



THE HARRY POTTER ALLIANCE

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The Harry Potter Alliance Campaigns - Past and Present

2010

The Deathly Hallows Campaign

The Deathly Hallows Campaign spans the nine months between Harry Potter films. From November 2010 through July 2011, Harry will be struggling to destroy Voldemort's Horcruxes. At the same time, Harry Potter fans across the globe will join the Harry Potter Alliance on an epic journey to destroy seven real world Horcruxes. Beginning October 31, on the last day of each month the next month's Horcrux will be introduced through a Livestream event on the HPA's Livestream channel: www.livestream.com/imaginebetter. At each Livestream event Andrew Slack will explain to members how they can get involved and make a difference in defeating these injustices.

HPA for the Win

In June 2010, the Harry Potter Alliance competed against 10,000 other charitable organizations to win a grant from the [Chase Community Giving](#) Contest on Facebook. Thanks to the extraordinary dedication of our members, partners, and staff, we received 38,689 votes and won the first place grant of \$250,000. Our message was translated into four different languages and reposted by international Harry Potter fan communities across the globe including [Potterish.com](#) and [HarryLatino.com](#). Popular YouTubers such as the Vlogbrothers, Tom Milsom, Wheezy Waiter, Dan Brown and many more promoted the HPA in their videos. Celebrities such as Neil Gaiman, Nathan Fillion, and Felicia Day tweeted their support and fans of Twilight, True Blood, Eragon, and more posted and asked their readers to vote. During the last 12 hours of the contest, [LeakyCauldron.com](#) and [Mugglenet.com](#) completely redirected their websites to the voting page. The \$250,000 is helping the HPA expand its reach and improving its literacy and LGBT rights programs.

Wizard Rock the Vote

During summer of 2010, The HPA teamed up once again with Wizard Rockers to register voters at Wizard Rock shows across the nation. In 2008, Wizard Rock the Vote met with tremendous success, registering over 900 voters. In 2010 the HPA registered another 200, bringing the total to over 1100 registered voters between both campaigns. Volunteers attended more than 70 performances, clipboards in hand, encouraging Harry Potter fans to choose their Congressional representatives and vote.

Accio Books

Accio Books! is an annual book drive for children around the world who do not have easy access to books. Harry Potter fans across the globe have come together each March to donate more than 55,000 books to communities both in the United States and foreign countries since the campaign's inception in 2009. The goal for the first book drive was to collect and donate 500 books. Instead, the HPA's members donated and overwhelming 13,481 to local communities across the world and our partner ASYV (Agohozo Shalom Youth Village) in Rwanda. In 2010, the HPA's members broke their own record and donated 41,415 books to local communities. Half of those donations went to our partner The Delta Center for Culture and Learning, who distributed the books to communities in need across the Mississippi Delta. Accio Books! Will resume in March of 2011.

Helping Haiti Heal

In January 2010 the HPA joined forces with members of fandoms from other popular books, movies, and television series (including Heroes, Lost, True Blood, The Wire and Firefly) to create Helping Haiti Heal, a home-grown effort to contribute to the humanitarian aid and relief activities in Haiti. With the help of our partners and the Wizard Rock community, in just two weeks the HPA raised over **\$123,000** for [Partners in Health](#) (PIH), an organization in Haiti that works to provide health care for impoverished communities. With the money raised, PIH was able to charter five airplanes to Haiti full of medical supplies. Four of the airplanes were named after characters from the Harry Potter Universe: Harry, Ron, Hermione, and Dumbledore; the fifth airplane was named DFTBA (Don't Forget to be Awesome) in honor of the help from our friends in Nerdfighteria.



2009

Magical Acts of Kindness

The Magical Acts of Kindness (MAK) campaign encouraged members to look for ways they could introduce magic into the lives of others through simple, random, anonymous acts of kindness. Members used Twitter and the blogs and forums on our Ning to develop and spread MAK ideas. MAK campaigns occur on a sporadic basis, whenever a little more magic is needed in the world. The first MAK ran in 2008, then for one week in October 2009, and most recently in September 2010 to celebrate the birthday of the HPA's Executive Director Andrew Slack..This campaign also gave the HPA the opportunity to partner with GivesMeHope.com, a website featuring real-life stories to encourage and empower readers. GivesMeHope featured MAK stories from HPA members during our October 2009 campaign.

Wrock For Equality

In October 2009 the HPA launched Wrock 4 Equality to stop the passage of Proposition One in Maine that would have repealed equal marriage. The HPA's members in Maine canvassed in the middle of the pouring rain, knocking on close to **700 doors**, reminding people to vote No on Proposition One, and collecting **about 30 absentee ballots** so that Maine residents would vote early. In addition, members across the nation spent hours phone-banking, calling more than 3500 residents of Main in just one day – a 1200% increase over Massachusetts Equality's previous record. As a result of this work, Wrock 4 Equality was mentioned in several major media outlets, including [The Wall Street Journal](#), [Change.org](#), the Orlando Sentinel, [Portland Phoenix](#), [Tips-Q](#), and [Irish Central](#).

What Would Dumbledore Do

In July, 2009, the What Would Dumbledore Do (WWDD) campaign took over Twitter, movie theaters and CNN. As part of the campaign, the HPA asked members to tweet about life lessons that they had learned from Dumbledore with the label #dumbledore. The HPA amassed over 12,000 tweets in which people described how Dumbledore taught them important lessons about life and themselves. In addition, the HPA's members brought name tags to releases of *Harry Potter and the Half Blood Prince* to spark discussion and engagement with movie attendees about lessons learned from Dumbledore, not just in the US, but across the world as well. The campaign was also featured in an article in the Huffington Post, written by our own Andrew Slack.