

WHAT IF YOU WERE THE CHAMPION FOR CHANGE?

EVERY INDIVIDUAL HAS THE POWER TO MAKE A DIFFERENCE. That is the story of *Promised Land*, a recent film that explores how a struggling farm community responds to a power company that wants to extract natural gas from their land through a process known as “fracking.” The film presents important environmental issues and shows how individuals, acting together, can bring about change.

ARE YOU READY FOR A CHANGE? Are there issues facing your community where a changemaker could make a difference? Think about the environment, education, public health and safety, nutrition, social services, the arts and local culture. Use this space to describe three situations in your community where you would like to see things change.

OWN IT NOW!
On Blu-ray
Combo Pack
& DVD



1.

2.

3.

NOW SHARE YOUR IDEAS IN A CLASS DISCUSSION and team up with classmates who see similar opportunities to make a difference in your community. Working together, you can become changemakers. All you need is a plan.

TO START PLANNING, visit www.takepart.com/promisedland, where you will find a **Community Action Pack** filled with tools to help you organize and build support for your cause.

- **Need Some Direction:** Take the quiz to discover your changemaking style, and use the links to find out where your legislators stand on various issues.
- **Shine a Light:** Look here for tips on using Twitter and Facebook to spread the word about the need for change.
- **Find or Build Your Local Community:** Learn how to sync up with other people working to make a difference in your community.



- **The Right Tool:** Use these seven tools to communicate, create websites, make contacts, and gather support.
- **Get Recognized:** Connect with social innovators and advocates through the Ashoka Changemakers network — you might even find a funder for your community action campaign.

After you’ve explored the **Community Action Pack**, your team will be ready to make a plan. Use the back of this sheet to brainstorm your goal and outline the steps you will take to achieve it. How will you get the word out? How will you generate community support? How will you take action?

IF YOU NEED INSPIRATION, visit www.takepart.com/changemakers to meet some real changemakers who are already making a difference in their communities. You can also be an inspiration to others. Click on *Are You a Changemaker?* at www.takepart.com/promisedland to complete a survey on how you are using the resources in the **Community Action Pack**. Your story could be featured on the website! **Good luck!**