

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.

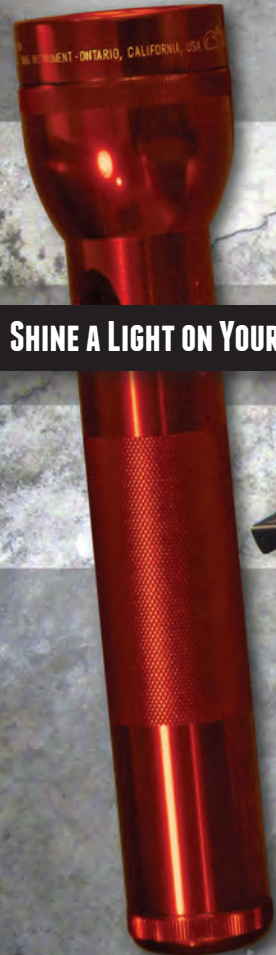
• Find or Build Your Local Community: Learn how to sync up with other people working to make a difference in your community.



- 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!**



SHINE A LIGHT ON YOUR ISSUE



**COMMUNITY
ACTION
PACK**



THE RIGHT TOOL FOR ANY SITUATION



NEED SOME DIRECTION OR A PLACE TO START



FIND, BUILD OR STRENGTHEN YOUR COMMUNITY

EARN A PATCH FOR YOUR EFFORTS



INTRODUCTION

Community action can feel like an adventure and is something we carry with us everyday. Now more than ever, technology is providing opportunities for increased connection, efficiency and empowerment, so starting a movement can be just a simple click away. This toolkit aims to identify key categories and companies that exist to serve you in your quest for action and engagement no matter what issues you face in your community.



NEED SOME DIRECTION OR A PLACE TO START

What Type of Changemaker Are You?	1
Sunlight Foundation: Call on Congress	2
POPVOX	3



SHINE A LIGHT ON YOUR ISSUE

Twitter	4
Facebook	5



FIND, BUILD OR STRENGTHEN YOUR COMMUNITY

MeetUp	6
All for Good	7
NeighborGoods	8

THE RIGHT TOOL FOR ANY SITUATION

SeeClickFix	9
CitySourced	10
Citizeninvestor	11
Care2	12
MindMixer	13
NationBuilder	14
WordPress	15



EARN A PATCH FOR YOUR EFFORTS

Ashoka Changemakers	16
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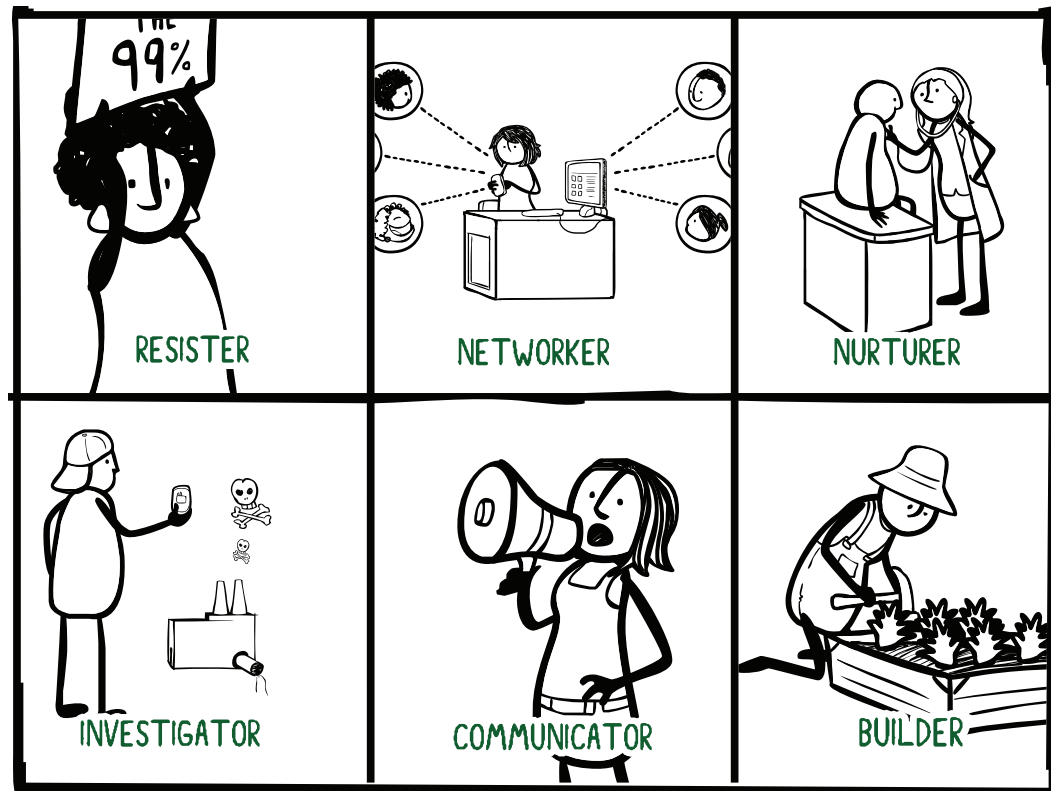
THE STORY OF **STUFF** PROJECT



WHAT TYPE OF CHANGEMAKER ARE YOU?

Ready to make some change?
Whatever you have to offer, a better
future needs it! Take the Changemaker
Personality Quiz to see how you show
up in the world and what role you can
play in your community and beyond.

Visit: bit.ly/Changemaker



NEED SOME DIRECTION OR A PLACE TO START



CALL ON CONGRESS

SUNLIGHT FOUNDATION: CALL ON CONGRESS

You can call a phone number to order a pizza, call your mom when you're feeling blue, but what about when you want to know what's happening in our nation's capital? Call on Congress is a free telephone service that helps you learn more about what Congress is doing. Simply dial 1-888-907-6886 to find out how your representatives are voting on bills and raising campaign money in addition to getting connected with your lawmakers' Capitol Hill.

Visit: <http://calloncongress.sunlightfoundation.com/>

NEED SOME DIRECTION OR A PLACE TO START



POPVOX

POPVOX was designed by people who understand Congress to get your message through in a way that Congress needs to receive it. The key to POPVOX is transparency and accountability. POPVOX counts the position you take on a specific bill and catalogs your message so that Congressional staffers — and others looking for information on the issue — can assess what people are really saying. When the information coming into your Members of Congress is public, counted, sorted and searchable, your voice is amplified — and Congress can't ignore it.

Visit:

POPVOX.com



GET STARTED:

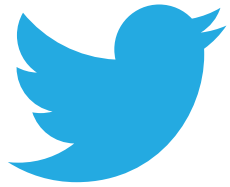
Check out what's in the news, coming up for a vote in Congress, or trending on POPVOX.

Read through others' comments, check out what organizations have to say, and choose to "support" or "oppose" the legislation.

Write your personal message to Congress, enter your address, and send your message.

Then share your input via Facebook and Twitter and "move the pie chart" by telling your friends to weigh in.

SHINE A LIGHT ON YOUR ISSUE



Twitter

Twitter is a real-time information network that connects you to the latest stories, ideas, opinions and news about what you find interesting. Whether you're a Fortune 500 company with 1,000 employees or just trying to raise money for your local bake sale, you can use Twitter and the 5 step strategy to figure out how to make a difference in the community and the world around you.

Visit: twitter.com

WITH TWITTER YOU CAN:

- T** Target: Find a goal for your account.
- W** Write: Make sure you get on Twitter and start writing without over-editing yourself.
- E** Engage: Reach out to others to make sure you're not Tweeting in a bubble.
- E** Explore: Find influencers and new ideas on Twitter that you can engage with.
- T** Track: Figure out how your strategy is going and if it's been working for you.

Did you know that Twitter supports Non-profits with pro-bono and discounted access to their promoted products on a daily basis? That means your non-profit could qualify for pro-bono analytics, tweets and accounts.

Check out more info at: <http://hope140.org/blog/?p=223>



SHINE A LIGHT ON YOUR ISSUE



Facebook

Facebook is a social networking service that boasts over one billion active users and has become the 21st Century 'Public Square.' If you want to shout it from the mountaintops, then go no further than Facebook. Besides being a way to keep in touch with your friends and share experiences, Facebook can be a great way to promote your cause or movement via their Group feature.

Visit: [facebook.com](https://www.facebook.com)

WAYS TO USE FACEBOOK:

- Create a group to build a community around an initiative.
- Invite your friends and network to support your work and join the community.
- Keep constituents informed by uploading photos, video and updates.



FIND OR BUILD YOUR LOCAL COMMUNITY



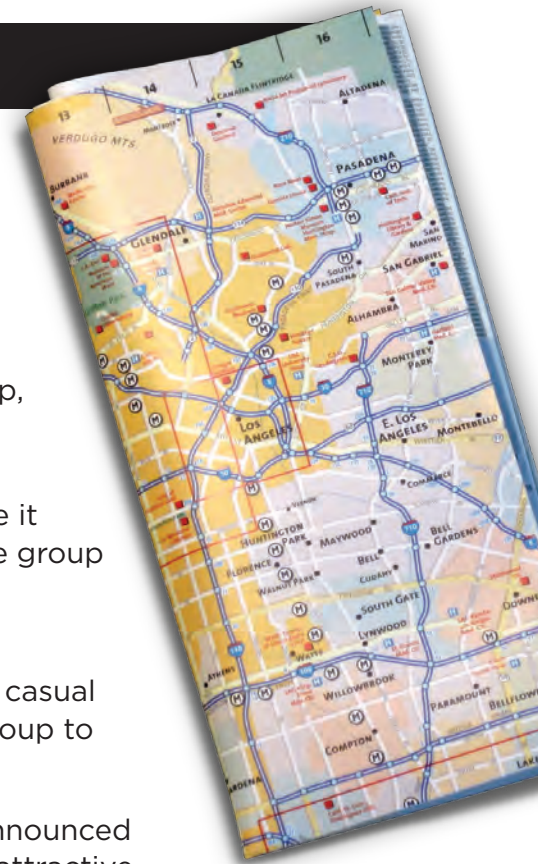
MeetUp

Meetup is the world's largest network of local groups that meet face-to-face. With over 11 million members, you can find people doing the things you like to do, or start your own Meetup of like-minded people.

Visit: [meetup.com](https://www.meetup.com)

TIPS AND BEST PRACTICES:

- Check out Meetups near you to see what's already happening.
- Start your own Meetup Group. It's easy to get setup, and just as easy to succeed if you follow a few best practices.
 - Write a good Meetup Group description: Make it short & sweet by providing the purpose of the group in order to attract the members and activities you're seeking.
 - Get a Meetup on the calendar: Kick-off with a casual "get to know you" Meetup as a way for the group to figure out the direction you all want to take.
 - Invite a few friends: Your new group will be announced to the MeetUp platform, but it's always more attractive to join a group that already has a few members.
- Make It Comfy: Go around the room so people can share a quick word about themselves and—most importantly—why they're there. Unify the group with a common story.
- Join forces with other existing Meetups: Reach out to Organizers in your area to strengthen and unite complementary groups.
- Keep spreading the word: Momentum is everything in community building.



FIND OR BUILD YOUR LOCAL COMMUNITY

All for Good

A POINTS OF LIGHT SERVICE

All for Good

All for Good's mission is to facilitate volunteerism and community service by connecting passionate volunteers with in-person and virtual opportunities at over 45,000 partners across the United States, from prominent national non-profits down to local grassroots organizations. Under the hood, All For Good is a volunteer opportunity search engine powered by the largest database of volunteer opportunities on the Internet, refreshed four times daily, with over 155,000 different opportunities accommodating more than a million volunteers at any point in time.

Visit: AllForGood.org

USE ALL FOR GOOD TO FIND:

- Opportunities near you to make a difference.
- Ways to help no matter where you're located through virtual opportunities.
- Volunteer opportunities online when you only have a few moments to spare.
- How-To guides for organizing your own projects.



FIND, BUILD OR STRENGTHEN YOUR COMMUNITY



NeighborGoods

NeighborGoods connects people to save money and resources by sharing goods with their friends and neighbors. Members are sharing over \$4 million worth of goods: everything from lawnmowers to power drills to bicycles and video games. By sharing resources, members are living more sustainably and strengthening relationships with their neighbors—the building blocks of resilient and engaged communities.

Visit: NeighborGoods.net

USE NEIGHBORGOODS TO:

- Borrow folding tables and chairs for a party.
- Lend your favorite book and get to know a neighbor.
- Get more use out of that wheelbarrow by lending it to someone nearby.



THE RIGHT TOOL FOR ANY SITUATION

SeeClickFix

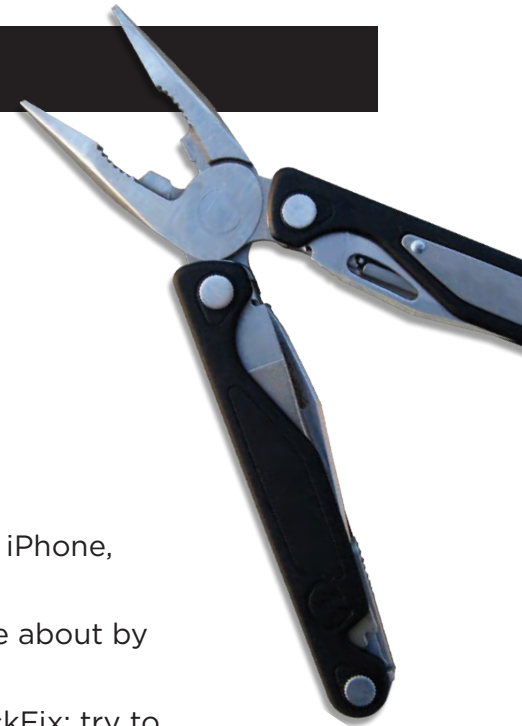
SeeClickFix

SeeClickFix allows citizens to improve their community and hold their government accountable with a few clicks. Instead of waiting on hold on a 311 line, citizens can document problems like graffiti or potholes through the SeeClickFix web and mobile platforms. They can then follow the issue until it is resolved.

Visit: SeeClickFix.com

REASONS TO USE SEECLICKFIX:

- Citizens can report issues through SeeClickFix web, iPhone, Android, Blackberry, and Facebook platforms.
- Users can stay updated on neighborhoods they care about by setting up a Watch Area.
- Civic points are awarded for participation in SeeClickFix; try to earn the most points in your town!



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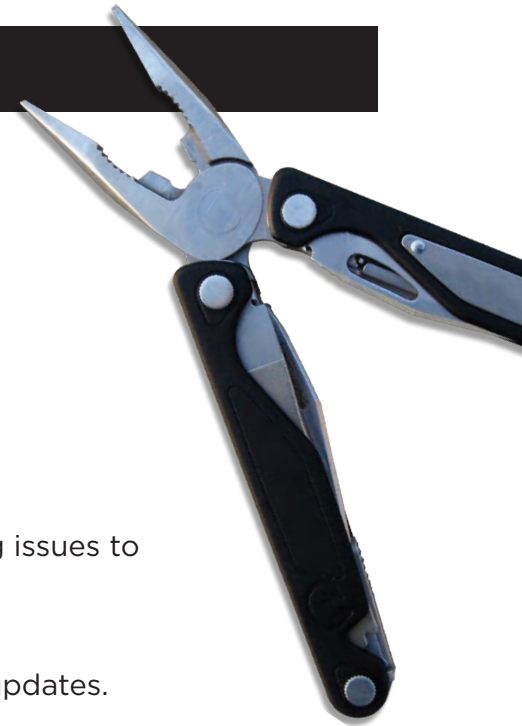
CitySourced

Report Graffiti, Potholes, pollution, and other civic issues directly to your local officials using the camera and GPS in your smartphone. See in real time which issues are being addressed by your local government. View all the reported issues on a map to get a better sense of what's going on in your neighborhood.

Visit: CitySourced.com

CITYSOURCED PROVIDES:

- A convenient and easy to use platform for reporting issues to your local government.
- Support for all major smartphone platforms.
- Follow up on reports with commenting and status updates.



THE RIGHT TOOL FOR ANY SITUATION

Citizeninvestor

Citizeninvestor

Citizeninvestor is a tool for citizens to petition for and crowdfund the civic projects they care about most. On Citizeninvestor.com, citizens can pledge to donate any amount they wish towards the projects of their choice with the guarantee that their credit card will not be charged unless those projects reach 100% of their funding goals. Not only can citizens invest in projects, but Citizeninvestor also gives citizens the opportunity to petition their local government entity for new projects to improve their neighborhood.

Visit: citizeninvestor.com

BENEFITS OF USING CITIZINVESTOR:

- For the first time ever, citizens get to choose where government spends their money on civic projects.
- There is no risk for donating to a project - your credit card will only be charged if a project reaches 100% of its funding goal.
- Most of the money donated through Citizeninvestor is tax-deductible!
- Citizens are given a powerful platform to petition their local government for projects they may not have thought of or approved yet.



THE RIGHT TOOL FOR ANY SITUATION



Care2

Care2 is a trusted social action network that empowers millions of people to support socially responsible causes and lead a healthy, sustainable lifestyle. By pairing under-the-radar news and features with action opportunities such as petitions, Care2 provides you with a deeper understanding of the issues and a way to make a real difference in the world.

Visit: ThePetitionSite.com

WAYS TO USE CARE2 PETITION SITE:

- ThePetitionSite offers you a simple, effective way to influence your elected officials and support issues that fit your values by signing petitions or pledges.
- When you see an injustice in the world, you can use ThePetitionSite to create your own petition on the issue. Care2 gives you resources to create a professional, effective petition that can really make an impact.
- Sharing petitions, pledges and articles with your friends is easy with the integrated social sharing functions.



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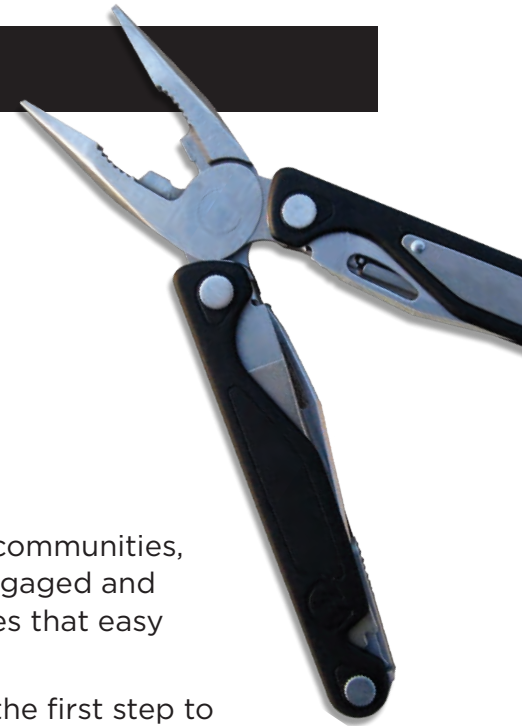
MindMixer

MindMixer makes it easy for citizens to share ideas with city leaders.

Visit: MindMixer.com

REASONS TO USE MINDMIXER:

- **Responsibility:** We are all owners of our respective communities, and with ownership comes a responsibility to be engaged and help move the community forward. MindMixer makes that easy and convenient.
- **Every Action Started with an Idea:** Sharing ideas is the first step to community action. Sharing ideas directly with city leaders makes action and collaboration between citizens and government much easier.
- **Acknowledgement:** We all have good ideas to make our cities better. There's no better feeling than having an idea acknowledged by city leaders and implemented by the community.



THE RIGHT TOOL FOR ANY SITUATION



NationBuilder

NationBuilder is an affordable, easy-to-use Community Organizing System (COS) that gives any leader the tools to organize their community to achieve a common goal. It's the only technology that seamlessly weaves together customizable and easy-to-update websites with a comprehensive contacts database and messaging tools like email newsletters, group text alerts and social media management.

Visit: NationBuilder.com

WAYS TO USE NATIONBUILDER:

- Social media management: An exclusive activity stream design gives you up-to-the-minute access to activities across the web related to your group.
- Flexible website templates: A full-featured content management designed for action and community building with signup forms, social media sharing, email autoresponses and dozens of additional features for growing your organization. Use official design themes or customize the look and feel with basic coding skills.
- Email marketing designed for organizers: Import your email contacts and supporters and easily create professional, affordable mass emails.
- Coordinate volunteers: In a glance, organizers can see which of their volunteers have agreed to canvass, phone bank, host an event, and more.



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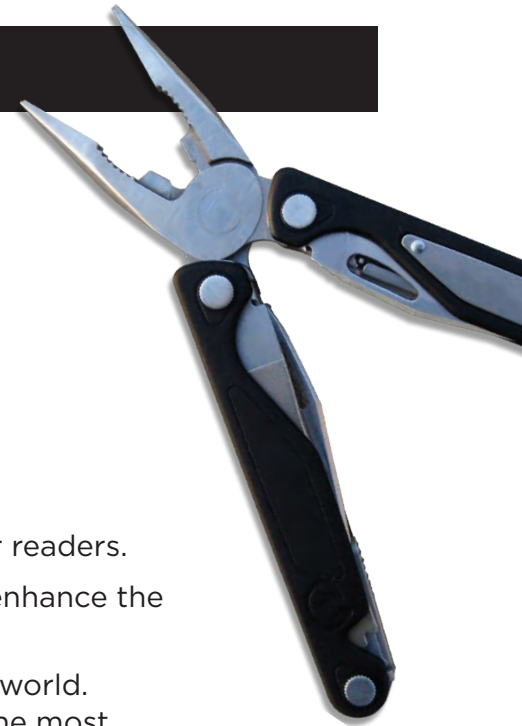
WordPress

WordPress is the most popular and fastest growing publishing platform on the Web. WordPress.com is the simplest way to start web-publishing immediately for free. Paid premium features such as custom domains and design upgrades are available as well. With over 391 million people viewing more than 3.8 billion pages each month on WordPress.com, your WordPress.com site doesn't live in a vacuum--you can easily connect with other WordPress users, and even Twitter, Facebook or Tumblr.

Visit: WordPress.com

REASONS TO USE WORDPRESS:

- Easy-to-use and very intuitive for publishers and for readers.
- Free to use and offers great premium upgrades to enhance the web experience and design.
- Get social: Publishers can share their work with the world. Publicize lets you connect your WordPress site to the most popular social networks — Facebook, Twitter, Tumblr, LinkedIn, and more. Use social media and social tools to expand your audience and gather support for your campaign.



EARN A PATCH FOR YOUR EFFORTS



changemakers[®]

Ashoka Changemakers

Have a creative new idea that will solve a pressing social issue? Ashoka Changemakers' global online community provides the tools and resources to help you contribute to a better world.

Our network of investors, social innovators, and advocates collaborate to discuss, fund, and launch projects that have the power to make a difference. Here, social entrepreneurs across the globe can compete for funding, connect with investors using an interactive feature called a changeshop, and gain insight from some of the world's most influential thought leaders. No matter where you are starting, or where you are going, Changemakers makes it easier to grow your idea.

Visit: Changemakers.com

WAYS TO USE CHANGEMAKERS:

- Enter global competitions to publicize your project, gain global attention, and win cash prizes.
- Build a changeshop, a powerful funding tool that lets you monitor the growth of a project, broadcast your success, and discover new resources.
- Connect with members of the Changemakers community to draw on their talents to fulfill your organization's pressing needs.
- Explore and support other solutions that speak to your passions and interests.

CONCLUSION

Share how you have used this toolkit, and let us know if you are interested in being featured in our TakePart Changemakers series.

Visit: bit.ly/CitizenToolkitFeedback

For an interactive version of the toolkit, go to: TakePart.com/Toolkit

