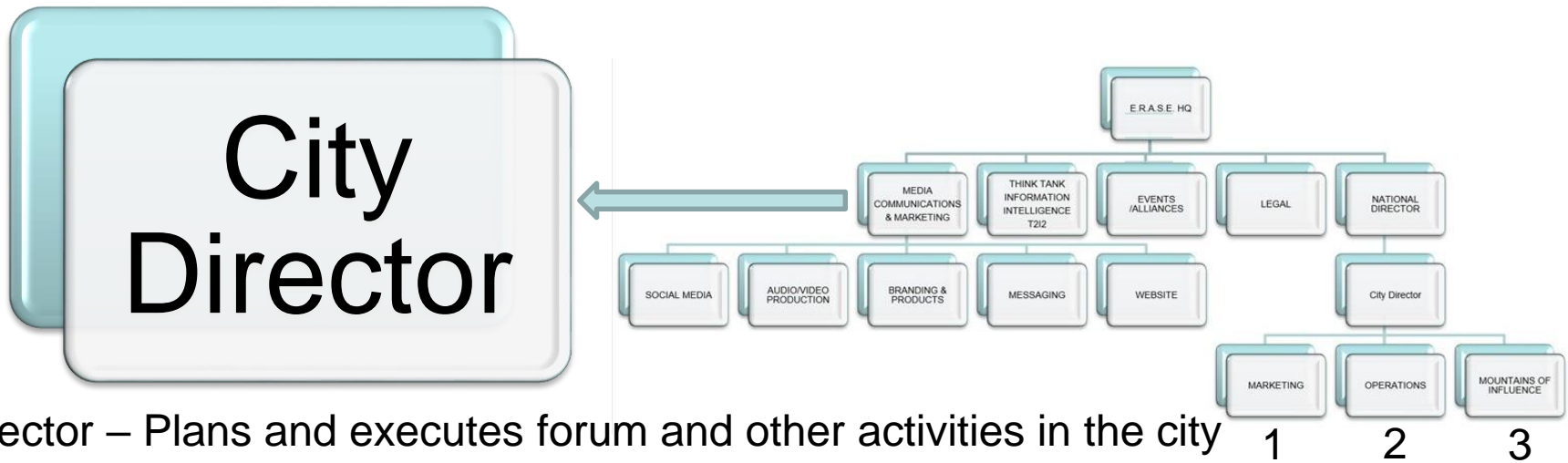


National Director

Coordinates, connects and reconciles HQ needs with needs of city directors

ERASE. R.A.C.E.

The American Unity Movement



Director – Plans and executes forum and other activities in the city

Consists of:

1. Head of Marketing – Responsible for marketing of ERASE campaign and events to the city

2. Operations Chief – coordinates all city actions for the City Director

3. Mountains of Influence Directors have responsibilities to develop programs, activities, information, education and participation/preparation for the city forum for their respective area of influence

*Family *Religion *Education *Business *Government *Media *Arts & Entertainment