



An Opportunity to Give Back-- via Zoom!!

Demi Weitz, RW Quarantunes
California

☀ Call to Action

Find ways to care for those less fortunate. Create a GoFundMe campaign to support local social services in your community. Learn more about Demi's project at quarantunes.unitedwayla.org.

☀ Values

- Creative
- Imagination
- Compassion
- Altruistic
- Enthusiastic

☀ Lessons Learned

When Demi's birthday party was cancelled she was disappointed, but she (and her father) found a way to turn things around to benefit not only Demi, but thousands of other people.
Talk about "turning lemons into lemonade!"

Good things can come out of bad situations if we are flexible and creative, and always look for creative ways to turn things around, or make the best of a bad situation.

Demi saw almost instantly that there was a way to help those less fortunate than herself by using Zoom.

Demi had imagined that her 17th birthday would be quite different from what it turned out to be.

The COVID-19 pandemic got in the way of her party plans, so instead her father organized a Zoom party for her, with some recording artists he was friends with. This gave Demi an idea: why not organize Zoom concerts to benefit charities? This was the start of Quarantunes, and the beginning of an amazing success story. With her fundraising work, in a very short period of time Demi has raised almost \$3 million for pandemic relief efforts, to benefit low-income populations particularly affected by the pandemic and by climate change. "It has been really great to connect to people, to have the chance to shed light on crucial issues and raise awareness this way," she says. "When you strip everything else away, the whole purpose of this is just to help."

☀ Language Arts

Create three images that you would use for an Instagram campaign to promote Zoom events dedicated to uniting communities during the quarantine. Explain your choices of images and words. How do these choices help to convey your message?

Write the lyrics to a song you would use to promote an event similar to Demi's concert series. You can write it based on any genre of music. How will your song get the message of unity and community across to your audience?

Write a three-minute sales pitch designed to convince corporate donors to match the donations people make during your event to help various charities during the pandemic.
What can you say that might make them willing to do this?

STEM Activities

To organize her concerts, Demi had to become proficient with a number of digital tools - namely, the popular video chat program Zoom. Find and list three digital tools that you could use to raise money for a cause of your choice.

Create goals for a GoFundMe Campaign, and map out the potential growth (perhaps using a mathematical function) for each goal you wish to reach. It might help you to imagine how many people might donate at first, and how much they would donate. Then map out an exponential growth chart that predicts how much the donations might rise over time.

Estimate the energy costs that Demi may have saved by running her events online. You can use the following (fictional) sample data:

- An in-person concert uses 2,000 MW of energy per hour.
- 1 MW of energy costs an average of \$10 to produce through traditional (average) means.
- Demi has run 20 online concerts, with an average of 3 hours per concert.

Sustainability Innovations

MeetGreen: This women-owned ISO 20121 organization works with progressive global organizations to increase financial and ecological awareness. Their services include conference and event management, sustainable consulting, and virtual sustainable event development.

Island Innovation: Founded by James Ellsmoor, this social enterprise and digital media company assists island communities in forming connections with similar island communities in order to help them address the kinds of similar economic, social, and ecological sustainability problems they are facing. They connect public, private, NGO, and academic stakeholders and help them discover how their collaboration can help to solve larger issues in island communities.

Although Quarantunes is a very unique endeavor, the global pandemic we have experienced in 2020 has caused a major shift to virtual platforms and advancements in technology. The organizations listed above are some of the front-runners in maximizing the benefits of virtual platforms to find successful pathways for targeting sustainability issues. Brainstorm: Determine one social, ecological, or economically-driven sustainability topic that you would like to address. Create a model for using a virtual platform to help to gain awareness of this issue, or to combat it.

Sustainability Career Pathways

Artist: Visual and performing artists can use their talents to draw attention to social and environmental challenges through their works of art and their songs, and/or through the platform their fame offers. If you are driven to be an artist, don't forget about the opportunity it may give you to draw attention and resources to the causes you care about. [Here is an article about many musicians¹](#)—from Paul McCartney and Sheryl Crowe to Grimes and Lil Dickey—who are using their celebrity to draw attention to climate change.

Fundraiser/Development Officer: Raising money is a valuable skill as well as a viable career path. Every major nonprofit organization has a development officer—from environmental organizations to universities and community aid organizations. For a basic description of what being a development officer entails, visit [here²](#). Demi's experience shows that a person can raise money for good causes independently with the use of crowdfunding tools, but having some formal or informal fundraising training can help drive even

greater success.

Event Planner: Demi needed to use a number of event-planning skills—coordinating performers, guests, venues, fees, and promotion—in order to plan her Zoom concerts. Organizing events sustainably, and drawing attention to and raising money for good causes is an important part of the green economy. From conferences and charitable auctions to concerts and even green weddings, there is abundant opportunity for planning enriching, sustainable events. For basics on event planning, [you can read more here](#)³.

1 <https://www.newscientist.com/article/2206461-the-musicians-helping-make-climate-change-a-cultural-movement/>

2 <https://www.greatsampleresume.com/job-responsibilities/administrative/development-officer>

3 <https://www.thebalancesmb.com/event-planning-basics-4161510>

