



NATIONAL CONVENING PLATFORM · METRICS & COMMUNICATIONS PERFORMANCE

Big Bets for America

How the platform performed across attendance, investment mobilized, and national media and social reach — Oklahoma City, Baltimore, and Cleveland.

Headline results across the platform

\$450M+

Mobilized across the full platform since November 2025

8.3/10

Average likelihood to recommend, across all three series

\$350M+

Committed in Cleveland alone — its largest single convening

92%

Of respondents platform-wide said their time was worth it

Attendee experience, by city

City	Would recommend (/10)	Time worth it	Meaningful connections	Learned something new
Oklahoma City	7.6	77%	71%	82%
Baltimore	8.9	100%	100%	100%
Cleveland	8.5	97%	91%	88%

Survey figures reflect self-selected post-convening survey respondents (OKC n=17, Baltimore n=12, Cleveland n=34), not full attendance.

National media & social distribution

300+ media placements platform-wide

National press distribution

Each convening's press release reached 100+ national outlets on its own. Cleveland's announcement was hosted on-stage with NBC TODAY's Al Roker.

Organic social advocacy

Beyond RF's owned channels, all three series generated unprompted LinkedIn posts from staff and outside leaders — praise paid distribution can't manufacture.

PR NEWSWIRE · YAHOO FINANCE · NBC TODAY (AL ROKER, ON-STAGE)

KEY TAKEAWAY

The story isn't just what happened — it's how it landed. High satisfaction and recommendation scores in every city, paired with national press pickup and organic advocacy from attendees themselves, show a platform whose communications performance is earned, not just distributed.