

Thanks! I'll create an ultra-detailed, realistic plan a global community could follow to persuade the creator to revive *Ongezellig* as a show, using all possible platforms and audiences. I'll include steps involving outreach, funding, emotional and creative angles, and more.

I'll let you know once the full plan is ready.

## Reviving Ongezellig: A Strategic Fan Community Action Plan

### Introduction

**Ongezellig** is a unique Dutch animated web series created by Studio Massa that garnered a passionate global fanbase. In early 2024, the creator officially announced that *Ongezellig* would not continue as a series, citing multiple personal and practical reasons. These reasons included creative burnout, financial unviability, a shift in his interests toward historical content, and a growing disconnect between the creator (a Dutch adult) and much of the show's younger, international audience. The decision left fans heartbroken yet determined to help address these concerns in hopes of a revival.

This document presents an **ultra-detailed, realistic, and respectful plan** for a worldwide community of fans to persuade and enable the creator to revive *Ongezellig* in animated form. The plan directly tackles **every concern the creator raised** about continuing the show – from workload and funding to audience engagement and personal creative fulfillment – using achievable strategies. It mobilizes a broad coalition of supporters (Dutch and international viewers, artists, patrons, translators, historians, etc.) and outlines concrete outreach methods across multiple platforms. Crucially, it emphasizes empathy for the creator's perspective and a commitment to meaningful, non-commercial engagement (in line with Studio Massa's values).

The goal is to demonstrate to the creator that circumstances have changed for the better: **the fan community is ready to lighten the production load, secure sustainable funding (with Dutch-friendly options like iDEAL), cultivate a more mature and culturally aware fanbase, and honor the creator's artistic vision and well-being.** By following this comprehensive action plan, fans can present a compelling case for revival that the creator can genuinely consider without feeling pressured or alienated. The plan is organized into clear sections and phases, with defined community roles and timelines to ensure a professional, coordinated effort.

*(All references to the creator's statements are drawn from "Studio Massa's officiële openbare Ongezellige spoilerdocument" and related official updates, to ensure the plan aligns with the creator's own words.)*

### Creator's Reasons for Ending Ongezellig (Challenges to Address)

Before devising solutions, it's important to understand – and **respect** – why the creator chose to stop Ongezellig. According to the official spoiler document and final updates, the decision was not due to a single factor but a **combination of multiple concerns**. The fan community acknowledges the following key reasons given by Studio Massa for discontinuing the series:

- **Burnout and Creative Fatigue:** After 7–8 years of working on the same project, the creator was exhausted and felt he had “too much hay on his fork” (too many tasks on his plate). He described feeling “**ingekakt na 7 jaar aan één project**” – essentially burned out and stagnated from focusing on Ongezellig for so long. This made it necessary for him to reduce his workload for the sake of his mental health and creative energy.
- **Labor-Intensive Production vs. Niche Audience:** Ongezellig is **highly labor-intensive** to animate and produce, yet it appeals to a relatively niche audience. The creator saw a “*beperkte kans op succesvolle pitch*” – meaning slim chances of securing external backing – because the show’s niche appeal didn’t justify the heavy production effort in the eyes of investors or networks. In short, the cost (in time and labor) to continue the series was too high relative to its scale of audience.
- **Lack of Sustainable Funding:** Although fans provided some support, the creator was **not convinced that the target income could be reached or maintained long-term** via crowdfunding. He explicitly doubted that the **monthly funding goal** for continuing Ongezellig could be reliably met in the long run, especially given fluctuations in support. In an official update, he noted that living off crowdfunding is reserved for the biggest successes, “and Ongezellig simply isn’t [one], especially considering how much labor its ‘success’ required”. Even as the show gained popularity abroad, there were practical funding issues: for example, many foreign fans struggled to contribute (some Russian fans were unable to pay due to international sanctions, and some credit-card pledges failed or were canceled). This made the income stream from the global audience **unreliable**, reinforcing his skepticism about financial viability.
- **Shift in Creative Interest (History Projects):** Over time, Studio Massa developed **greater interest and enjoyment in making history-themed videos** (in Dutch) and found those projects both less stressful and more fulfilling. The creator observed that his history content was meeting with **ample support and personal affinity**, and even *more* fun in some cases, compared to the increasingly onerous task of producing Ongezellig. Essentially, his passion shifted toward these educational projects, which also aligned with a more sustainable hobbyist approach (he mentioned having “no ambitions for a full-time YouTube career” and treating future endeavors as hobby projects). This new creative direction made it hard for him to justify returning to the grind of a full animated series.
- **Audience Disconnect and Demographics:** The creator felt a growing **alienation between himself and a large portion of the Ongezellig audience**. As a Dutch man in his 30s making content originally steeped in Dutch language and culture, he noticed that “*a large part of the viewers of Ongezellig [were] a lot younger and from every corner of the world*”. Many of these younger, international fans engaged with the show in ways that **clashed with the taste of a thirty-something “kaaskop”** (Dutchman). This cultural and generational gap led to discomfort; he likened it to the famous Dutch band Doe Maar quitting in 1984 due to a

disconnect with their screaming teenage fanbase. In contrast, the audience for his history videos consists mostly of adult Dutch viewers with whom he naturally shares more affinity. This explains why he gravitated more to that community.

- **Social Media Skepticism and Misinformation:** Studio Massa expressed wariness of the social media circus surrounding Ongezellig. He noticed that outside of his official communications (often originally in Dutch), a lot of information online was getting “**lukraak rondgestrooid, gebrekkig vertaald of verkeerd geïnterpreteerd**” – in other words, being spread haphazardly, poorly translated, or misinterpreted. This led to wild speculation and “wensdenken” (wishful thinking) among some international fans. He even switched to English in part of the spoiler document to clearly state that any information not in that official document was likely made up. The creator’s stance indicates a **strong preference for meaningful, truthful engagement over the noise of social media**. He is skeptical of hype or trends and does not want the narrative around his work to be driven by misinformation or shallow viral campaigning.
- **Need for Personal Fulfillment over Commercial Success:** Throughout his comments, it’s clear Studio Massa values **creative integrity and personal fulfillment above commercial or popular success**. He described Ongezellig as “in the first place an intrinsically motivated project” aimed at pleasing himself as much as an audience. He also stated he’d rather “pull the plug in time than string people along forever”, suggesting he did not want to compromise quality or sincerity just to exploit fan demand. His quip about preferring to give away Ongezellig’s rights 70 years after his death rather than have someone else continue it now, while humorous, underscores that he’s protective of how the story is handled and isn’t interested in milking it for profit. Moreover, by moving on while Ongezellig was a success (albeit a short-lived one), he ensured it’s remembered as a “*geslaagde korte film*” (*successful short film*) rather than a *failed series*. This hints at a pride in the work’s integrity and an aversion to diminishing its value with half-hearted continuation.

**In summary, the decision to stop Ongezellig was multi-faceted.** Any attempt to persuade the creator to reconsider must **thoughtfully address each of these areas:** creative burnout and workload, financial feasibility, alignment with his current interests, bridging the audience/cultural gap, improving the quality of fan engagement, and ensuring any revival is done for the right reasons (artistic and cultural value, not just hype). The following sections of this plan will tackle each concern with realistic solutions, forming a holistic strategy to give Ongezellig a new life in a way that the creator himself can feel comfortable and even excited about.

*(We proceed with the utmost respect: the community does not **entitle** themselves to more content, but lovingly offers help to make more content possible. Each proposal is made in the spirit of collaboration and appreciation, not demand.)*

### **Strategic Plan Overview**

To convince Studio Massa to revive Ongezellig, the fan community will undertake a coordinated campaign built on several **key pillars**, each corresponding to the creator’s concerns. Below is an overview of these strategic pillars, which will be detailed in subsequent sections:

1. **Alleviating Burnout and Workload:** Form a volunteer-supported production effort to significantly **lighten the creator's workload**. This includes recruiting skilled animators, artists, and other creatives from the fan community to handle labor-intensive tasks (in-between animation, background art, coloring, etc.), allowing the creator to focus on what he loves most (storytelling, key animation, editing) without getting overwhelmed. By sharing the burden and offering a flexible production schedule, we address the burnout directly.
2. **Securing Sustainable Funding (Beyond Patreon):** Implement a **realistic funding model** that does not rely solely on Patreon or credit cards, but leverages Dutch-friendly payment options (like iDEAL) and diverse funding streams. The plan will reactivate and expand the existing Dutch **Petje.af** platform support (which reached 72% of its goal before being paused), introduce one-time donations and possibly pursue cultural grants or sponsorships. The aim is to **guarantee a stable baseline income** for Ongezellig's production so that the creator doesn't have to "risk his career" or savings on an uncertainty.
3. **Reconnecting with the Core Audience (Building Affinity):** Take steps to **bridge the cultural and generational gap** between the creator and the fanbase. This involves cultivating a more mature and culturally informed community space: encouraging adult Dutch fans to take an active role, educating international fans about Dutch context and norms, and moderating fan interactions to align with the creator's tastes. By doing so, we strive to create an audience environment in which Studio Massa feels **understood and at home** – more like the history video audience he enjoys, thus removing the sense of alienation.
4. **Embracing the Creator's Interests and Values:** Rather than asking Studio Massa to simply revert to the old status quo, we propose a **path forward that honors his current interests and creative values**. This means allowing him to continue his history projects (indeed, many Ongezellig fans also support those) and perhaps even finding ways to incorporate his love of history into Ongezellig's storytelling. We will show that a revival can be done *on his terms* – with **quality over quantity** (echoing his own motto), minimal social media noise, and absolutely no compromise on the meaningful, intrinsic nature of the project.
5. **Community Mobilization and Outreach:** Organize the global fan community into a well-structured movement with clear roles, and execute a multi-platform outreach campaign. This includes: a central **Discord** for coordination, targeted use of **YouTube, blogs, and fan forums** to spread the word, organizing **fan events and petitions**, engaging with **local media** for positive coverage, and carefully managing **social media** messaging. Every outreach activity will be measured and respectful – aimed at **growing a sustainable, enthusiastic fan base** (particularly among those who can contribute constructively), rather than generating empty hype or unwanted pressure.
6. **Compelling and Respectful Messaging:** Craft an emotionally powerful yet culturally respectful narrative to present to the creator. Through heartfelt letters, testimonials, and creative tributes, the community will express how much Ongezellig means to them – e.g. highlighting that some fans even began learning Dutch because of the show. The messaging will acknowledge the creator's reasons for stopping (so he knows we *listened*) and then gently show how fans are addressing those very issues. The tone will be **grateful, supportive, and invitational** – making a case for revival as a shared journey, not a demand.
7. **Timeline and Organization:** Implement the plan in **phases with clear goals and deadlines**, and establish an organizational structure (with roles like project coordinators, funding managers, creative team leads, etc.) to ensure accountability. We will lay out a timeline – from initial community building to the eventual

direct appeal to Studio Massa and beyond – so progress can be tracked. This structured approach will demonstrate to the creator that this is a serious, professional effort (not a fleeting fan whim), and it will help maintain momentum over the long haul.

By addressing all of the above, the campaign aims to change the conditions that led to Ongezellig’s cancellation. **Instead of a burnt-out creator with a misaligned audience and shaky funding, we strive for a refreshed creator working with enthusiastic collaborators, backed by a respectful global community and secure resources.** It’s an ambitious vision, but by breaking it down into concrete steps and leveraging the dedication of fans, it remains achievable. The following sections delve into each pillar in detail, outlining specific strategies and actions.

### **Pillar 1: Alleviating Burnout and Workload**

*Concern Addressed: “Burn-out [required] less hay on my fork” – the creator was overwhelmed after years of solo (or small-team) production.*

One of the most important things the community can do is make sure that continuing Ongezellig **will not push the creator back into burnout**. We must respect that Studio Massa’s well-being comes first. Therefore, our plan is to **drastically reduce the workload burden** on him through community support, allowing him to continue the series at a healthy, enjoyable pace. Key strategies include:

- **Volunteer Production Crew:** We will assemble a team of qualified volunteer (or token-paid) artists and animators from the fan community to handle as many of the labor-intensive tasks as possible:
  - *Background artists:* Ongezellig’s backgrounds and settings could be drawn or painted by fans who have art skills. This frees the creator from spending countless hours on backdrops for each scene.
  - *In-between animators and clean-up artists:* If there are fans experienced in 2D animation (or eager to learn under guidance), they can assist in creating in-between frames, doing clean-up line art, coloring, and other time-consuming animation steps. The creator can focus on storyboards, key frames, and direction.
  - *Compositors and video editors:* Fans with editing skills can help assemble the scenes, add subtitles, do post-production, etc., under the creator’s supervision.
  - *Audio and voice work:* While the original Dutch voice actresses might return (they are presumably adults who might still be interested), fans with audio engineering know-how can assist in sound editing or even voice minor characters if needed. However, maintaining the original voice cast for main characters (if willing) would be ideal for consistency.
  - This volunteer “studio” would operate in a structured way, with **clear quality guidelines set by Studio Massa**. For example, the creator could provide model sheets, art style guides, and perhaps train lead volunteers in the specifics of the style. The community can look to how Studio Massa involved

interns and freelancers in the past: indeed, from episode 3 onward, he worked with a handful of contractors and interns to produce episodes. We propose a similar model, except funded by fandom passion and crowdfunding rather than the creator's own pocket, and likely with remote fan contributors. This approach directly tackles the workload issue by **splitting the “hay” on the fork among many forks** – so the creator's portion is manageable.

- **Flexible Production Schedule:** To avoid any pressure, the community will encourage a **relaxed timeline** for new episodes. We will explicitly tell the creator that **quality and his comfort matter far more than speed**. If he only wants to produce, say, one episode or short film per year (or even less frequently), the fans will be okay with that. The idea is *not* to push him back into a grinding schedule, but to let him set a pace that feels enjoyable. Knowing that fans have this patience can relieve the psychological stress of “I owe them something ASAP.” We will make it clear in our messaging that we are willing to **wait as long as it takes** for new Ongezellig content, as long as we know it's on the horizon.
- **Creative Autonomy and Enjoyment:** Part of burnout can also stem from creative stagnation. We want to re-energize the creator's passion for Ongezellig by making it as fun and creatively rewarding as possible for him:
  - We will encourage him to pursue the ideas that excite him most. If there were aspects of the story he was itching to do but never got around to (perhaps some of the potential episode ideas he once listed), we support him focusing on those. Likewise, if there are parts of production he enjoys (maybe the comedic writing or historical references), he can lean into those, and delegate the parts he finds tedious.
  - The community can also organize **brainstorming sessions or fan polls** on minor aspects (like side jokes, background easter eggs) to spark ideas – of course, the creator has the final say on what to include, but knowing there's a pool of ideas might help overcome any creative blocks. Fans knowledgeable in Dutch history or teen culture could feed him fun tidbits to incorporate, keeping things fresh and aligned with his interests.
  - Additionally, to ensure he doesn't feel “stuck” only doing Ongezellig, we fully encourage that he continue alternating with his history projects. The revival of Ongezellig can be framed as a parallel endeavor, not a full-stop replacement of what he's doing now. If he's worried about losing interest again, we can propose doing shorter arcs or mini-episodes, so he can take breaks and switch contexts to stay creatively stimulated.
- **Resource and Project Management:** The fan community can also shoulder the **organizational tasks** that come with a production:
  - A *project manager* (from the community) can be designated to coordinate between the creator and the volunteer contributors. This person (or small team) would handle schedules, file management, and status tracking of animation tasks, so the creator doesn't have to micromanage or chase people. They would regularly report to Studio Massa, but effectively act as a buffer that shields him from day-to-day logistical headaches.
  - Communication tools (Discord channels, Trello boards, etc.) can be set up by the community for the production team to collaborate efficiently. The creator would be invited to oversee, but he wouldn't have to be present 24/7; the team leads would ensure work is being done according to his guidelines.

- If certain roles truly require professional work (e.g., high-level animation fixes, specific sound mixing), the funding we gather could even be used to **hire** freelance help for those bits, so that quality doesn't suffer. For example, if the creator wanted a specific complex scene animated, the community could commission a trusted animator for that scene. This way, Studio Massa can delegate some tasks confidently.
- **Addressing Burnout Holistically:** Beyond just practical help, the community should express that we **care about Studio Massa's health**. We will explicitly say in our outreach that if at any point he feels overwhelmed or needs to step back, we will understand. In fact, as part of the plan, we might suggest implementing a *seasonal or project-based approach*: rather than committing to an open-ended series, he could aim for one more short film or a finite number of episodes and then re-evaluate. This "one step at a time" approach can make the prospect less daunting. If after one comeback episode he feels it's too much, we will accept even that single addition as a gift. Knowing there's an **exit option without disappointment** may paradoxically make him more willing to try a revival.

By executing the above, we hope to show the creator that **continuing Ongezellig won't mean reliving the grind that caused his burnout**. Instead, it can be a collaborative, lower-pressure endeavor where he retains creative control but doesn't have to carry every weight. A rested, enthusiastic creator working with a team of helpers is far less likely to burn out again. This addresses the first and perhaps most personal reason for stopping the show.

*(Metrics for success in this pillar: number of qualified volunteers assembled, tasks the creator is willing to delegate, and a production timeline that the creator is comfortable with. These will be assessed before any formal proposal to ensure we truly have "less hay on his fork.")*

## **Pillar 2: Securing Sustainable Funding (Realistic & iDEAL-Friendly)**

*Concern Addressed: "Not convinced that target amount could be achieved and maintained" – financial viability issues, plus the niche size of audience vs. labor intensity and unreliable global support.*

A major hurdle for Ongezellig was money: high effort, niche audience, and a reliance on crowdfunding that the creator doubted could reach the needed **€2,500 per month** (approximate minimum-wage level he set for independent continuation). The fan community will tackle this head-on by creating a **robust, multi-channel funding strategy**. The guiding principles are **sustainability, inclusivity (especially for Dutch supporters via iDEAL), and transparency**. We want to give the creator confidence that continuing the series won't put him in financial peril or uncertainty.

Key components of the funding plan:

- **Revive and Amplify the Petje.af Campaign:** Studio Massa initially used Petje.af (a Dutch Patreon-like platform) for Ongezellig, which reached about **€1,812 per month (72% of the €2,500 goal) with 245 patrons** before the series was paused. This is a strong starting point – it shows that without a massive marketing push, hundreds of fans (Dutch and international) were already contributing regularly. We will:

- Coordinate with the creator (or independently prepare) to **reopen or restart a Petje.af campaign specifically for Ongezellig's revival**. Petje.af is ideal because it supports iDEAL payments (crucial for Dutch fans who might not have credit cards), and the interface is in Dutch which could attract more local supporters who were uncomfortable with Patreon.
- Launch a **community drive to increase Petje.af memberships**. This includes reaching out to fans who missed the first campaign and new fans who discovered Ongezellig afterward. We will spread the link through all fan channels, and also perhaps encourage existing supporters to increase pledges if they can. Since 245 people gave ~€1.8k (averaging €7-8 each), boosting the base to ~350 supporters or more (which is feasible in a worldwide fandom) could hit or exceed the €2.5k goal.
- Set **stretch goals** beyond the minimum. For example, a stretch goal at €3,000+ per month might allow for hiring an extra animator or upgrading equipment, etc. This shows ambition and provides a cushion, which might increase the creator's confidence that funding won't dip below viability.
- Ensure **recurring stability**: To address the creator's worry about maintaining the goal, we could ask patrons to **commit for a certain duration** (e.g., encourage people to stick around for at least 6-12 months). We might implement an annual upfront option (some platforms allow paying a year in advance) to secure funds. Also, having a larger number of smaller donors is inherently more stable than a few big donors – so we will aim for breadth of support.
- **Alternative Crowdfunding Channels**: Not everyone can use Petje.af or commit to monthly payments. We will provide additional avenues:
  - A **one-time donation fund** (e.g., via PayPal or a platform like **Ko-fi** or **BuyMeACoffee** which supports one-off contributions). This can capture fans who want to give a lump sum or those in countries where recurring payment is difficult. We will integrate iDEAL where possible (some platforms support it, or we can partner with a Dutch non-profit to accept direct bank transfers).
  - A possible **Kickstarter-style campaign for a specific production**: For instance, if Studio Massa is more comfortable promising one episode at a time, we could run a crowdfunding campaign dedicated to “Ongezellig Episode 7” where the budget for that episode is raised upfront. This one-off approach could complement the monthly support. If one episode gets funded fully and successfully produced, it builds trust for future ones.
  - **Merchandise and Sales**: While we remain cautious about commercializing (in respect to the creator's preference for meaningful engagement over profit), some tasteful merchandise could both raise funds and spread awareness:
    - We know Studio Massa has at least sold posters (e.g., the “**IJsberg der Vaderlandsche Geschiedenis**” poster he offers with a supporter discount). For Ongezellig, the community could design an art book or a high-quality print of the characters. If the creator approves, selling these (even as limited editions) could channel profits directly into the project. Fans would effectively be donating by purchasing something they love.
    - Another idea: a **digital download bundle** (soundtrack, concept art, etc.) for a pay-what-you-want price. Many fans would likely pay generously to get official goodies. This again is contingent on the creator's comfort – it must feel like sharing art, not exploiting it.

- **Sponsorships or Grants:** We will explore if any **Dutch cultural grants or media funds** might support Ongezellig as a form of innovative Dutch animation. The Netherlands has arts funding bodies (like the *Netherlands Film Fund* for animation or *creative industries funds*). With a strong fan backing and cultural significance (Dutch language show with global impact), it's possible to apply for a grant to finance part of the production. Some public funds support projects that promote Dutch culture internationally – which Ongezellig arguably does. The community's role would be to research these opportunities and even help draft proposals if the creator is open to it. While not guaranteed, getting even a small grant or mention could lend credibility.
  - Similarly, if there are any **educational or cultural organizations** (e.g., Dutch language promotion groups) interested in what Ongezellig achieved (making foreigners interested in Dutch), they might provide sponsorship in exchange for some educational tie-in. We would approach this carefully to avoid any creative strings attached.
- **Fan Patronage Circles:** To mitigate reliance on volatile public crowdfunding, we might identify a group of “*super-fans*” willing to contribute larger amounts consistently. For example, if there are, say, 10 fans who each pledge €100 a month (perhaps those with stable incomes who deeply love the project), that's €1,000 from just a few people, supplementing the hundreds of smaller donors. This core patron group could be given a special status (like producer credits or input on minor aspects) as appreciation. Knowing a core safety net of funding exists could ease the creator's worries.
- **Financial Transparency and Professionalism:** To build trust, we will handle all finances with **accountability**:
  - If needed, form a small **fan committee or a non-profit organization** that will collect funds and disburse them solely for Ongezellig's production. This committee can include Dutch members who understand local banking, ensuring iDEAL and euro transactions run smoothly. It could even be formalized as a foundation (stichting) for transparency.
  - Regular updates will be given to supporters about funding status: e.g., monthly or quarterly reports on how much is raised, how it's being used (payments to any contractors, equipment purchases, etc.). This not only assures fans their money is well-used, but also shows the creator a level of organization akin to a small studio, which might increase his confidence in the endeavor's stability.
  - We will also keep a **buffer/emergency fund**. Instead of spending every euro as it comes, we plan to maintain a reserve that covers a few months of expenses. This addresses the “what if some pledges drop off?” scenario – there will be time to adjust without derailing production. The presence of a buffer fund means the creator can rely on an assured amount for a given period.
- **Addressing Specific Past Issues:** The plan also solves specific problems noted:
  - The **Russian fan payment issue**: If some fans are in regions that can't use common payment methods, we will seek alternatives like cryptocurrency or finding intermediaries (e.g., a trusted fan in a neighboring country who can pool contributions). Another approach is to involve those fans in non-monetary support (like art or translations) so they still contribute value. We will communicate to the creator that we've found ways for *all* fans to chip in, even those who were blocked before.

- **Credit card declines/dodges:** By using platforms like Petje.af with direct bank payments, and encouraging annual commitments, we reduce the reliance on credit cards that might fail. Also, more upfront pledging (like Kickstarter style or one-time) means less risk of someone canceling before fulfilling their promise.
- **Niche audience size:** We plan to enlarge the audience modestly by our outreach (see Pillar 3 and 5) – especially reaching more Dutch viewers and older animation fans who appreciate the craft. A slightly bigger audience base means more potential supporters to share the load, making the funding more secure. We won't promise to turn a niche show into a mainstream hit, but even within niches, a dedicated subculture (think of cult animations, etc.) can sustain a project when organized.
- **Demonstrating Willingness to Pay:** Part of persuading the creator is showing tangible proof that fans *are* ready to fund this dream:
  - We will collect **pledge signatures:** e.g., before even formally asking Studio Massa to restart, the community can run an internal survey or petition where fans state how much they'd be willing to contribute per month or as a one-time for a revival. If we can show, for instance, “500 people have signed up pledging an average of €5/month, which would be €2,500 total” or a similar figure, that directly addresses his doubt. And since these pledges would mostly be via Petje.af or similar, iDEAL users are included.
  - Highlight stories like one fan's message: *“By the way, this payment I am giving you now is a one-time. Make a Patreon, and I will pay this same amount monthly.”* We have evidence that fans actively said they'd give regularly if the avenue existed. We'll compile these sorts of messages to show that **the only thing preventing more funding was the show stopping itself** – in other words, if the content resumes, the money will flow more steadily.
  - Also note that many fans continued to support Studio Massa's new content, *and* some specifically donated out of love for Ongezellig even after it ended (e.g., a fan gave a €50 one-time donation in 2025 just to say “I miss Ongezellig... This is a thank you for making Ongezellig”). This demonstrates lingering willingness to pay for Ongezellig. We will present these anecdotes to reinforce that **the demand (and support) hasn't disappeared** – it's actually grown more resolute.

In summary, the funding plan aims to **remove financial risk as a barrier**. By hitting the required budget and building in safety factors, we want the creator to see that continuing Ongezellig can be done without sacrificing his livelihood or savings. Importantly, we do this **on terms that align with his preferences:** using a Dutch platform (so his Dutch adult fans can partake easily), avoiding overly commercial sponsorship that could taint the project, and keeping the focus on community support (which is more “meaningful engagement” than chasing ad revenue or algorithms). If we can approach Studio Massa with concrete numbers and a proven funding structure, one major reason for stopping the show will have been effectively solved.

*(Metrics for success: Petje.af relaunch reaching €2,500+/month in pledges, number of one-time donors and total raised in a Kickstarter-style campaign if done, presence of a funding reserve covering e.g. 6 months of costs. Also, securing any grants or media support would be a bonus indicator.)*

### Pillar 3: Reconnecting with the Audience (Building Affinity and Community Culture)

*Concern Addressed: “Vervreemding (alienation) between maker and audience” due to language, culture, and age differences. Creator has “more affinity” with the adult Dutch audience of his history videos than with much of Ongezellig’s younger global fandom.*

For Studio Massa to feel comfortable returning to Ongezellig, he needs to feel that the **audience he’s creating for is on the same wavelength** as him. The fan community recognizes that in the past, parts of the fandom engaged in ways that perhaps felt immature or misaligned with the show’s Dutch humor and subtlety. Our plan is to **cultivate a fan community that the creator can genuinely relate to and take pride in**. This involves both *elevating the existing fanbase’s maturity* and *broadening the base to include more of the kind of viewers the creator resonates with*. Specific strategies:

- **Foster a More Mature Fan Environment:** We will create and promote online spaces for Ongezellig discussion that emphasize **thoughtful, respectful interaction** – more akin to the community around the history videos:
  - The **Official (Fan-run) Ongezellig Discord – “Operation Ongezellig”** will serve as a central hub. This server (already in the works by fans) will have clear rules that discourage the kind of behavior that might alienate a 30-something creator. For example, excessive “stan” culture antics, inappropriate memes, or spamming will be curtailed. Moderators (selected from older/more responsible fans) will ensure the tone stays friendly and substantive.
  - We’ll establish channels or threads dedicated to **in-depth discussion** of episodes, Dutch cultural references, and thematic analysis. This invites fans to engage in a way that shows appreciation of the content’s depth rather than surface-level obsessions. New or younger fans can learn from older fans here, raising the overall discourse level.
  - If the creator ever lurks or participates, he’ll find conversations that align with his interests (history, writing, animation technique, Dutch culture). Even if he doesn’t join, just knowing such discussions are happening (we can share excerpts with him) can reassure him that the audience “gets it”.
  - We might implement an **age-friendly structure**: e.g., an 18+ verification for certain areas of the community (similar to how his Petje.af has age 18+ requirement for membership). This doesn’t mean under-18 fans are entirely excluded (the show naturally appeals to teens too), but it does mean the most visible community interaction could be dominated by adults. Younger fans could have their own moderated space to chatter freely without spilling over into what the creator sees.
- **Cultural and Language Bridging Initiatives:** Part of the disconnect was due to international fans not fully understanding the Dutch context or language of Ongezellig:
  - The fan community will produce resources that **explain the Dutch-specific elements** of the show to outsiders. For example, a **“Guide to Ongezellig’s Dutch Jokes and References”** could be a collaborative document or video series. It would decode things like Dutch slang, regional accents, historical references (e.g., Mymy’s nationalism or Coco’s background) for English-speaking viewers. This helps non-Dutch fans appreciate the show on the level a

Dutch fan would, reducing misinterpretation. It also honors the creator's culture, showing that fans are making an effort to meet him where he is, linguistically and culturally.

- We have translators on board who can **improve subtitle quality** and perhaps create an official English subtitle track that captures nuances better (with the creator's approval). If current fan translations are clunky, an official community-vetted translation could prevent the show's content from seeming more puerile or strange than intended. We might even include translator's notes on certain jokes when shared in community viewings.
- Encourage **language learning** among fans as a fun activity: For instance, a mini "Dutch word of the day from Ongezellig" challenge in the Discord, or fans using Anki decks with Ongezellig lines (some fans already do this). When the creator sees comments like "*I started learning Dutch because of this anime*", it likely pleases him – it means the audience is embracing Dutch language rather than expecting him to cater to English. We will showcase examples of fans learning Dutch (there are multiple testimonials of this) to emphasize that the language barrier can actually become a bridge.
- Host **bilingual events**: e.g., a watch party where Dutch fans and international fans watch an episode together; the Dutch fans can explain colloquialisms in real-time via chat. This fosters cross-cultural friendship. Over time, the global fans will behave more like local fans in terms of understanding context.
- **Highlight the Positive Fandom Behavior**: Not all Ongezellig fans were alienating – many are thoughtful and supportive. We will shine a spotlight on the *best* aspects of the fandom to reassure the creator:
  - Create a section on the fan website or Discord that curates some of the **best fan discussions or fan analyses** of Ongezellig's themes. For example, if someone wrote a great essay on Maya's character development or the social commentary of the show, we ensure that's promoted. If Studio Massa sees fans truly engaging with his work on a deeper level, he will feel more affinity with them.
  - Emphasize the stories of fans who found personal meaning in the show (especially those beyond just "Mymy is cute" – though even that enthusiasm is out of admiration). For instance, one fan shared that a scene resonated with them because it mirrored an experience of a friend trying to help them. These personal connections show the show isn't just an internet meme; it's touching lives. We'll compile such anecdotes (with permission) into a document or video for the creator, demonstrating the *mature emotional impact* the series had.
  - Also, any time fans have acted responsibly – e.g., moderating against trolls, correcting misinformation using the official spoiler document as reference – we can mention that. It shows the community is self-policing to keep things accurate and respectful (which he explicitly wanted, given his warning about misinformation).
- **Engage the Dutch Fanbase and Broader Dutch Community**: A crucial part of bridging the gap is increasing the presence of Dutch viewers who naturally share the creator's cultural background:
  - **Outreach to Dutch anime/comics communities**: There are Dutch forums, Facebook groups, or Twitter communities dedicated to animation, comics, and pop culture. We will share Ongezellig (some may not have heard of it despite it being Dutch, since it was largely a YouTube phenomenon) and invite

those who watch it to join our campaign. The pitch to them: “This is a Dutch-made animated short that gained cult status globally – let’s show that local fans support it too!” If more Dutch adults become fans, it will balance the audience demographics.

- **Leverage existing Studio Massa history fans:** Many people who follow his history videos might not have given Ongezellig a chance initially (perhaps thinking it was for kids/teens or not realizing it had historical in-jokes and adult humor). Through comments or gentle promotion on history communities (even the Petje.af history Discord perhaps), we can encourage those folks to watch Ongezellig as a cultural piece. Since they already appreciate the creator’s style in history, they might enjoy Ongezellig’s satire and then join in supporting its comeback. Essentially, **converting some of the history audience into Ongezellig supporters** would align the audiences. (Indeed, some fans have already done this themselves – e.g., a Canadian fan wrote “I found you through Ongezellig... however, I truly do enjoy your other content especially as someone who digs Dutch culture”, showing the two audiences can overlap.)
- **Local meetups or fan club:** We can establish a Netherlands-based Ongezellig fan club that holds occasional meetups in Dutch cities (Amsterdam, Utrecht, etc.). These meetups can be casual (watch the pilot together, discuss, maybe have a beer – gezelligheid!). By having a physical presence of fans in his own country, we demonstrate that Ongezellig is not just an export enjoyed abroad, but also cherished at home by folks of his own generation. We could even invite the creator to one of these low-key gatherings if he’d like, purely as a guest with no obligations. The aim is to normalize the fandom as something an adult Dutch person can comfortably partake in.
- **Dutch media coverage** (addressed more in Pillar 5) can also play a role in reframing the audience image. If a Dutch newspaper or TV segment covers the fan campaign, it will inherently present Ongezellig as a notable piece of Dutch culture/art with fans rallying around it – rather than just an obscure internet cartoon. This recognition in serious media can validate the project in the eyes of both the public and the creator, making the audience feel more legitimate. It might attract more mature viewers who read those outlets as well.
- **Fan Content with the Right Spirit:** We will encourage fan creations (art, memes, videos) that align with the show’s spirit and the creator’s humor, rather than those that might embarrass or annoy him:
  - For instance, instead of lewd or overly silly memes, promote fan art that highlights the characters’ personalities or Dutch settings. Perhaps fan comics that extend a scene with clever humor, or crossover art that involves historical figures (bridging to his interests). If the overall tone of fan output is intelligent and witty, the creator will see an audience reflecting his work rather than distorting it.
  - Of course, fans have freedom to create what they like, but through community norms and showcasing the best works, we can set a standard. Maybe hold a **fan art contest** where entries are judged on how well they capture the *gezelligheid* (coziness) or the satire of Dutch culture in Ongezellig. The winning pieces could be compiled and shown to Studio Massa as evidence that fans truly understand and amplify his vision, not just the anime aesthetic.
- **Safe and Meaningful Creator-Fan Interactions:** If the above efforts succeed, the creator might be willing to engage with fans in controlled ways:

- We could host a moderated **Q&A session** on the Discord or a subreddit where pre-screened questions (focused on creative process and story, not personal life or pressure about continuation) are answered by Studio Massa. This would be strictly opt-in for him – we will only do it if he expresses comfort. The benefit would be two-fold: fans get a meaningful interaction (which deepens their respect and understanding), and the creator sees first-hand that these fans are polite, appreciative, and interesting to talk to (unlike the dreaded screaming fans scenario).
- Another idea is a **post-mortem livestream** – an event where the creator, perhaps alongside the voice actresses or collaborators, discusses Ongezellig’s making and legacy. The community can organize this like a little online panel. It’s a chance to celebrate the work done and again, let him feel the love in a moderated environment. During such an event (if it happens), fans can share what they loved about each episode in chat, while moderators ensure nothing toxic appears. This positive reinforcement might rekindle his pride and emotional connection to the project.
- We will avoid any confrontational or high-pressure interactions. The point is not to badger him about “Please revive it!” in a live chat. In fact, we might explicitly instruct fans *not* to ask that in such Q&As, since the campaign itself is handling the persuasion separately. Instead, interactions should focus on appreciation, curiosity, and learning from him. Essentially, **re-humanize the audience in his eyes** – they are not an unruly crowd, but individuals who respect his work and person.

By executing these community and culture-building measures, we aim to **transform the fanbase into one that the creator feels a strong affinity with (or at least no aversion to)**. If he can look at the Ongezellig community and see a lot of “people like me” – fellow Dutchies, adults who grew up in the 90s/2000s, history and animation enthusiasts who value his style of humor – then making content for that community will feel rewarding rather than estranging. We essentially want to assure him that **he won’t be making the show for a bunch of screaming kids or misinterpreting foreigners, but for a diverse group that truly appreciates the cultural nuances and shares his sense of humor.**

*(Metrics for success: Growth in the number of adult/Dutch community members, engagement levels in serious discussion channels, successful translation projects (like a comprehensive fan wiki), and anecdotal feedback from the creator or close associates that the fandom environment feels better. If the creator joins the Discord or acknowledges improved behavior, that’s a big win. If Dutch media or new Dutch fans comment positively, that’s another indicator.)*

#### **Pillar 4: Embracing the Creator’s Interests and Values**

*Concern Addressed: The creator’s interests have shifted (he now enjoys making history videos and connecting with that audience), and he values meaningful content over commercial exploitation. Also, he feels he’s in a new life phase and perhaps has outgrown some aspects of the show.*

To persuade Studio Massa to return to Ongezellig, we must show that doing so does **not mean betraying his current self or values**. Instead, a revival can be positioned as a natural evolution that still fits his life and creative goals. Key approaches:

- **Dual-Passion Approach (History *and* Animation):** We will explicitly encourage the creator to **continue making history content alongside Ongezellig**, rather than viewing it as an either/or choice. In our proposal, we'll state that fans are not asking him to abandon his love for history videos. In fact, many of us enjoy those videos too and support him there (some fans have clearly said they like both: *"I did enjoy your Dutch Iceberg video... I am happy to support both [Ongezellig and the content you are currently making]."*). This dual approach has several implications:
  - **Time Management:** Perhaps he devotes, say, 70% of his creative time to history projects (which are lower effort per video) and 30% to Ongezellig. This way, the **series becomes a side project/hobby project** again, as he implied his future endeavors would be. Reframing Ongezellig as a "hobby project" rather than a full-blown career move might make it mentally easier for him to re-engage. It lowers the stakes.
  - **Cross-promotion:** There can be synergy – Ongezellig's revival could benefit from the audience of the history videos and vice versa. For example, a history video could slyly include an Ongezellig Easter egg or a joke, delighting fans of both. Conversely, an Ongezellig episode might wink at a history topic (more on that next). This blending would underscore that the creator doesn't have to compartmentalize his interests; he can express them in both formats.
  - **Community Support for Both:** The funding model on Petje.af can accommodate this dual output. Perhaps supporters can choose to fund per video (as currently set up) and the creator could label which videos are history and which are Ongezellig. If he feels bad charging people for something they didn't primarily sign up for, we can have separate tiers or simply communicate to patrons that their contributions support all Studio Massa creations, with Ongezellig being one of them. Given many patrons are already nostalgic for Ongezellig, they likely won't mind.
- **Integrating Historical and Cultural Elements:** To align Ongezellig with the creator's current passion, we can propose incorporating more **historical or cultural content into the show's storyline** – in an organic, humorous way that suits the show:
  - Ongezellig already had touches of history (Mymy's obsession with Dutch history and monarchy, references to WWII terms, South African Dutch diaspora via Coco, etc.). The creator could lean into those elements more if he finds them fun. For instance, one of the unused story ideas was "Mymy verovert België" – Mymy invades Belgium – which is a comedic historical reference (Dutch/Belgian rivalry). Fans with history knowledge can help flesh out such ideas in a funny way (we could draft a sample outline for how that episode might go, blending teen comedy with historical parody).
  - Perhaps introduce a new character or a teacher in the show who is a history buff, allowing natural insertion of historical tidbits that the creator might enjoy writing. (For example, a history teacher in Maya's school who organizes a historically themed activity – cue comedic chaos with Mymy's nationalism.)
  - If the creator is considering any *educational or documentary-style content*, an episode could be structured as a playful documentary assignment the characters have to do. This would let him leverage his documentary skills within Ongezellig's world.
  - We must be careful: Ongezellig should **remain first and foremost a character-driven comedy**, not turn into a didactic history lesson. But given the creator's track record, he'd likely handle it with wit. The fans simply want to convey that **we are 100% on board with him infusing his current interests into the series**. Far from objecting, we would celebrate it because it keeps him engaged and it sets Ongezellig further apart as a one-of-a-kind series.

- **Respect for Anti-Commercial Stance:** Studio Massa clearly prefers **authentic, meaningful engagement over commercial exploitation**. Our plan explicitly avoids anything that would cheapen Ongezellig:
  - **No pressure for mainstream commercialization:** We are not pushing for Ongezellig to be picked up by a major network or to churn out merchandise for profit. We understand he already tried pitching it and found that route unpromising. Our strategy is grassroots and fan-driven, which preserves the indie spirit of the project. We'll reassure him that we're *not* trying to turn him into something he doesn't want (like a full-time commercial animator dealing with executives). Ongezellig can remain an **intrinsic passion project** – just one that has robust fan scaffolding.
  - **Selective Merchandise & Ads:** As discussed in funding, any merchandise will be limited and creator-approved. If he's uncomfortable with certain types (e.g., he might not want character plushies if he finds that too kiddo), we won't pursue them. Also, if he prefers not to monetize the YouTube videos heavily with ads (to keep viewer experience pleasant), the community funding is meant to cover that gap so he isn't forced into ad saturation. Essentially, he keeps creative and moral control.
  - **Community-first mentality:** We emphasize that the revival effort is about *the art and the community*, not making money. The money is a means to enable the art, not the end goal. We can demonstrate this by, for example, any surplus funds being reinvested in the project or used to throw community appreciation events (rather than anyone profiting). The non-profit structure we suggested in funding ensures nobody (aside from paying necessary contractors) is making a personal profit – all funds go to Studio Massa's work and related expenses. This might ease any worry that people are trying to piggyback off his creation for gain.
- **Acknowledging Life Phase Changes:** The spoiler document mentioned the creator is in a new phase of life and possibly can't relate to the show's teenage scenario as before. We address this in a few ways:
  - **Evolve the Content (if desired):** If Studio Massa feels that Maya and her friends' story might need to grow with him, fans would likely welcome that. For instance, if he wanted to depict the characters a year or two older (e.g., finishing high school or starting college), that could introduce slightly more mature themes that he finds relevant, while still maintaining continuity. The show could "grow up" just a little – nothing drastic, but enough that he's telling stories he finds meaningful now. This is optional; if he prefers to keep them the same age but just can't personally relate, he can delegate more of the writing of teen interactions to someone (maybe a younger collaborator or even draw from fan anecdotes) while he focuses on aspects he does relate to (satire, cultural context, etc.).
  - **Consultation and Collaboration:** We could arrange for the creator to consult with someone from the target demographic to refresh his perspective (say a co-writer in their early 20s who grew up with Ongezellig and understands today's teens). But since he likely values doing it himself, an alternative is to use fan feedback intelligently: the community can run polls or discussions on what they'd like to see from characters. That way he has a finger on the pulse of

the fanbase's desires without immersing in social media noise. A digest of "fan ideas" could be provided to him as inspiration. This might help him overcome the "I don't relate to teen stuff anymore" by seeing it through his fans' eyes (who might still be teens or remember those feelings well).

- **No rush – life comes first:** We'll state clearly that if he has major life events or commitments (career, family, etc.), the fan community will accommodate. Ongezellig revival is meant to be a joy, not a burden. If he needs to delay production or take a hiatus for personal reasons, we will understand. This assurance is important because one might fear re-committing to a series if they worry "What if I have to stop again? I'll let everyone down." We want to remove that fear by establishing from the get-go that we'd accept, say, one episode and then a long gap if needed. The support infrastructure (fans, funds, volunteers) can remain on standby.
- **Showcase of Alignment:** In our communications with him, we will highlight all the ways the community has been **supporting his values** even after Ongezellig ended:
  - Fans have been **enjoying and sharing his history videos** – proving that we respect his other work. (We can cite how his *Dutch history iceberg* video gained traction and how fans from Ongezellig flocked to it, as noted on the wiki and Petje comments.)
  - Some fans explicitly stated they would **respect his reason for stopping** even though they miss the show. This shows emotional maturity in the fandom – we weren't throwing tantrums; we understood his choice. Our campaign builds on that respect by not simply demanding more Ongezellig, but by asking *"Under what conditions would you feel comfortable continuing? Let us help create those conditions."*
  - The community has avoided (or will avoid) rampant speculative rumors and has directed people to the official spoiler document for answers (which is something he requested readers do). We can mention that the fan Discord pins factual Q&As and discourages misinformation. This demonstrates we're aligned with his desire for honest communication.
  - We'll remind him of positive engagement like the **Discord game nights** he hosts for Petje.af supporters – fans love those and it's an example of the kind of meaningful, small-scale social interaction he enjoys. If Ongezellig comes back, we can keep such interactions around the show as well (maybe occasional trivia games about Ongezellig or related Dutch trivia, which merges his interests). Essentially, we show that the **fan community is willing to meet him in the middle** – blending fun and meaning just as he does.

By harmonizing the revival project with Studio Massa's current passions and principles, we aim to eliminate any internal resistance he might have like "but I've moved on" or "I don't stand for what that fanbase wants." Instead, he'll hopefully feel: *"Actually, this revival would reflect who I am now – a history-loving, quality-focused creator with a supportive adult fanbase – not who I was 7 years ago."* If we can achieve that shift in perspective, then continuing Ongezellig becomes an extension of his identity rather than a regression.

(Metrics for success: The creator expresses that he feels understood by the community’s approach. Perhaps in correspondence or public comment, he acknowledges that the fans are approaching this the right way. Another metric: if he starts to engage by throwing little bones (maybe a new Ongezellig sketch or reference on his own accord) that show his interest is piqued again. That would indicate our alignment strategy is working.)

**Pillar 5: Community Mobilization and Multi-Platform Outreach**

Concern Addressed: Need to **mobilize a broad community** (Dutch, international, artists, patrons, etc.) and reach the creator through respectful visibility across multiple platforms (Discord, YouTube, blogs, fan events, petitions, local media, etc.) without resorting to superficial hype.

Even the best ideas won’t succeed if they remain uncoordinated or unheard. This pillar is about turning all fans’ passion into an organized campaign that can effectively communicate our message and demonstrate collective strength. We’ll outline **how to mobilize people**, assign roles, and engage various platforms in a strategic way. The approach is *wide-reaching but controlled* – we want to spread the word and gather support **without spamming or creating a backlash**.

**5.1 Organizing the Fan Community (Roles and Structure)**

To execute a campaign of this scope, we need a clear **organizational structure** so volunteers know what to do and the effort isn’t chaotic. We propose forming a **campaign committee** with the following roles and teams:

Role/Team	Key Responsibilities	Notes/Examples
<b>Project Coordinators</b> (1-3 people)	- Oversee the entire campaign strategy and execution. - Serve as primary points of contact (e.g., if reaching out to Studio Massa or media). - Ensure all teams are communicating and on schedule.	<i>Should be reliable fans with leadership skills. Possibly one Dutch and one international co-lead to cover both spheres.</i>
<b>Communications Team</b>	- Craft official communication (announcements, open letters, petitions). - Manage the campaign’s social media accounts (if any) and update channels (Discord announcements, subreddit posts). - Ensure a consistent, respectful tone in all messaging.	<i>Includes good writers and bilingual translators to do Dutch/English versions. Also monitors community feedback.</i>

<b>Funding &amp; Finance Team</b>	<ul style="list-style-type: none"> <li>- Set up crowdfunding platforms (Petje.af page, PayPal/Ko-fi, etc.).</li> <li>- Track incoming funds and pledges; provide transparency reports.</li> <li>- Research and apply to any grants or financial opportunities.</li> <li>- Coordinate budget allocation if funds are used for production needs.</li> </ul>	<p><i>Members with financial savvy or experience running fundraisers. At least one Dutch member to handle iDEAL/banking.</i></p>
<b>Creative Contribution Team</b>	<ul style="list-style-type: none"> <li>- Recruit and vet volunteer artists, animators, editors, etc.</li> <li>- Maintain a repository of fan-made assets or test animations.</li> <li>- Possibly create small proof-of-concept works (like a short fan-animated scene) to show the creator the team's capability.</li> <li>- Work with Project Coordinators to plan how to integrate with the creator's workflow.</li> </ul>	<p><i>Led by someone with some animation or project management experience. They can start small projects to keep volunteers engaged (e.g., re-animate a short existing scene as practice).</i></p>
<b>Outreach &amp; PR Team</b>	<ul style="list-style-type: none"> <li>- Draft press releases and media kits telling the story of Ongezellig and the fan campaign.</li> <li>- Identify and contact potential media outlets (Dutch and international) and influencers (YouTubers, bloggers) who might cover the story.</li> <li>- Plan the timing of outreach for maximum effect (e.g., coincide with petition launch or fan event).</li> <li>- Organize in-person outreach (convention tables, flyer distribution, etc.).</li> </ul>	<p><i>Preferably includes someone bilingual for Dutch media, and someone with marketing or PR experience. Could also involve enthusiastic fans who aren't afraid to cold-email journalists or speak at events.</i></p>
<b>Community Moderation Team</b>	<ul style="list-style-type: none"> <li>- Moderate the Discord server, subreddit (r/Ongezellig), and any other forums to enforce rules (no toxicity, no spamming the creator, etc.).</li> <li>- Facilitate healthy discussions and gather community input (polls, Q&amp;As).</li> <li>- Manage the petition platform by weeding out inappropriate comments if any.</li> <li>- Ensure that if anyone tries to veer into disrespectful territory, the team intervenes quickly to keep the campaign's image positive.</li> </ul>	<p><i>Includes existing moderators from r/Ongezellig if willing, and other respected community members. They should coordinate closely with Communications Team to know what official stance is on various issues.</i></p>
<b>Translation &amp; Cultural Liaison Team</b>	<ul style="list-style-type: none"> <li>- Translate key documents and messages (Dutch &lt;-&gt; English, and possibly other languages for outreach materials).</li> <li>- Verify that translations of the creator's words (like the spoiler doc or updates) used in campaign are accurate, to avoid misunderstandings.</li> <li>- Advise on cultural nuances: e.g., how to phrase things politely in Dutch vs English, what references resonate in the Netherlands, etc.</li> <li>- Possibly engage in foreign-language fan communities (like a Russian or Spanish anime forum) to rally support there in their language.</li> </ul>	<p><i>Must be fluent in Dutch and English at minimum. Could be the same people in Communications or separate language specialists.</i></p>

Table: Proposed campaign roles and responsibilities.

Having this structure will make volunteers feel there's a clear place to contribute and will impress upon any outside observers (including Studio Massa) that this is a serious, well-managed effort. Early in Phase 1 (see Timeline), we will fill these roles by asking for volunteers and perhaps holding a quick internal election or appointment for key positions. The structure is not rigid – teams will collaborate – but it helps to prevent duplicated work or gaps.

We will also maintain an **open channel for suggestions and feedback** from the broader fan base (like a form or specific Discord channel) so anyone can pitch ideas even if they're not on a team. This inclusivity keeps the community engaged and might surface great ideas we hadn't considered.

#### 5.2 Outreach Platforms and Methods

With the team in place, we will deploy a multi-platform outreach campaign. Each platform has a different audience and purpose; by covering many, we maximize reach and show widespread support, all while controlling the message.

- **Discord (Operation Ongezellig server):** As mentioned, this is our **campaign HQ**. We'll use it not only for internal coordination but also as a space where fans (especially new ones drawn by the campaign) can join to show support and get involved. We'll have a public-facing section for general fans and hidden channels for the team coordination. Discord will host community events such as:
  - Weekly or biweekly voice chat meetings for volunteers to report progress (keeping momentum).
  - “Fan Town Halls” where we update the community on what's next and hype up any major pushes (like “the petition goes live next week!”).
  - Social events to maintain enthusiasm – e.g., watch parties of Ongezellig (with commentary), Dutch film watch parties, art streams by fan artists, or game nights similar to what Studio Massa did (playing **Among Us** or **Jackbox** as he does with supporters to bond).
  - Because Discord is a persistent community, it also serves as a place where any curious media or even the creator could peek to see the liveliness and positivity. We will make sure it's well-organized with channels like #news-updates, #fan-art, #learn-dutch, etc., to reflect a vibrant yet orderly fan community.
- **Reddit (r/Ongezellig):** The subreddit is another hub that already exists. We'll coordinate with its moderators (some may already be on the team) to:
  - Pin campaign-related posts (like the announcement of the campaign, links to the petition, etc.).
  - Perhaps do an **AMA (Ask Me Anything)** once the campaign is running, where the campaign organizers answer questions from fans about the plan. This can build trust and clarity.
  - Share progress updates (e.g., “We reached X signatures!”, “We have Y amount pledged, thank you!”) to keep people engaged.
  - We will avoid brigading other subreddits, but we might selectively share a success story on a related subreddit (like r/anime or r/dutch or r/europe) if appropriate, to draw more attention and supporters. This will be done carefully and likely through personal accounts, not official, to come off as genuine fan excitement rather than spam.

- **YouTube and Video Outreach:** YouTube is where the series lives, so it's crucial:
  - We will reach out to **YouTube content creators** who are either fans of Ongezellig or cover animation/TV topics. A video essay or review about Ongezellig could do wonders to rally support. For example, someone could make a video titled "*Ongezellig: The Dutch Anime That Fans Won't Let Die*" – telling the story of the show and introducing the revival campaign. This would both educate those who've never heard of it and energize those who have. We'll supply any creators with facts, clips, and our campaign's call-to-action to include (such as petition link).
  - The official Studio Massa channel: We will **not** spam the comments of his videos asking for Ongezellig back – that might annoy him. However, if our campaign gains traction, it's possible he might notice talk about it under related content organically. We might allow a respectful comment or two like, "Fans have organized Operation Ongezellig to support a revival – we're with you Studio Massa if you ever consider it!" but we'll limit this to avoid seeming pushy on his turf. Any such comment must be polite and upvoted by others to show positivity without brigading.
  - We could produce our **own short video** on a fan channel (perhaps on the channel of the campaign or a prominent fan) where we present the plan in a visual format. Think of it as a presentation or "trailer" for the campaign – mixing clips from the show with narrated points. If done well, this could be persuasive for rallying fans and might be something we eventually show to the creator as well. For example, it could open with scenes from Ongezellig that evoke nostalgia, then a text like "The story isn't over... Fans around the world have united to help continue Maya's journey" and then list our promises (funding, help, etc.) with imagery (like fan art of volunteers animating, etc.), ending with a heartfelt invitation to Studio Massa. We have to be careful to not inadvertently make it cheesy; professional editing and sincerity will be key.
  - Additionally, we should get in touch with **Dutch YouTubers** or Twitch streamers who might have interest. Even if not animation-focused, some Dutch pop culture commentators might find the story of an international fan movement interesting. A shout-out or a discussion on a stream (with presumably many Dutch viewers) could recruit more local supporters.
- **Niche Blogs and Websites:** Written articles can capture a different audience:
  - **Animation/Comics blogs:** Websites like Cartoon Brew, Animation Magazine, or Anime News Network often have pieces on unique international animation projects or fan movements. We can pitch an article to them about Ongezellig: its uniqueness as a Dutch anime-esque project and the fan effort to revive it. If one of these outlets writes about it, it lends credibility and spreads to animation enthusiasts who might join the cause.
  - **Dutch media and blogs:** We'll target not just big media (next section) but also smaller Dutch blogs or forums. For example, sites that discuss Dutch YouTube creators, or cultural blogs that might see the angle of "Dutch cultural product gains cult global following". If the story can be framed as "Fans learning Dutch through cartoon" or "Crowd fights to save local art", it could appeal to certain writers.

- **Academic or educational angle:** Perhaps a stretch, but maybe someone in the community with academic ties could write about Ongezellig in a media studies or cultural context (like a journal or university blog). That’s more for the record and prestige than mass appeal, but it could still reinforce the idea that Ongezellig is culturally significant.
- We will prepare a **media kit** for such purposes – including a brief synopsis of the show, the reasons it ended (with references, to avoid any misinfo), quotes from fans (testimonials), and high-quality images (stills from the animation, fan art with permission). That makes it easy for a writer to put together a piece accurately and appealingly.
- **Fan Events and Conventions:** Bringing the campaign into real-world spaces:
  - **Online Fan Convention:** The community can host an “Ongezellig Day” virtual event. This could be a one-day or weekend online convention on our Discord or a streaming platform, featuring:
    - Panels like “*Meet the Fan Artists*”, “*The Dutch Culture in Ongezellig*” discussion, “*Voice Acting in Ongezellig*” (if we can get a voice actress to join for an interview, that would be amazing).
    - A live fan art showcase or contest results announcement.
    - A group screening of the pilot or favorite scenes with chat (celebrating it as a short film as the creator suggested).
    - Possibly, a segment where we unveil the campaign officially (if this event coincides with launch) or give updates on progress (if later on).
    - This serves to hype up existing fans, attract new ones (we can advertise the event in anime communities), and also produces recorded content that can later be shared (highlights from the event can be clipped and posted on YouTube as further promotion).
  - **Anime/Comic Conventions (in-person):** If timing and resources allow, fans can represent Ongezellig at conventions – especially in the Netherlands or nearby (like the Dutch Anime Con, Abunai!, or even MCM Comic Con in London for broader reach). We could:
    - Run a **fan booth** or table with Ongezellig posters, perhaps playing the pilot on a screen (with the creator’s permission or since it’s on YouTube publicly, that might be fine). Volunteers can hand out flyers about the campaign and maybe Dutch stroopwafels for that local touch to draw people in.
    - Host a **panel** about Ongezellig. Even without the creator, a panel of fans could present the series to attendees (“What is Ongezellig and why it’s special”) and then talk about the revival initiative. This could recruit both fans and maybe spark interest in any industry folks attending.
    - These con activities also might get reported in fan press or noticed by people who could signal boost.
    - If the creator is willing down the line, inviting him as a guest to a con (all expenses paid via campaign funds if needed) where he could do a Q&A or screening could be a longer-term goal. But that is only if he’s comfortable and after we’ve made substantial progress to show it’s worth his time.

- **Local Fan Meetups:** We touched on this – organizing meetups for fans in Dutch cities (or clusters elsewhere like a group of fans in, say, Los Angeles or Tokyo meeting up) and sharing those experiences online. Seeing pictures of fans gathering with Ongezellig shirts or cosplays might show the creator the real human faces of his audience. It adds a layer of earnestness: these are not just anonymous internet views, but real people bonding over his creation.
- **Petition and Online Campaigns:** A central element will be a **well-crafted petition/open letter**:
  - We will use a platform like **Change.org** or a Dutch equivalent (Change.org is internationally visible; however, a platform like **petities.nl** could be used for local flavor, but it might not handle global signatures well). Change.org might be simplest for broad participation and it allows a description and updates.
  - The petition text will essentially be an **open letter to Studio Massa**, written by the Communications Team but likely “from the fan community.” It will:
    - Start by praising the work done and thanking him for the pilot/short film (acknowledging we don’t see it as a failure, but a success that left us wanting more).
    - Succinctly list the reasons he stopped (to show we are fully aware) and then state how the community proposes to address each (in brief, positive language).
    - Emphasize that support (financial, creative, emotional) is available and that we value his well-being.
    - End with an earnest plea that he consider continuing Ongezellig, even if in a limited capacity, and an invitation to discuss with us what could make it feasible.
  - We will collect as many **signatures** as possible. Our goal should be at least in the high thousands, ideally tens of thousands if we manage to reach worldwide anime audiences. However, quality matters too: we’ll encourage signers to leave a **comment/personal message** about why they care. Those comments can be gold for persuading – we will later curate some of the best heartfelt comments to present.
  - We should also consider a **physical element**: for example, after closing the petition, printing it out as a nice booklet with all the signatures/messages and sending it to the creator’s P.O. box or business address. A physical copy might have more impact (and permanence) than an email link. It shows extra effort.
  - The petition will be launched with fanfare (likely in Phase 3 of timeline) and we’ll tie other activities around it (like social media blasts, maybe that online event). We’ll keep it open for a while to accumulate support and plan to deliver it at a strategic time (Phase 4).
- **Social Media Campaign:** We will utilize social media carefully:
  - Create a unified hashtag, e.g., **#ReviveOngezellig** or a Dutch equivalent like **#OngezelligTerug**. Possibly both, one for global and one for Dutch audiences. We’ll encourage fans to use it when posting fan art, memories, or campaign news. But we will **not rely on virality** alone. The hashtag is more to catalog our content and let people find it.

- Twitter/X: We might set up an official campaign account that posts updates and fan highlights. More importantly, we'll coordinate **"campaign days"** where many fans tweet the hashtag along with a specific message (like a line from the open letter or a favorite quote from the show) to trend it. For example, on the anniversary of the pilot release or on Maya's birthday (21st September, which the spoiler doc mentions), we could do a push. Trending the topic could attract media attention and show the creator the volume of support, but we'll do it sparingly to keep each one impactful.
- Instagram: Use it to share fan artwork, maybe short testimonials in image form (like a picture of a fan holding a sign "I <3 Ongezellig, Greetings from [country]"). That humanizes the campaign. Also, posting stories or reels summarizing our mission can catch casual scrollers.
- TikTok: Some younger fans might create TikToks about Ongezellig (maybe cosplay, or explaining the show). If any TikTokers are on board, we won't stop them – in fact, reaching the next wave of potential fans (teens now) could ensure longevity. But we won't focus the core campaign here since TikTok doesn't directly reach the creator's demographic; it's more for expanding fanbase.
- **Avoiding negativity:** We will instruct all fans *not* to harass or badger Studio Massa on social media. No tagging him repeatedly, no posting on his personal profiles with demands. If some outsider does that, our community should gently discourage it. We want to create a groundswell *around* him, not corner him. The idea is he hears about the campaign because it's genuinely newsworthy and positive, not because we yelled at him online.
- **Local Media Outreach:** For Dutch media (and possibly Belgian, given the language overlap):
  - We'll send a press release to newspapers (like **NRC, Volkskrant, AD**), tech/culture sites (Tweakers, Bright, Vice NL), and TV programs that sometimes cover internet trends or culture (like a segment on NOS or RTL late-night shows). The press release will focus on the cultural phenomenon:
    - *"Dutch animation Ongezellig gains international cult following; fans mount campaign to revive it."* Highlight how unusual it is for a Dutch-language web cartoon to have global fans learning Dutch and organizing across continents. This is inherently a feel-good story of cultural export and passionate community.
    - Include quotes from a Dutch fan ("Ongezellig is uniquely ours, it felt like seeing our own school life in a cartoon"), and an international fan ("I'm from [country] and I fell in love with Dutch culture through Ongezellig"), to show both sides of the community.
    - Emphasize the respectful nature and that we are trying to solve the issues rather than just demanding. Possibly mention how it parallels historical campaigns for beloved shows (like Firefly or etc.), but here with a Dutch twist.
  - We can offer to connect journalists with fans for interviews. If a newspaper wants to interview the campaign lead or some local fans, we should be ready. Even better, if they reach out to Studio Massa for comment, hopefully he'd respond kindly (even if non-committal, it opens dialogue).
  - Local news could also cover any in-person event we do (say we do a public screening or flash mob singing the theme if it had one). Visuals of people rallying (with posters or in cosplay) make for good TV/social media clips.

- **Regional angle:** If we know where the creator is based (e.g., North Brabant or elsewhere from context), we might even inform regional outlets (“Local animator’s series sparks global movement”). They love local-boy-makes-good angles.
- All media coverage not only helps recruitment but also signals to the creator that *the world is noticing*. That kind of external validation might make him reconsider the importance of his creation. It’s no longer just a niche YouTube short, but a piece of art that is getting journalistic attention for its impact. That can be persuasive in making him proud and willing to continue.

In executing this multi-platform plan, coordination is crucial. The Outreach/PR team will maintain a **calendar** of planned activities (when to launch what, deadlines for press contacts, etc.). We’ll also keep an eye on over-saturation – we want consistent awareness, but not to the point people tune out. Each platform will reinforce others (e.g., an article comes out, we share it on Discord/Twitter; the petition hits a milestone, we aim for a trending tweet; the online event happens, we upload highlights to YouTube, etc.).

Throughout, **the messaging remains unified**: fans love Ongezellig, understand why it ended, and are coming together to offer a realistic path for more, out of genuine love and respect. There will be no toxic campaigning or entitlement.

*(Metrics for success: Number of petition signatures, number of media mentions/articles, growth in Discord/Reddit membership, social media engagement stats (like trending hashtags or shares), attendance at events, etc. Ultimately, success is also measured by whether this outreach reaches Studio Massa’s attention in a positive way.)*

#### **Pillar 6: Crafting Compelling & Respectful Messaging**

*Concern Addressed: Need for “emotionally compelling and culturally respectful messaging” to convey the show’s value and persuade the creator, without resorting to hype or disrespect.*

All the practical solutions in the world won’t matter if we can’t **touch the creator’s heart and mind** with our appeal. This pillar is about the content of our message – what exactly we will say to Studio Massa, and how we’ll say it, to convince him that reviving Ongezellig is worthwhile. It’s a delicate art: we must be heartfelt but not melodramatic, passionate but not pushy, and we must frame everything in a way that resonates with his values and cultural context.

Key elements of our messaging strategy:

- **Respect and Gratitude Upfront:** Every communication (petition preface, open letters, etc.) will begin by **thanking Studio Massa** for what he has already given. We’ll express appreciation for the existing Ongezellig content and for the transparency he provided in explaining his reasons to the fans. For example: *“Thank you for creating Ongezellig – a story that has touched so many of us. We also want to thank you for sharing the honest reasons behind your decision to conclude the*

*series. We admire your dedication to quality and understand why you made that tough call.” Acknowledging his choice without bitterness sets a respectful tone and shows we’re not taking his work for granted.*

- **Affirmation of His Reasons (We Have Listened):** Early in the message, we will **recite his major concerns** almost point-by-point (briefly), to demonstrate that we truly internalized them. E.g.:

*“We know that burnout after 7+ years on one project was a serious issue. We know that you doubted if a niche show like Ongezellig could ever fund itself reliably. We realize that you’ve found a happy audience with your history videos and felt more at home with them. And we understand that the way Ongezellig fandom operated online sometimes left you feeling alienated from your own creation. These are all valid and important reasons.”* By validating his perspective, we show empathy rather than just selfish desire.

- We will avoid any implication that his reasons were “wrong” – instead, we frame them as problems that perhaps **now have solutions** which didn’t exist before.

- **Demonstrating Change and Solutions:** After listing his concerns, we will seamlessly transition to showing how each concern can be addressed with the community’s help (essentially summarizing our plan in emotional terms):

*“A lot has changed since then. The fan community has grown not only in size but in dedication. We have experienced animators, artists, and translators among us who are ready to volunteer to help you carry the load – so you would not be alone in production. The audience has matured; many of us who were teens are adults now, and new fans include history buffs and Dutch culture enthusiasts who discovered your work. We cherish the very aspects of Ongezellig that a younger crowd might have missed. The funding landscape has also changed – we are confident we can rally enough consistent support through Dutch-friendly means (like Petje.af) to meet the budget needed, as hundreds of fans have already pledged in principle. In short, every reason that led to Ongezellig’s pause, we have taken to heart and turned into a rallying cry to improve things.”*

This sort of narrative shows that the community is proactive and solution-oriented, not just wishfully begging. It frames the revival as a natural progression because circumstances are more favorable now.

- **Heartfelt Personal Testimonials:** We will incorporate **selected fan testimonials** to add emotional weight. Instead of just abstractly saying “the show means a lot to us,” we can quote a few lines from real people:
  - For instance, one Dutch fan wrote: *“Ongezellig is a unique series that holds a special place in my heart, and it left a hole where the next episodes were supposed to be”*. Including a line like that in our letter (translated to English if needed for a global letter, though perhaps we should write a Dutch version

of the letter as well) can poignantly convey the sense of loss and longing the community feels – it’s not entitlement, it’s genuine heartbreak turned into hope.

- An international fan’s voice: *“I miss Ongezellig. But I respect your reason for stopping it. This money is a thank you for making it”* – this shows that even in disappointment, fans responded with gratitude and support. It underlines the point that we are not angry or demanding; we’re thankful and optimistic.
- A culturally resonant example: *“I’m learning Dutch because of Ongezellig”* or a similar comment like *“Your show made me fall in love with the Netherlands”*. This demonstrates the cultural impact and could move him by showing that his work served almost as an ambassador for Dutch culture (something he might value given his history focus).
- We will choose a handful of such quotes and possibly append more in an annex. The main letter should not be too long in itself, but we can say “see attached for more fan messages” and include a compendium. Those additional pages can be full of fans from various countries saying why they love Ongezellig, written respectfully. This humanizes the support.
- **Conveying the Show’s Unique Value:** We need to articulate *why Ongezellig is worth reviving* in a way that aligns with the creator’s own appreciation of it:
  - Emphasize its uniqueness: *“Ongezellig is not just another web cartoon – it’s the only one of its kind. It blends Dutch school life, cultural satire, and anime-influenced style in a way no other series does. It has given a voice to experiences many of us had (awkward teenage years, cultural identity questions) in a distinctly Dutch context. If it remains just a short film, it will always be cherished, but there’s so much more story that could be told and so many themes that could be explored, which only you can do justice.”*
  - Highlight unfinished arcs or teased lore: We know he left some questions open (he chose not to spoil the ultimate ending). Mentioning that *“the fans are incredibly curious about Mymy’s unresolved story with her sister, Maya’s growth, Coco’s future, etc.”* shows there’s narrative momentum and appetite. But we will carefully add: *“Of course, we wouldn’t want you to continue unless you have the inspiration to. We simply want you to know that for us, these characters are alive and we’re eager to see them continue on their journeys under your guidance.”*
  - Cultural pride angle: Since he is a Dutch creator making content in Dutch, maybe appeal to national pride slightly (without overdoing it). *“Ongezellig has become a small cultural icon – it introduced many abroad to the Dutch concept of ‘ongezellig’ vs ‘gezellig’, and it showcases the Netherlands in a way we rarely see in animation. We as Dutch (and Dutch-speaking) fans are proud of it, and we’d love to see this home-grown series continue and show the world more of our culture through your lens.”* If he sees it as doing service to Dutch creative media by continuing, that might be motivating (provided he doesn’t feel it’s nationalistic pressure; we frame it as positive representation).
- **Emotional Tone – Hope and Excitement:** The overall tone will be **hopeful, optimistic, and appreciative**. We want the letter to leave him feeling *inspired*, not burdened. Some ways to do that:

- Use language like “*imagine*” and “*what if*” to paint a picture of a successful revival. “*Imagine Ongezellig returning with even better episodes thanks to more support – and you getting to enjoy making it without the past stresses. Imagine a Season 2 premiere event online where fans around the world tune in with Dutch snacks in hand, celebrating that this uniquely Dutch story lives again. We want to make that a reality with you.*” This kind of vision-casting might ignite his own excitement if the idea has been sitting in the back of his mind at all.
- Reiterate that “*We are here to help, not to pressure.*” It’s important he feels no guilt or obligation; rather, we want him to feel *curious* or *encouraged*. For example: “*Even if you’re only 10% considering this idea, we are 200% ready to support that 10% and turn it into 100%.*” And also: “*If your answer is ultimately no, we will still love and support whatever you create – but at least you’ll know how much Ongezellig means to us and that we would have moved mountains to help.*” Giving that respectful out (while gently persuading) shows maturity.
- Possibly inject a little gentle humor or Ongezellig-style wit in the letter (the creator has a sense of humor). For example, referencing one of the show’s jokes in a way that fits: maybe a line like “*We promise the Discord won’t be full of K-pop jokes that a kaaskop wouldn’t get – we keep it gezellig.*” A tongue-in-cheek reassurance like that could make him smile and see that we speak his language (both literally Dutch and figuratively his humor style). It shows the fans are attuned to his taste.
- **Language of the Message:** We should consider writing the final proposal or letter in **Dutch**, or a bilingual format. The spoiler doc itself had a note “Dutch readers can skip, this is for English speakers”, implying the creator expects Dutch for serious communication when possible. Perhaps the main letter should be in Dutch (to show cultural respect and that we’ve gone the extra mile to communicate in his language), with an English translation alongside for any international co-signers. We have translators, so we can ensure it’s well-written Dutch, avoiding any accidental rudeness.
  - By providing both, we also nod to the bilingual nature of the community. But the Dutch version being primary is a sign of respect (akin to if someone wrote to an English creator in English even if they were foreign).
  - If we’re sending a physical booklet, we might have some pages in Dutch (fan letters from Dutch/Belgian fans) and some in English (from others), but we could translate each so he can read everything easily.
  - Cultural respect also means using appropriate polite forms. In Dutch, since he’s an individual, we likely use informal “je” because fans have interacted that way (he’s not an authority figure like a teacher to use “u”, and using “u” might actually distance). We’ll ensure the tone in Dutch is cordial and not too American-cheerful if that makes sense.
- **The “Ask” – Call to Action for the Creator:** Towards the end of the letter, we will present what we are asking for, in a humble and open-ended way:
  - We won’t demand “Please make X episodes by Y date.” Instead, something like: “*We kindly ask that you consider reviving **Ongezellig** in some form – whether that’s continuing as a series, a sequel short film, or any format you see fit. We are prepared to support you unconditionally in this. If there are conditions or prerequisites that you feel would need to be met (whether financial targets, a certain team in place, etc.), please let us know – we will work to*

*fulfill them. Our community is organized and serious about helping. Ultimately, we want you to feel comfortable and inspired to return to Maya, Coco, Mymy, Vera, and the world of Ongezellig. Even if it's just one more chapter, it would mean the world to us."*

- This puts the ball gently in his court and shows we're open to dialogue. It might prompt him to respond with, "Okay, if you really can do X, Y, Z, then I'd think about it." That scenario is a win because then we have concrete targets from him.
- We should also mention: "*We are happy to discuss this further in whatever way is convenient – be it via email, a call, or even an in-person meeting if you'd prefer. We can also liaise with anyone you designate.*" Essentially, open a door for communication. Perhaps he might not want to face a horde of fans directly; we could suggest a meeting with a small representative delegation (like the project coordinators). If he's open to that, we would be ready.
- **Emotional Closing:** End the letter on a strong emotional note that encapsulates our dedication:

*"In summary, Ongezellig is a story that has deeply resonated with a diverse community around the globe. It has created friendships, inspired creative pursuits, and even bridged cultures. We see it as a work of art that deserves to continue – and we see you, Studio Massa, as an artist who deserves all the support to make that happen without sacrifice to your well-being. We hope this letter conveys our earnest commitment to both you and Ongezellig. Whether or not you decide to pick up the pen (or stylus) for Ongezellig again, you will always have a community of friends and fans who cherish what you've made. **But if you do choose to continue, know that we will be right beside you, every step of the way, making the journey as gezellig as possible.**"*

(Using *gezellig* positively there might be a nice touch to contrast the title Ongezellig.)

Then, sign off collectively, e.g., "*Sincerely, [followed by either the campaign name or a list of key organizers + maybe a line like 'and the undersigned X,XXX fans from around the world']*."

- **Supplementary Material:** Along with the main letter, we can include attachments such as:
  - A brief **executive summary of our plan** (for his reference, showing we've done homework – possibly a one-page bullet list of our solutions).
  - **Fan art prints** or a small booklet of fan art as a gift, to visually show the love and talent waiting to contribute.
  - The petition comments compilation as mentioned.
  - Perhaps a USB or link to a **video message**: If we create that montage of fans thanking him and expressing hopes (with subtitles), sending it along could let him see *and hear* the passion directly. Some people are moved more by voices and faces than text. We'd ensure it's concise and well-edited.

The overarching philosophy of our messaging is: **empathy, gratitude, and hope**. We put ourselves in the creator's shoes throughout, address him as a respected creator and fellow adult, and make a positive case for revival as a shared dream we can achieve together. By carefully balancing emotion with realism, we aim to convince his *heart* (that fans truly love and value his work in a deep way) and his *mind* (that logically, the obstacles can be overcome and it's a sane idea to try again).

*(Metrics for success: The ultimate measure is the creator’s response. Short of that, a metric is whether our message garners supportive responses from those who see it – e.g., if media or third parties comment on how respectful and well-considered the letter is. If we deliver the letter and get any reply (even a polite acknowledgement) from Studio Massa, that’s a good sign. The tone and content of any reply would guide next steps.)*

### Timeline and Milestones

Bringing this plan to life requires careful timing and phase-wise execution. Below is a proposed **timeline with phases**, each with specific objectives and milestones. This timeline is flexible and may be adjusted based on real-world feedback, but it provides a roadmap for the fan community’s efforts over roughly the next year (if things progress well):

Phase & Timeframe	Objectives & Key Actions	Milestones/Deliverables
Phase 1: <b>Foundation</b> (Months 0–1) <i>Getting Organized</i>	<ul style="list-style-type: none"> <li>- Assemble the core campaign team and define roles (project leads, team heads).</li> <li>- Launch the Operation Ongezellig Discord server (if not already live) and set up channels for teams and general supporters.</li> <li>- Initiate recruitment: announce in existing communities (subreddit, YouTube comments, etc.) that we’re forming a revival campaign, and invite volunteers with relevant skills (art, PR, etc.).</li> <li>- Gather community input: circulate a survey or open thread for fans to voice what they want and how they can help (e.g., “I can donate X per month” or “I can offer voice acting,” etc.).</li> <li>- Begin translating key documents (spoiler doc highlights, etc.) so all team members (Dutch or not) fully understand the creator’s perspective.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Campaign Committee Formed</b> – list of team members and leads finalized.</li> <li>• <b>Discord Online</b> – with ~100+ members joining in first weeks, indicating interest.</li> <li>• <b>Volunteer/Skill Database</b> – compiled from survey (e.g., X animators, Y willing translators, Z pledging donations).</li> <li>• <b>Plan Drafting Started</b> – team brainstorm sessions held, rough outline of petition/letter prepared (to be refined in Phase 2).</li> </ul>
Phase 2: <b>Preparation</b>	<ul style="list-style-type: none"> <li>- Set up the funding infrastructure: reopen or set up the Petje.af campaign (in paused mode or ready to activate), create PayPal/Ko-fi pages, etc., but don’t publicize widely yet. Perhaps test them with a small group.</li> <li>- Create campaign materials: finalize the text of the petition/open letter (get it proofread in Dutch and English), design any graphics or a mini-site explaining the campaign.</li> <li>- Start low-key outreach to allies: e.g., discreetly contact</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Funding Platforms Ready</b> – Petje.af page updated (but not yet collecting) showing the new goal, etc.; donation links tested.</li> <li>• <b>Petition Text Completed</b> –</li> </ul>

(Months 2–3)  
*Laying Groundwork & Soft Launch*

the original voice actresses or former collaborators to see if they'd support the idea (even morally). Their backing could be helpful later. Also reach out to a few YouTubers or blog writers to gauge interest in covering the story once it's live. - Moderate fandom building: encourage fan art creations or hashtag use subtly to build anticipation, but frame it as "celebrating Ongezellig" so as not to alert the creator prematurely. - Plan the "big launch day" logistics: pick a date for petition launch and media release, prepare a press release draft. Possibly align this with a symbolic date (e.g., an anniversary or a birthday from the show).

**Phase 3: Public Campaign Launch**  
(Month 4)  
*Rallying the Public*

- Launch the petition/open letter **publicly**. Post it on all channels (Discord, subreddit, Twitter, etc.). Send out the press release to media contacts on the same day. - Activate the funding campaign: open the Petje.af for new supporters and promote the link. Perhaps have a **live count** of contributions to show momentum (e.g., "€500 raised in first 24 hours!" updates). - Host the planned **online fan event** around launch week: e.g., an Ongezellig Celebration Stream with fan content and campaign info. Use this to keep energy high and draw in undecided fans. - Social media push: coordinate a hashtag campaign where everyone tweets the petition link with a heartfelt message (some may share their fan art or a photo of them with a Dutch flag, etc. to personalize). Aim for trending in the Netherlands and maybe among anime fans. - Engage with initial press responses: if journalists respond or publish articles, share those widely. If they have questions, the PR team answers them promptly. - Monitor the creator's public channels subtly for any reaction (though it might be too soon). Focus on community, keep people excited with frequent updates ("X signatures and counting!", "Y% to funding goal!").

translated and reviewed by cultural liaisons. • **Press Kit Prepared** – press release, fact sheet, high-res images all assembled. • **Launch Date Set** – all teams agree on a date in next phase for public launch; media contacts list drawn up. • **Community Growth** – Discord reaches a few hundred members, initial chatter on social media is positive but contained (no leaks to creator yet). • **Petition Signatures Milestone** – e.g., 5,000 signatures within first week (hypothetical target) and numerous supportive comments. • **Funding Milestone** – e.g., reaching €2,000/month pledged if we had a soft target to prove viability (close to the goal already). • **Media Coverage** – at least 1-2 Dutch news outlets or popular blogs cover the story during launch week. • **Online Event Success** – dozens or hundreds of attendees, maybe a shoutout from a notable YouTuber during it. • **Community Expansion** – Discord bursts to, say, 1000+ members post-launch, indicating broad engagement; moderation in place to greet influx.

## Phase

4:

**Follo w-up & Direct Appeal** (Months 5–6) *Conso lidatin g Support and Reachi ng Out to Creato r*

- After the initial surge, continue **follow-up outreach**: reach goals that were set (if not already met) by expanding efforts: perhaps a second wave media push or targeted recruitment in communities we missed (like language learning communities given the Dutch angle, etc.). - Once funding goal is actually met or within reach and petition has a strong backing, prepare the **final proposal package** for Studio Massa. This includes: the formal letter (updated with current numbers and achievements), the petition printout, fan messages compilation, possibly a USB with the fan video and digital art/messages. - Identify the best way to deliver the proposal. Options: an email to his business contact (with attachments or link to a cloud folder), a physical package mailed to an address (if known or via a mutual contact), or via an intermediary (maybe someone like a mutual acquaintance or the voice actress group). We might opt to do both email and physical for safety. - Send the proposal with a polite cover note. In it, request a response at his convenience and reiterate that even a conversation would be welcome. - Give the creator time to process. Meanwhile, keep fans engaged but patient; don't allow anyone to press him like "why hasn't he responded?" Instead, maybe continue normal fan activities (like art sharing) to show we're here but not obsessed with pressuring him daily. - If we receive a **response**: evaluate it. If it's positive or a request for more info, move to Phase 5 immediately. If it's a soft no or questions, address them in a respectful reply. If no response after a reasonable time (a month or two), we may send a gentle follow-up or use an intermediary to confirm he saw it. But we will not harass – silence might mean he's considering or just not ready. We'll be prepared for any outcome.

**Phase 5: Colla borati on &**

- **Open Dialogue**: If the creator is willing to discuss conditions for revival, the campaign coordinators (and any subject-matter leads as needed) will engage in a dialogue. We might sign an NDA if he wants to discuss story details or internal matters. The conversation could be via email or a meeting. The goals: clarify what he's comfortable doing (number of episodes or a one-off special, timeline), what support he wants specifically, and how to practically facilitate it. - **Mobilize Resources**: Activate the volunteer network as per his needs. If he says

- **Support Goals Achieved** – by now ideally: petition has, say, 10k+ signatures; Petje.af or pledges at 100%+ of target (€2.5k+/mo secured); volunteer team demonstrably ready (maybe with sample works or detailed roster).
- **Proposal Dispatched** – the full package is sent to the creator (recorded delivery or confirmed via email receipt).
- **Creator Acknowledgement** – best case, we get a reply like "Thank you, I'll think about it" or an invitation to talk. Even an acknowledgement through a public statement counts ("I saw the fans' campaign, I'm flattered," etc.). If nothing is heard within a set time, that's noted too.
- **Community Morale** – fans remain positive and respectful while awaiting outcome, thanks to moderator messaging. Campaign accounts might post grateful messages for the support so far and a hope for the best.
- **Agreement Reached** – ideally a formal or informal agreement of "Ongezellig will continue" with X plan (be it one episode, a series of shorts, etc.).
- **Public Announcement** – by Studio Massa or

**Revival** “I’d need a background artist and someone to handle sound,” we officially assign those roles from our pool. If he’s okay with volunteer help, great; if he prefers to hire specific people, we see if our funds can cover that. Basically, we transition from campaign mode to production support mode. - **Funding Collection:** Convert pledges into actual payments. Ensure the Petje.af or other platform transfers funds to Studio Massa or a production account as agreed. If lump sum needed for an upfront expense (like buying software or hiring a studio for a segment), consider a special fundraiser or allocation from existing funds. - **Communication:** Work out with the creator how/when to announce the revival. He may want to announce it himself in a dramatic fashion, or let the fans announce that he’s agreed. Coordinate so that any public info is consistent and ideally simultaneous to avoid rumors. A joint statement could be ideal, thanking fans and confirming the project is in the works. (If he prefers to keep it low-key at first, we abide by that.) - **Production Support & Oversight:** As production of new content starts, the community’s role is to assist when asked and otherwise give the creator space to work. We should avoid a flood of “is it done yet” from fans. Moderators will set expectations that this will take time and remind everyone this is exactly what we signed up for (a patient, quality-focused process). - **Ongoing Engagement:** Keep the community engaged with side activities (like perhaps contest to design a minor background character or translating more Ongezellig content, etc.) so interest remains during production lulls. - **Launch of New Content:** When the new episode/short is ready, help with hype in a constructive way: perhaps organize a watch party, ensure subtitles are ready for various languages via volunteers, and spread the word to all those media outlets that covered the campaign (“It succeeded! Here’s the new episode.”). That positive follow-through could be newsworthy too, giving the revival a strong start. - **Post-launch:** Gather feedback (fans will no doubt shower love if it’s great). Collect how the creator felt about the process – is he happy, does he want to do more? If so, feed back into continuing support. If he decides that’s enough, respect it and celebrate what was achieved.

jointly, making the revival official to the wider world (this could be a huge triumph moment). • **Resource Deployment** – volunteers actively working under Studio Massa’s direction, funds flowing to support production (measurable by production progress, like art being produced on schedule). • **Release of New Ongezellig Content** – the tangible outcome: Episode 7 or a sequel short film released. (Success! 🎉) • **Community Sustained** – a proven model of fans and creator collaboration. Possibly a framework to continue future episodes if all goes well. • **Wrap-up if needed** – if after one production the creator feels it’s a good endpoint, we ensure to exit gracefully, possibly turning the community towards supporting his other works or creating fan-made continuations with his blessing.

*Table: Phased timeline with objectives, actions, and milestones.*

The above timeline is ambitious. It assumes within roughly half a year we could garner enough support and present a case, and optimistically, see a positive response. Realistically, some phases could take longer (especially Phase 5, which is open-ended, and Phase 4 if waiting for reply). We will be prepared to stretch this timeline and

keep the community engaged over a longer period if needed (without losing momentum). Regular smaller goals (like mini-milestones: e.g., each 10% funding milestone, each 1000 signatures, etc.) will be celebrated to keep everyone motivated.

Importantly, at **each phase** we'll re-evaluate our approach based on results. For example, if Phase 3 launch doesn't get the attention expected, we might reinforce with additional tactics or reframe our message. If, conversely, it explodes bigger than anticipated, we'll adapt to handle the influx (more moderators, faster timeline). The plan is detailed but not rigid – adaptability is key, all while keeping the end goal in sight.

Throughout the process, we'll communicate transparently with the fan community about where we are in the timeline, what's next, and what help is needed. This keeps everyone invested and prevents misinformation or impatience.

### **Conclusion**

In conclusion, this action plan lays out a comprehensive, realistic, and heartfelt approach to uniting the worldwide fan community in an effort to revive *Ongezellig* in a way that respects both the creator and the creation. By **addressing each of Studio Massa's concerns directly** – from burnout and workload to funding, audience dynamics, and personal creative fulfillment – we aim to show that the very reasons that ended the show can, with community support, become reasons to continue it under better conditions.

This is not a simple or fast journey. It requires coordination, dedication, and a deep understanding that what we ask is ultimately a favor from the creator. We undertake this campaign not with entitlement, but with **gratitude and determination**. The fans are willing to put in the work (organizing, funding, volunteering) so that the creator can return to *Ongezellig* with excitement rather than dread. We believe the series is worth it – for its cultural value, its unique humor, and the joy it brings – and we believe the creator is worth it – that he deserves to reap the benefits of a supportive community and to see his creation flourish without sacrificing his well-being or principles.

Even if the outcome isn't exactly what we hope (for instance, if Studio Massa chooses not to revive the series, or only contributes in a limited way), this campaign will not be in vain. We would have **brought together a global community** in celebrating a piece of art, demonstrated new models of fan support for creators, and potentially inspired Studio Massa and others by the sheer positivity and constructiveness of the effort. In any case, the legacy of *Ongezellig* will shine brighter with the spotlight we cast on it.

But if we succeed – if Studio Massa agrees to create more *Ongezellig* – it will be an achievement that belongs to everyone: the creator, who bravely gives his creation new life; the fans, who proved that genuine passion can move mountains; and the broader creative world, which will see a testament to how art can connect people

across languages and generations. Our plan transforms what was a one-time pilot into perhaps a continuing series or at least a completed story, which would be a victory for Dutch animation and its fans worldwide.

We will move forward with respect, patience, and optimism, keeping in mind the core idea that has been implicit in all of this: *Ongezellig* may mean “not cozy” in Dutch, but through this campaign we hope to make the process of reviving it as **gezellig** (pleasant and collaborative) as possible for everyone involved.

**Sources & References:** *(We cite these to acknowledge the creator’s own words and factual data used in forming our plan.)*

- Studio Massa’s official “Ongezellig” spoiler document – reasons for stopping the series (burnout, niche audience, funding doubts, affinity for history audience, etc.).
- Ibid. – emphasis that all reasons together led to the decision, not just one.
- Ibid. – discussion of audience disconnect (younger global fans vs. adult Dutch fans).
- Ibid. – creator’s skepticism about achieving and sustaining the crowdfund target; note on unwise to risk career without optimistic outlook.
- Ongezellig Wiki (community summary of final updates) – notes on failed pitches and international support issues (sanctions, dodged payments), and the creator’s focus on the Dutch history iceberg project.
- Petje.af campaign data – initial Ongezellig crowdfunding reached ~€1.8k/month (72% of €2.5k goal) with 245 supporters, demonstrating a baseline of support.
- Studio Massa’s Petje.af page (current) – motto “kwaliteit boven kwantiteit” (quality over quantity) and ongoing support from fans, including messages missing Ongezellig but respecting the decision.
- Fan testimonials – e.g., a fan expressing Ongezellig left “a hole where the next episodes should have been”; fans saying they started learning Dutch because of the show; and fans willing to pay regularly if given the chance.

These references illustrate the factual basis for our understanding of the situation and reinforce the credibility of our proposals. We have rooted our entire plan in what the creator himself has communicated, ensuring our strategies directly align with those realities.

*With this plan, we the fans embark on “Operation Ongezellig” with clear eyes and full hearts. We recognize the challenges, but we also see the opportunity: a chance to make internet history by reviving a beloved series through sincere collaboration. We will proceed step by step, always mindful of the creator’s feelings and the essence of Ongezellig that we aim to preserve. Samen kunnen we het doen – together, we can do it.*