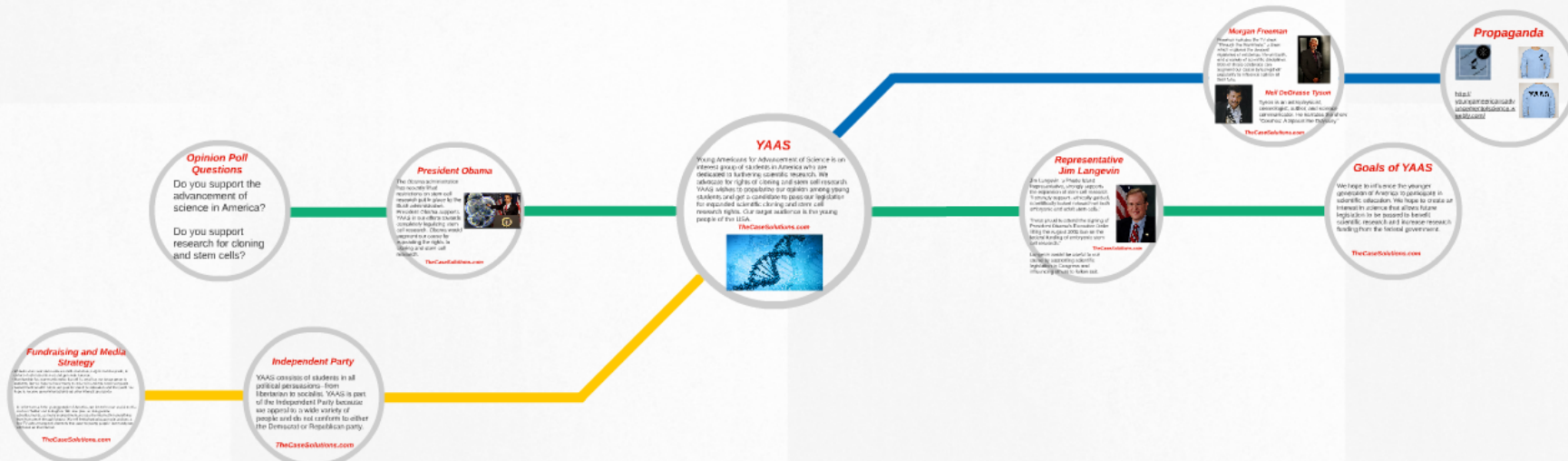


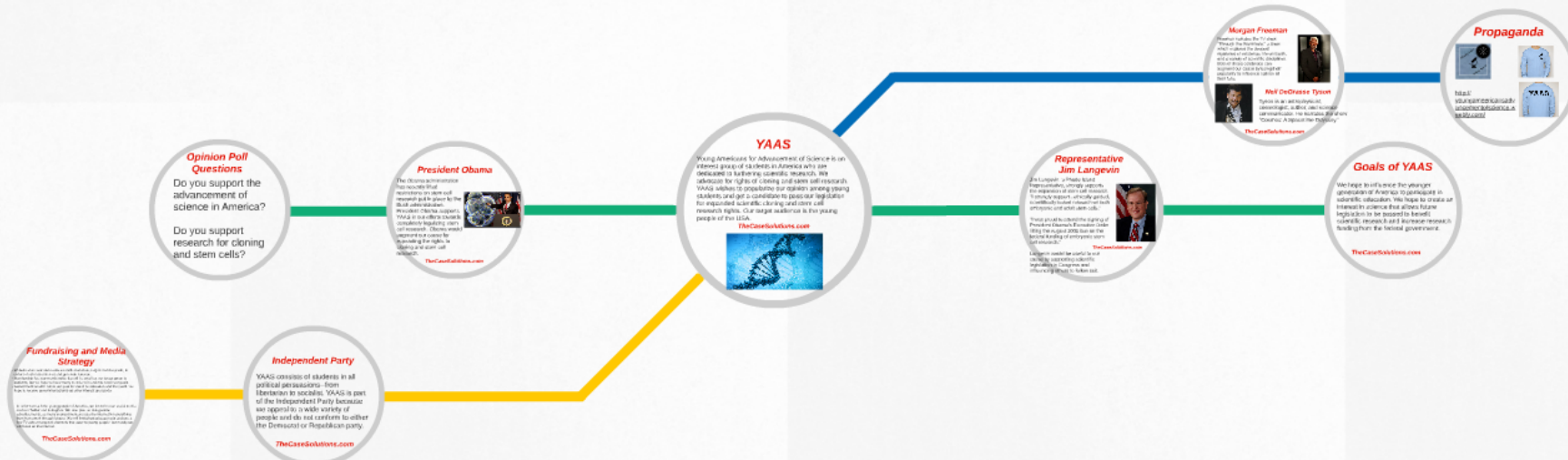
Young Americans for Advancement of Science (YAAS) Service Center

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YAAS

Young Americans for Advancement of Science is an interest group of students in America who are dedicated to furthering scientific research. We advocate for rights of cloning and stem cell research. YAAS wishes to popularize our opinion among young students and get a candidate to pass our legislation for expanded scientific cloning and stem cell research rights. Our target audience is the young people of the USA.

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Independent Party

YAAS consists of students in all political persuasions--from libertarian to socialist. YAAS is part of the Independent Party because we appeal to a wide variety of people and do not conform to either the Democrat or Republican party.

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President Obama

The Obama administration has recently lifted restrictions on stem cell research put in place by the Bush administration. President Obama supports YAAS in our efforts towards completely legalizing stem cell research. Obama would augment our cause by expanding the rights to cloning and stem cell research.



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Representative Jim Langevin

Jim Langevin, a Rhode Island Representative, strongly supports the expansion of stem cell research. "I strongly support...ethically-guided, scientifically based research on both embryonic and adult stem cells."

"I was proud to attend the signing of President Obama's Executive Order lifting the August 2001 ban on the federal funding of embryonic stem cell research."

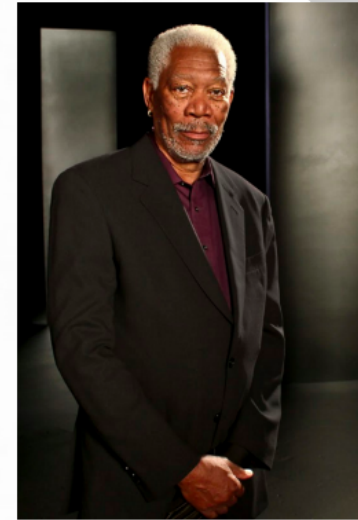


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Langevin would be useful to our cause by supporting scientific legislation in Congress and influencing others to follow suit.

Morgan Freeman

Freeman narrates the TV show "Through the Wormhole," a show which explores the deepest mysteries of existence, life on Earth, and a variety of scientific disciplines. Both of these celebrities can augment our cause by using their popularity to influence opinion of their fans.



Neil DeGrasse Tyson

Tyson is an astrophysicist, cosmologist, author, and science communicator. He narrates the show "Cosmos: A Spacetime Odyssey."

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Goals of YAAS

We hope to influence the younger generation of America to participate in scientific education. We hope to create an interest in science that allows future legislation to be passed to benefit scientific research and increase research funding from the federal government.

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Fundraising and Media Strategy

- Website store: our store sells scientific materials, targeted at the youth, in order to both raise interest and generate revenue.
- Membership fee: our membership fee will be small as our target group is students, but we hope to have many members in order to reach our goals.
- Government Grants: Since our goal is related to education and the youth, we hope to receive government grants as other interest groups do.

In order to reach the young people of America, we intend to use social media such as Twitter and Instagram. We also plan on doing online advertisements, as many young Americans use the internet for everything from homework through leisure. We will limit physical paper ads and use a few TV ads on targeted channels that cater to young people, but mostly we will focus on the internet.

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