



BEA x Sachamama Campaign Lab

What this is

Beginning in July and over the course of several months, a cohort of BEA members will:

- Work together to shape a shared campaign
- Build skills in storytelling, messaging, and media strategy
- Contribute stories and perspectives from their communities
- Launch and amplify a campaign with support from Sachamama's media infrastructure

This pilot is also about testing a model we hope to replicate in future years, so your participation will help shape what this becomes for the broader network.

What participants will gain

This cohort is designed to support organizations in building skills, relationships, and campaign infrastructure that can continue beyond this project. Participating organizations will:

- Develop practical experience building a collaborative advocacy campaign
- Strengthen messaging, storytelling, and media strategy skills
- Receive support in shaping narratives that connect local struggles to broader conversations
- Build relationships with peer organizations working across related issues
- Expand the visibility of their communities, priorities, and organizing efforts

Campaign focus

This first cohort will focus on data centers and their impacts, understood expansively.

We are looking for organizations who:

- Are actively working on issues connected to data centers (land use, energy, water, labor, etc.)
- Have studied or are exploring these impacts
- Are seeing emerging challenges in their communities
- Or are interested in engaging this issue and shaping how it is understood

You do not need to have an existing campaign on this topic.

Who should apply

We're looking for 5 organizations to participate in this pilot.

Each organization should plan to be represented by two staff members who work in these roles:

- A program or campaign lead (someone who understands your work and can integrate this into your organization's strategy)
- An organizing or outreach lead (someone who works closely with community members and can help activate participation)

Timeline

- Application opens: Last week of May
- Applications close: June 18
- Cohort notifications: on/around June 24
- Sessions begin: July 14 and will take place weekly on Tuesdays (2-3 ET / 11-12 PT)
- Sessions run through: early 2027
- Campaign launch window: late 2026, early 2027

Commitment

- 2–2.5 hours per week for approximately 6 months
 - Weekly virtual cohort sessions (~60 min)
 - Prep / follow-up (~60 min)
- Additional contributions such as:
 - Sharing stories from your community
 - Participating in campaign development
 - Helping activate your networks during campaign rollout