

SUSTAINABILITY ISSUE INQUIRY & ACTION GUIDE

DREAM
OF A
NATION



“Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead

AN INTRODUCTION

These guides are meant to be a source of inspiration and support as you explore, imagine and create solutions in your own communities.

This is just a starting point. See what ideas catch your interest, imagine how you might be able to build on them. Don't underestimate what you and your peers are capable of. Dream big. You just might change the world.



Habitat Restoration

In Northern New Mexico, students from Cimarron High School are working with Vermejo Park Ranch, the Abandoned Mine Land Project, and New Mexico Watershed Watch in a multi-year project to restore the Dillon Canyon Stream. During the historic mining period, large steep piles of coal mine waste material were dumped in the canyon, severely degrading the stream both physically and chemically.

The goal of the project is to produce a reclaimed area that looks natural, and supports diverse vegetation typical of surrounding, undisturbed areas. Youth finished their work on the project in 2013 by planting cottonwood and willow seedlings to help reestablish a healthy riparian system. Students have been documenting their work along the way, and will be producing a documentary showing the project's successful journey.



Water Quality Testing

Georgetown is located in South Carolina's Low-country on Winyah Bay at the confluence of the Pee Dee, Waccamaw, and Sampit rivers. In partnership with the Seewee Association, Inc. (a Friends Group to the Waccamaw National Wildlife Refuge Center) and the Waccamaw Riverkeeper, students test and monitor water quality along the PeeDee River and Sampit Rivers in Georgetown County. On a weekly basis, students measure temperature, dissolved oxygen, pH, salinity levels, and note rainfall and tide changes. A staff member from the Riverkeeper helps the students analyze their findings, which are then used to develop actionable solutions to issues affecting water quality in the two rivers. One solution students have adopted, for example, is the "Adopt-a-Landing" initiative which coordinates landing and river cleanups.



Building an Educational Greenhouse (on Wheels)

The Bozone Ozone Bus, or "BOB," is a mobile educational greenhouse that the Bozeman Youth Initiative created from an old school bus. Each spring paid interns plant and grow seeds, then visit local elementary schools to teach first graders about plant science, basic gardening, and sustainability.

It all started with a hand raised and the simple declaration, "*Greenhouses are cool!*" What came next was a coordinated student-led, community-wide grassroots networking efforts that involved more than 200 individuals and organizations. In five seasons of mobile greenhouse teaching, BOB and friends have taught more than 10,000 kids!

Watch BYI's documentary about the creation of BOB: *The Bozone Ozone Bus* [**here**](#).

Transportation

Bike re-cycleries help people maintain and rebuild bikes- and communities!



Earn-A-Bike is a learning and earning bicycle program. Over the course of the six-week program, participants will completely overhaul a bicycle while learning how to safely ride and navigate the city of Boston. During mechanics lessons, participants will be taught how to repair a part of the bicycle; then they'll roll up their sleeves and do it themselves. On group bike rides, participants will learn the ins and outs of Boston's system of bike lanes and paths, riding to and from parks, basketball courts and local businesses.

There are no lectures in Earn-A-Bike: you pick out a bike (choose from mountain, road, or BMX bikes), you learn how to rebuild it, and then you get to keep it! (as long as you've earned enough credits.)

Learn more here



Asheville Bike ReCyclery gives bikes new life Tucked in the lower level of the French Broad Food Co-op in Asheville, NC, you'll find the doors to this nonprofit open four times a week. It's typically a beehive, with people coming in to tune their bikes, learn about brake systems or choose a frame to build out.

Wheels and sprockets, frames and wrenches hang from nails and hooks on the walls and ceiling. Rows of bicycle frames, old and new, wait for new life and another chance to roll the road.

SUCCESSFUL PROJECTS & IDEAS

A team of dedicated volunteers, including Matty Semkowich, runs the hive. He estimates that at least 60 people come through the ReCyclery every week, either to maintain or work on a bike. "It's a busy hub," he says.

"People get so excited," says Semkowich about building bikes. "People that have never picked up a wrench, who don't know what lefty loosey or righty tighty is. You teach them these simple things, and they're like 'Wow, I can do this.'"

Learn more here



Recycle-A-Bicycle (RAB) utilizes the bicycle as a resource to foster youth development, environmental education, community engagement, and healthy living. Through retail storefronts, social entrepreneurship, and innovative programs, Recycle-A-Bicycle empowers the youth of New York City and beyond.

Recycle-A-Bicycle recognizes the bicycle as a resource to foster self-assurance and creativity among young people. RAB teaches basic bicycle mechanics and repair, promotes environmental stewardship, runs a youth ride club, and leads workshops on recycled arts. Many students also participate in community events and projects, including volunteering as mechanics and marshals at benefit rides, refurbishing children's bicycles for local charities and Kids Bike Swaps, and participating in bike rides and environmentally-focused events.

I've always loved riding my bicycle but I never knew how many worlds it would take me to. - Abubakarr, age 17

Learn more here



Kids Act to Help Clear Air

Because of bad air quality, school recess in Salt Lake City was often canceled. Some students decided to investigate the cause of the smog and found that car emissions contributed to the problem. A class of 29 sixth-graders at East Millcreek's Morningside Elementary met with their state representative who helped them draft an anti-idling proposal. Students included facts about the damaging effects of engine-idling on health, the air, and the vehicles themselves.

The students testified at the state legislature and this legislation was passed that required signs at schools, airports and other hot spots telling drivers to turn off their engines after 15 seconds if they are not moving.

The mayors jointly declared September as Idle-Free Awareness Month and challenged motorists to "turn your key" and "be idle free." The anti-idling program encourages Utahns to protect public health and improve air quality by reducing unnecessary vehicle emissions. Reducing idling and the associated air pollution would save money and fuel, reduce dependence on foreign sources of fuel, secure health benefits, protect the environment and improve quality of life in Utah. "They know now that if they don't like their air quality," the students teacher Patti White said, "they can take steps toward actually doing something about it."

Learn more here



Community Members and Engineers Team up for Solar

Engineering students from the University of Oklahoma and members of the Local Youth Group from San Hilario teamed up to harness the power of the sun and expand learning opportunities for local students.

The engineers are part of Sooners Without Borders, a student organization that combines engineering and service by offering technical assistance to communities both in the United States and abroad. They joined forces with technical staff from the Mangrove Association and members of the Local Youth Group of San Hilario and in just a few days locals and visitors worked together to build a learning garden and a solar-powered irrigation system at the elementary school in San Hilario.

Over the course of three days the group cleared, tilled, and planted the garden space, drilled a 60-foot well, welded a platform for a 120-gallon tank, and hooked up a 130-watt solar panel to power a submersible pump.

Though the project may be small in scope, its impact is considerable. Solar is a clean and abundant source of energy and thanks to the solar-powered irrigation system, students will be able to maintain the garden during the dry season when there is little rain but plenty of sunshine. Even in the wet season, climate change has made rains more unpredictable; this past summer many Salvadoran farmers lost crops to drought, reinforcing the need for climate-smart solutions. Solar power also means savings, as it cuts out the cost of electricity or fuel that would otherwise be used to power the water pump. These savings will pay back the initial investment in the pump and solar panel in just three years.

[Learn more here](#)



Xiuhtezcatl Martinez's speech to Boulder County Commission

Earth Guardians continue to organize support to ban fracking in Colorado using many strategies including art activism, demonstrating and testifying before key decision makers. Outspoken Xiuhtezcatl Martinez, 13, gave an emotional and information-packed presentation to the Boulder County Commission.

[Learn more here](#)



Students at West Branch Middle School in Iowa save the school nearly \$250 a month on electricity by using energy-saving T8 light bulbs. Their effort to cut electrical usage in all schools was initially met with resistance by the local school board. The student proposal called for a low-interest loan to pay for more efficient bulbs and changing the light sockets. After four months of persistent lobbying by students, the cautious school board members approved the plan.

[Learn more here](#)



Getting Serious About Climate Change

Alec Loorz, a 16-year-old activist is suing the federal government for failure to protect the atmosphere. "The time has now come for young people to stand up and hold our government accountable," said Loorz.

In this landmark case against the government, Loorz along with youth climate activists in all 50 states and the District of Columbia, is asking the government to recognize that the atmosphere is a public trust that needs to be protected for future generations.

"If we continue to hide in denial and avoid taking action, I and my generation will be forced to grow up in a world where hurricanes as big as Katrina are normal, people die every year because of heat waves, droughts, and floods, and entire species of animals we've come to know disappear right before our eyes."

The lawsuit is backed by NASA climate scientist James Hansen and lawyers say there's precedence for such a case based on the Public Trust Doctrine, which states that common resources like water and air are held in trust by the government for the people and for future generations.

Loorz wants to "let the world know that climate change is not about money, it's not about power, it's not about convenience. It's about our future. It's about the survival of this and every generation to come." He organized the iMatter March, a series of more than 100 marches across planet to empower youth to organize and be heard on the issue of global climate change.

At 16 Loorz is no stranger to activism. At age 12 when his application to be a speaker with Gore's Climate Project was declined because of his age, he founded his own nonprofit organization, Kids Against Global Warming, and has since delivered climate change presentations to more than 200,000 youth and adults.

[Learn more here](#)

Environmental Stewardship



Tackling Plastic Bags

"You're never too young to make a difference," - Abby, 15

Abby has worked for nearly three years on a reusable shopping bag campaign, helping shape legislation regarding plastic bags and educating the public about the dangers of plastic to our environment. While gathering facts to approach her hometown about a plastic bag ban, she discovered a little-known bill that had been introduced in the state legislature as a "recycling act" that would bar any town in Illinois from banning plastic bags. She quickly created a petition on Change.org asking people to help fight the plastic bag manufacturers that were influencing politicians in her state. She also gave dozens of interviews to expose what was about to become law and was dubbed "Activist Abby." She received 175,000 signatures, setting a record at Change.org and convincing the governor to veto the bill. He personally called Abby at home the night before the press conference announcing the veto.

Fueled by this success, Abby speaks at schools and environmental fairs about the dangers of plastic bags, something she witnessed firsthand as part of an ocean plastic pollution research expedition conducted by 5 Gyres Institute. Abby was invited as the youngest crew member ever aboard the non-profit group's 72-foot research vessel for a week-long voyage from Bermuda to Rhode Island, documenting plastic pollution. She is currently using her Facebook page to share the latest plastic bag legislation from around the world, and has been testifying at hearings regarding a plastic bag ordinance in Chicago.

[*Learn more here*](#)



Love A Sea Turtle

"Over the years, I've come to realize that in order to make a difference you must be the difference." - Casey, 16

Casey has worked for the past nine years as the founder of L.A.S.T. (Love A Sea Turtle), raising over \$370,000 for sea turtle protection and educating thousands about the need to protect the planet. Casey founded L.A.S.T. following a third grade field trip to the Karen Beasley Sea Turtle Rescue and Rehabilitation Center, near her hometown. She began baking and selling turtle-shaped sugar cookies to fundraise for the sea turtle center, and soon decided to sell coffee, too. She partnered with local company Joe Van Gogh Coffee and helped them develop a Fair Trade Organic "Sea Turtle" blend. Nearly a decade later, Casey has baked and sold 10,000 cookies and her coffee blend is now sold in more than 120 The Fresh Market stores across the country, with a portion of profits benefiting the sea turtle center, which has since been able to open a brand new facility.

Casey explains that she and her organization have grown in a way similar to a sea turtle — slow and steady. Five years ago, while volunteering at a local Boys & Girls Club, she learned that many of the kids there had never been to the beach, much less snorkeled or kayaked. Determined to change this, she founded the Upstream Downstream Connection summer camp to give at-risk students the opportunity to experience nature and have fun with STEM subjects. Her camp traces the path of freshwater sources from her community to the coast through hands-on investigative science. With the help of her Turtle Team of high school volunteers, Casey offers free camps for Boys & Girls Club members, with over 525 youth participating this past summer. As part of her camp program she has created the Outdoor Experience Center, a collection of outdoor gear used in year-round programming that includes dozens of kayaks, life jackets, and mountain bikes, as well as snorkeling and GPS equipment. Casey covers camp costs through fundraising, grant writing, and her Love A Sea Turtle 5K Trail Run and Nature Walk, an annual race that in five years has grown from 25 runners to more than 200.

[*Learn more here*](#)

SUCCESSFUL PROJECTS & IDEAS



Waste No Food

"I've learned that it's possible to make a difference in the world if one is committed." - Kiran, 16

Kiran Kiran created Waste No Food, a free, web-based service that efficiently links food donors with charities that feed the hungry. In four years, his group has redistributed food to serve over 100,000 meals. He began his work after volunteering at Glide Memorial Church in San Francisco, which serves three meals daily to anyone in need. Researching the hunger problem, Kiran learned that it's largely one of food distribution and that one third of all food in California is wasted. He also began to better understand the science of wasted food and its effect on our landfills and methane emissions. He resolved to help others see the food waste problem as both a humanitarian and an environmental one.

Kiran conceived of a simple system that would make use of technology and allow donors to post available food to pre-approved charities who in turn, would claim it and pick it up. He has rallied 140 students at his high school to help sign-up food donors and make the system a rousing success, with others schools and community colleges eager to start their own chapters. For the past year, Kiran has been developing a mobile app for cell phones set to launch soon that will allow even easier and more efficient use of Waste No Food.

[*Learn more here*](#)

Environmental Stewardship



G is for Gulf

"We've learned that if you dream it and work really hard, you can make anything happen." - Rory and Maeve, 16 and 11

Rory and Maeve Brother and sister Rory and Maeve founded Kids Love the Gulf four years ago, in response to the BP oil spill in the Gulf of Mexico. Living near the Gulf, the two were devastated to learn of all the animals injured by the oil. Too young to actually help with the animal rescue efforts, they learned they could raise money for the Audubon Institute's Louisiana Marine Mammal and Sea Turtle Rescue Program. The siblings designed t-shirts and wristbands to sell and developed a website to publicize their project. When orders poured in, the kids enlisted a Boy Scout troop to help pack and send t-shirts around the world.

Thrilled to have raised \$8,000 to help marine animals, Rory and Maeve incorporated Kids Love the Gulf as a non-profit and began brainstorming ways to continue their fundraising. They decided to write an ABC book about the Gulf as a way to raise more money and increase awareness of the need to protect their favorite place. They researched and found a Gulf animal for each letter of the alphabet, asked their schoolmates to create artwork for the book, and enlisted a group of high school students to help with the writing. Their book, *G is for Gulf*, is sold in local bookstores and on Amazon, with proceeds used to send copies of the book to elementary school librarians across the country. Rory and Maeve speak often to school groups, sharing the book and ways that kids can help protect our oceans. The two dream of sinking a reef ball in the Gulf where they could measure coral growth and watch the beginning of a new ecosystem.

[Learn more here](#)

[See the 'G is for Gulf' book here](#)

SUCCESSFUL PROJECTS & IDEAS



Blazing the Trail to Recycling: Seward Trailblazers 4-H Club

For over a decade, students in a southwestern Minnesota township have been helping residents do something they never thought possible: recycle. Because the closest recycling center to Seward Township is 25 miles away, most residents used to burn or bury their trash. Thanks to the work of the local 4-H Club, however, recycling is now a way of life.

It all started in response to a severe drought in the late 1990s, which led to a ban on burning trash. The approximately 60 members (ages 7 to 19) of the Seward Trailblazers 4-H Club had just completed a lesson on recycling taught by Wayne Smith, the Environmental Director for Nobles County. The group decided the ban was a perfect opportunity to use what they had learned to educate their community about recycling.

First, the Trailblazers worked with Nobles County Environmental Services (NCES) to set up 96-gallon recycling containers for plastic, paper, glass, and corrugated cardboard. Two additional 55-gallon containers were set up to collect aluminum cans. NCES agreed to pick up the recyclables and take them to the county recycling center.

The students then started an education campaign to get the word out. They sent mailings and made door-to-door visits to each resident of Seward Township, educating them about recycling and informing them about the convenient new drop-off site outside the township hall. Their hard work paid off.

Seward Township now recycles about 340 pounds of materials every 10 days. The project has been so successful that new cohorts of students have taken over the program and kept it running for years, and neighboring townships have expressed an interest in starting similar programs.

[Learn more here](#)



Youth Preserving Land for Local Endangered Species

Students at Pelican Island Elementary School began a conservation effort that secured habitat for the imperiled critters living around their school. Over the next five years, the Eco Troop -- made up of fourth- and fifth-graders -- worked to raise money to protect this vital habitat.

Students made dozens of presentations to the School Board, the Indian River County Commission, their U.S. Representative, and the Secretary of the U.S. Interior Department to protect the habitat of the scrub jay, an endangered species.

With the help of a matching grant from the U.S. Fish and Wildlife Service, they were able to raise \$220,000 to buy 15 lots of land surrounding the school. Eco Troop students have also created a nature trail and outdoor learning center that teaches visitors about the habitat and wildlife that lives there.

Under the leadership of conservation-minded teachers like Deb Berg, Diane Digiacomio and others, the students continue to actively manage the lands to protect scrub jays and gopher tortoise.



[Learn more here](#)

BUILDING KNOWLEDGE

BUILDING KNOWLEDGE

FROM DREAM OF A NATION :: *Citizen Stewardship*

Solving the most pressing issues of our time requires us all to be stewards of each other and our planet. Stewardship takes many forms, here are just a few examples of the power of engaged citizens:

Unified in Stewardship *(download essay PDF)*

Staying Within Our Limits *(download essay PDF)*

Living Lighter *(download essay PDF)*

Citizens Shaping Their World *(download essay PDF)*

Helping Others: Finding the Will and the Way *(download essay PDF)*

The Power of Young People to Change the World *(download essay PDF)*

Solving the most pressing issues of our time requires us all to be stewards of each other and our planet. Stewardship takes many forms.

From implementing everyday actions that reduce one's ecological footprint and organizing on behalf of veterans to young people raising money to build wells in Africa and retirees revitalizing their local community, the power of engaged citizens is immense.

Today, there are no shortages of problems that need fixing. Fortunately, there are thousands of people and organizations are working to fix them.

download full chapter, CITIZEN STEWARDSHIP (Ch. 2)

MORE RESOURCES

Interesting sites to explore these issues areas further, gather important information:

[Calculate Your Global Footprint](#)

>> [Youth Calculator](#)

[Earth Day Network: Billion Acts of Green](#)

[Celsias Community: People Making Small Changes](#)

[Story of Stuff](#)

>> [Story of Stuff Movies](#)

[Unbottle Water Campaign](#)

[Shop the Frog](#)

[Smart Schools Toolkit](#)

[Reduce, Reuse, Recycle EPA](#)

[Terra Cycle](#)

[School Gardens](#)

[Pollinator Partnership](#)

[Earth Focus](#)

*Find a cool Environment resource?
Let us know so we can share!*

A look at the numbers...

8,
000,
000,
000



hours volunteered in 2009



8 billion

Number of hours that more than 63 million people (nearly 20% of Americans) volunteered in 2009.

\$300 billion

Amount US citizens donated to charitable organizations in 2010 (about 2% of GDP)

If everyone in the world lived like Americans, **we would need 5 planets** to produce what we consume and absorb our waste.



5 planets

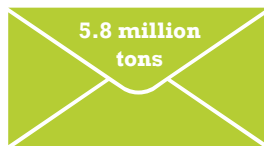
Each year,

5.8 million tons of envelopes

eventually end up as

450 thousand garbage trucks

worth of waste.



100 million

Number of trees that could be saved by eliminating all junk mail.

Millions of people and thousands of companies have opted out of junk mail through **donotmail.org** and **catalogchoice.org**.

US consumers buy more than **half a billion gallons of bottled water** every week, enough bottles to circle the globe 5 times.



17 million

Number of barrels of oil (used in manufacturing plastic water bottles) that would be saved by kicking the bottled water habit

100,000 cars

could run for a year on the oil saved.

20 tons

CO2 emissions:

The average North American generates about **20 tons of CO2 emissions** per year.

The world average is just under **4 tons**.

4 tons



1,100 lbs

Amount of CO2 emissions that could be prevented by turning the thermostat down 3°F in the winter and up 3°F in the summer.

2,500 lbs

Amount of CO2 emissions eliminated by getting rid of your second refrigerator.

1,040 lbs

Amount of CO2 emissions that could be saved per year by using public transportation one day a week instead of driving.

BUILDING KNOWLEDGE

FROM DREAM OF A NATION :: *Re-Powering America*

Climate change grabs the headlines but jobs, economic vitality, global stability and the preservation of species and unique cultures are all connected to the energy-related decisions we make right now and in the coming years. Here are a few of the opportunities for progress:

The 10-Year Target *(download essay PDF)*

Tapping the Power of Conservation *(download essay PDF)*

Cleaning Up Transportation *(download essay PDF)*

A Green Energy Future Without Expanding Nuclear *(download essay PDF)*

A Low-Carbon Blueprint *(download essay PDF)*

Energy: How wisely we use it and how responsibly it is created will define us for the foreseeable future. Our power lies in charting a new course rather than merely tinkering at the edges.

From state-wide conservation initiatives to small lifestyle changes, the possibilities are endless. Even with steady progress, we still need to think big, invest in the right technologies, challenge the status quo interests and make the most of our precious time.

download full chapter, RE-POWERING AMERICA (Ch. 6)

MORE RESOURCES

Interesting sites to explore these issues areas further, gather important information:

[Global Calculator](#)

>> [How to use the global calculator](#)

[Earth Focus](#)

[Rocky Mountain Institute](#)

[Center for Sustainable Transportation](#)

[Union of Concerned Scientists](#)

[Carbon Fund](#)

[Post Carbon Institute](#)

[National Renewable Energy Lab](#)

[The Solar Foundation](#)

>> [K-12 Solar Schools](#)

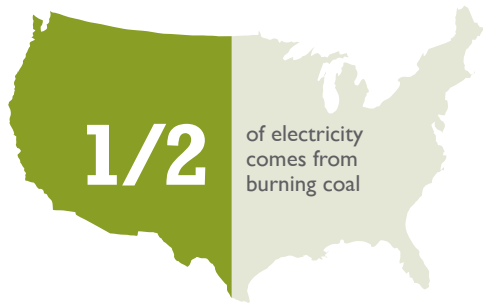
[Community Power Network](#)

[Community Wind Power](#)

[Energy Conversation in Your School](#)

*Find a cool Environment resource?
Let us know so we can share!*

A look at the numbers...



Almost **half of America's electricity is produced by burning coal**—the country's greatest contributor to global warming.

10x

Amount of electricity wind power could provide compared to what the country requires today, according to a study by the US Department of Energy.

Exemplifying the power of small acts, 84% of energy saved in California (when faced with an energy crisis) came from **simple behavioral modifications such as:**



Turning off lights



Unplugging electronics



Adjusting thermostats

= 84%
of energy saved

Today in the Appalachian region, more than

450 mountains

(an area estimated to be larger than **800 square miles**)

have been destroyed by mountaintop removal coal mining.

1/2

Amount of all new electricity generation projected to be from solar photovoltaic panels (PVs) by 2025.

1 million

New jobs that could be created by realizing our solar and wind potential in the US.

Today **we waste about the same amount of energy as we use**, so we produce twice the amount that we actually use.

Energy Used

=

Energy Wasted

11

Number of power plants worth of electricity that California saved through conservation efforts when faced with energy crunches in the earlier part of the decade.

The non-profit Apollo Alliance estimates that a

\$10 billion

federal investment in energy-efficient retrofit and conservation programs

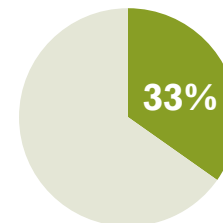
would result in more than

100,000 new jobs

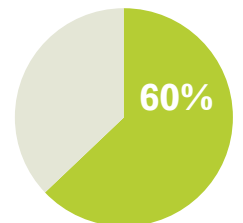
would reduce energy use in new and existing buildings by

30%

Our driving is a major factor in climate change. **The US transportation sector is responsible for:**



of carbon dioxide emissions



of domestic oil consumption

10.4 billion

Gallons of gas we would save if every American used public transportation one day a week instead of driving.

100 mpg

Future goal for average US fuel economy. A 100 mpg fleet would eliminate the need to import foreign oil and drop domestic production by 800 million barrels/year, while saving every household \$2,700 a year on gas.

QUESTIONS FOR INDIVIDUAL EXPLORATION [OR GROUP DISCUSSION]

> What does sustainability mean to you?

> How do we value the environment in our communities?

SEARCH/REPORT: Can you find any examples of environmental initiatives in your community? (Your State/Town/School/Home?)?

SEARCH/REPORT: Is there a conversation about the environment in your community? Who is starting these conversations? (Organizations, Companies, Government, Individuals?)

SEARCH/REPORT: Are there innovations other communities have tried that have successfully integrated and promoted sustainable solutions? *Collect possible solutions, describe, rank etc, using the Solutions Spotlight print-out to help guide your research.*

SEARCH/REPORT: What could your community be doing? Would any of the solutions you've discovered work in your community? What might that solution look like in your community?

Get to know your subject >>

Start preliminary research on your topic, and not just the basics! Think of all the levels and angles there are to the topic you selected. How are you going to find out all you need to know to effectively tell your story? What are the right questions to ask to find the information you need?

Your research might not be typical research (instead of looking up magazine articles you might take a poll of other students or interview people), but you will have to gather information on your topic. Remember, you have one of the best resources that helps you access information from everywhere – the Internet! Other sources to use are your school or local libraries, talking to students, adults and others in your community or school, watching the news, reading your local paper, etc.

There is information to be found through multiple sources, but it is up to you to find this information so that you can fully cover and articulate your story!

Suggestions:

Most likely, your issue is one that is universal, meaning it exists elsewhere and is a shared issue by many people who are interested in creating change on its behalf.

What is the current state of the issue you are voicing?

What leaders and organizations in your community, region and state are already advocating for the same or similar issue?

What are the challenges and obstacles that exist? It is important for you to understand the history and current state in order for you to move forward.

ISSUE/SOLUTION RESEARCH GUIDE

You can use the following organizer to help you create a road-map for your research. There are four parts to the organizer: in part one you will list everything you already KNOW about your issue/solution, in the second part you will list everything you NEED to know about your issue/solution, finally in part three you will list anything else you might want to know about your issue/solution.

WHAT DO YOU ALREADY KNOW?

WHAT DO YOU NEED TO KNOW?

WHAT DO YOU WANT TO KNOW?

WHAT HAVE YOU LEARNED?

SOLUTIONS SPOTLIGHT

Use the following table to help record information about different solutions you’re interested in that address similar issues or ideas.

Describe Solution:

Issue Being Addressed:

Facts and Stats:

Organizations Involved:

Now rank this solution:

Difficulty (Easy-Hard, 1-5)

Impact (None - Significant 1-5)

Cost (0-\$\$\$\$)

Solution Type (Individual, Group, Institutional)

Describe Solution:

Issue Being Addressed:

Facts and Stats:

Organizations Involved:

Difficulty (Easy-Hard, 1-5)

Impact (None - Significant 1-5)

Cost (0-\$\$\$\$)

Solution Type (Individual, Group, Institutional)

Describe Solution:

Issue Being Addressed:

Facts and Stats:

Organizations Involved:

Difficulty (Easy-Hard, 1-5)

Impact (None - Significant 1-5)

Cost (0-\$\$\$\$)

Solution Type (Individual, Group, Institutional)

STARTING A CONVERSATION

CREATING AWARENESS

One simple reason individuals, schools, communities and the larger population don't integrate attainable solutions into their everyday lives is because they do not know. Creating awareness about simple actions, if applied by the masses, can make **big differences**.

Brainstorm a list of ideas about how to create awareness around your issue of interest for both your direct and large communities. Some examples include:

Direct Local Community (*home, school*)

- School Announcement
- In-School Posters or Flyers
- School Fundraisers
- Present to Other Classes and Administration
- Ad-Space in School Newspaper or Publication

Larger Community (*town, city, state, region, country*)

- Op-Eds in Local Newspapers
- Social Media (Twitter, Facebook, YouTube, etc.)
- Public Service Announcement on Local Radio
- Write a Member of Congress
- Ad Space in Local Publications
- Table in a High Foot Traffic Area

Keep brainstorming! What are some other ways you might get your message or ideas out into the world?

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IDENTIFY YOUR AUDIENCE

In order to most effectively implement your solution you must identify your audience, where they exist and how to best engage them. Once your audience and location are identified you can work out how to create lines of communication in order to engage them. *(For example, if your solution was to cut down on food waste in your school's cafeteria the target audience is students, teachers and staff, the best place to engage that audience would be in your school, and the most effective way to engage students, teachers and staff in school may be through hallway posters and school announcements.)* Your solution may have multiple audiences and locations. Use the organizer below to identify your targeted audiences.

Targeted Audience:

Where can this audience be reached?

How can you communicate and engage this audience?

Targeted Audience:

Where can this audience be reached?

How can you communicate and engage this audience?

Targeted Audience:

Where can this audience be reached?

How can you communicate and engage this audience?

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How can you communicate and engage this audience?

Why do letters to the editor matter? *Awareness and information is the first step towards making a difference, and with an Op-Ed you can reach a large audience with your message.*

Outline for a Letter to the Editor

- Open your letter with your reason for writing. State the problem that concerns you.
- Define why this issue is important. Explain how this problem affects you or others, and explain what will happen if something is/isn't done.
- Praise or criticize what a public official has said or done about the issue. Make a positive or critical statement about a public action related to the issue. Support your praise or criticism with concrete details.
- Offer a recommendation. Discuss what should be done and explain why you think this approach would work.
- Sign the letter. Provide your full name, mailing address, email address and phone number (many outlets will want to contact you before publishing). Include any relevant organizational affiliation.

Publishing Your Letter

Identify your target publications. Community newspapers and trade publications often carry more influence than a letter placed in a more high-profile publication. And it's easier to get letters to the editor published in these smaller publications.

Call the editor to ensure your letter has been received. Rather than leave a voicemail, follow up until you speak to a staff member.

Amplify your message. Send a copy of your letter to a group that advocates for your position.

Find more “How To’s” in the resources section.

TIPS AND TRICKS

>> **Check the specs.** Pay attention to each outlet's submission requirements. While these vary from outlet to outlet, in general it's best to make your point in 250–300 words. Be sure to find out what format outlets accept submissions in — whether they prefer snail mail, email or the use of a designated form on the outlet's website.

>> **Be timely.** Hook your letter to something that's currently happening in the news.

>> **Express your feelings, but don't get mean.** Stick to the facts and remember that personal attacks on policymakers are not effective. Express your feelings in a constructive way.

>> **Go local.** You can go local in your analysis even when the issue you're tackling is national in scope. It will feel more personal and impactful to your audience.

>> **Provide evidence and context.** Don't assume your audience is familiar with the issue you're presenting. Illustrate your point with concrete evidence that strengthens your position. Boost your credibility by mentioning anything that makes you especially qualified to discuss this topic.

>> **Don't use form letters.** Some organizations provide sample letters, but it's much more powerful to tell your story. Be sure to write a separate letter for each outlet you're targeting. Tailor each letter to the outlet's audience.

>> **Do your research.** Read letters in your target publications on a regular basis to get a sense of each outlet's style and approach.

There are a million different ways you can start a conversation in your community about the issue you are exploring. There is value whether you engage a small group, or reach your larger region. Use your strengths, and be creative! *Here are just a few ideas to get you started...*

> **Create a presentation for your community** Sharing critical information about an issue you care about is the first step towards making a difference! Share the presentation with interested citizens in a community theater, local bookstore or university and/or to your city council, your state or national representatives. Even sharing among your networks on social media can have a **big impact**. (See **HOW TO: Make a short movie**)

> **Create an infographic** or other social-media-friendly element and share online with friends and family. Go where the people already are! Use your immediate network to share what you've learned through compelling facts and images. If you're able to build interest, start a blog or an awareness campaign (See **Best-Social Media Practices**)

> **Interview a community/school leader** working in your area of interest. Summarize and submit to school/local paper, online news source/blog, or again, share among your social channels! (See **Interview Guide**)

> **Create a work of art inspired by this issue**, a poem, video, illustration, movie, short story... Whatever inspires you. You can share online, share at your school, or think bigger! Work with others to create multiple pieces inspired by an issue or idea and bind them all together in a handmade zine that can be disseminated throughout your community, or if you're able to coordinate, into a book to sell at a local bookstore to benefit the cause (See 9th grade Neosha's Poem "What's Your Dream?" // See **HOW TO: Start your own ZINE guide** // See the **G is for Gulf book**)

> **Go even bigger, literally! Host a community mural project.** Community murals provide a cost-effective method for people to publicly celebrate those things that they consider to be truly important. (See **Community Mural guide** // See **Lily Yeh's Barefoot Artists**)

> **Create a podcast or radio segment to tell a story.** All you need is a recording device and an idea and you're on your way. We're in a golden audio age when some of our most compelling stories are being created for online and on-the-go listening, or submit what you've created to your local radio station.. What a great way to dig into a subject and start a conversation. (See **DIY Radio guide** // See **Radio Rookies**)

Something sound interesting? You'll find support throughout, and more guides in the resources section that will help get you started.

ENGAGE WITH YOUR COMMUNITY



COLLABORATE

There are smart and dedicated people already out there working to try and make this world a better place! *Find a way to collaborate with them to amplify both of your efforts.*

> **Volunteer with a local organization.** Sometimes the best way to explore a topic is to jump right in! Find an organization working in an area you're interested in and volunteer your time and skills. Contribute how you can and see where it takes you.

> **Propose a collaboration project with a local organization where there is overlapping interest, bring a new idea.** Partner up with an organization for even greater impact. You each will bring something different to the table, ideas, resources, even youth! Suggest a new idea and see how big you can go with your collective resources.

> **Join forces with your school.** Is there an effort under way? How can you help/make it bigger or better? Do you have an idea that you could bring to your school as a partnership opportunity?

> **Organize a Community Volunteer Day** Encourage your fellow community members to take a day and volunteer with a local organization. Coordinate with organizations to find maximum volunteer opportunities for the day, and see how that inspires community engagement for the rest of the year!

> **Localize a national campaign** Is there an organization that has launched a national information campaign about an issue you care about? Share that campaign with your community using your *Start a Conversation* ideas, but add your local take on it. Personalize their nationally-focused campaign by framing it with how the issue is affecting your community specifically.

TEAM-UP WITH YOUR COMMUNITY



ORGANIZATION PROFILES

Use the following table to help record information about organizations that share similar issue awareness, solutions, strategies and goals. Studying these groups and how they have implemented solutions will help in executing your own solution. You may also find an opportunity to collaborate.

Organization:

Founder(s):
Contact Info:

Issue(s):

Solution(s):

Goal(s):

Possible Volunteer/Collaboration Opportunity?

If yes, what are next steps?

Organization:

Founder(s):
Contact Info:

Issue(s):

Solution(s):

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Organization:

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Solution(s):

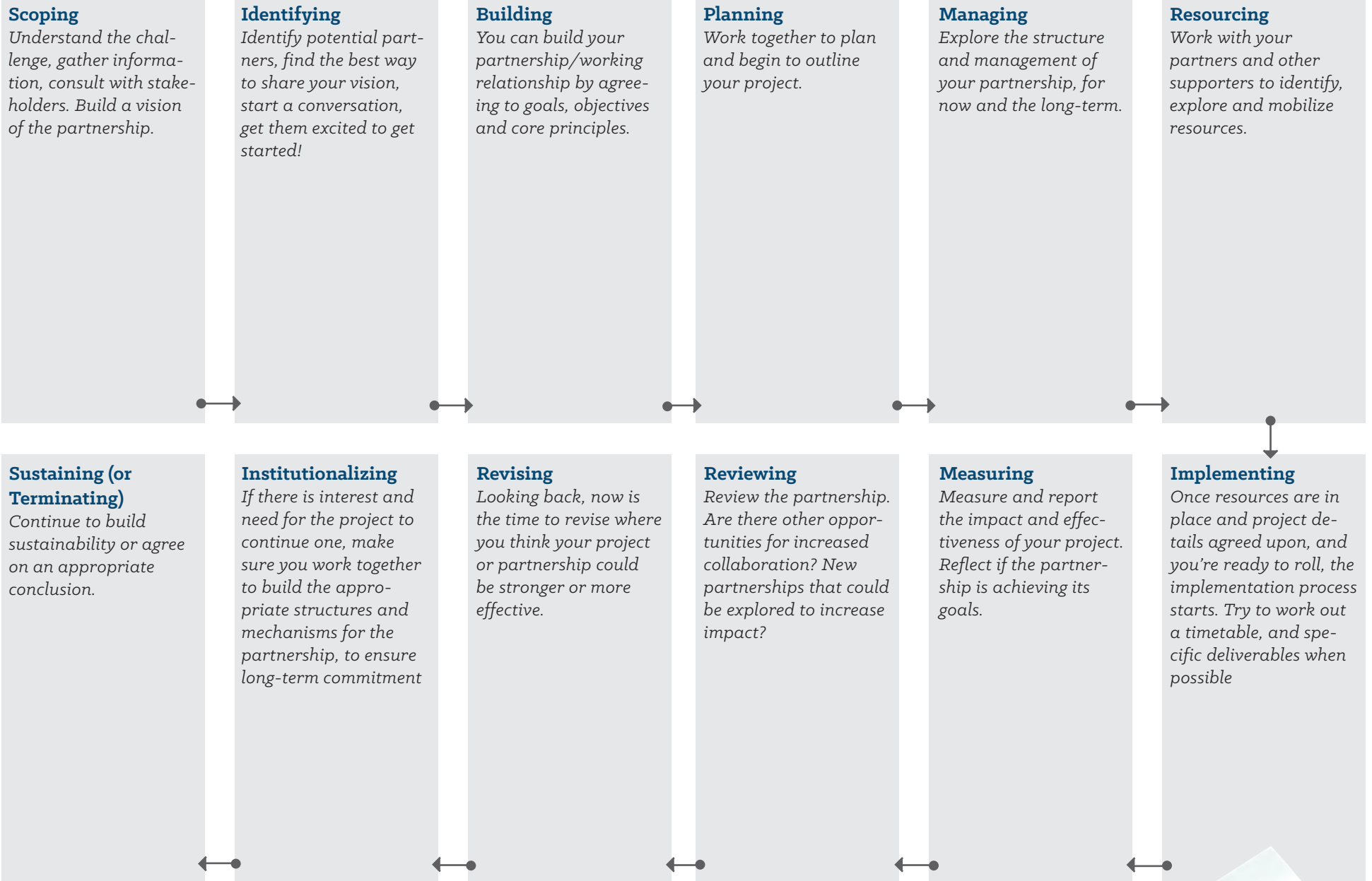
Goal(s):

Possible Volunteer/Collaboration Opportunity?

If yes, what are next steps?

BUILDING PARTNERSHIPS MAP

I want to develop a clear plan for working with other groups that have the same vision as me.



IMPLEMENT A SOLUTION

HOW DO I GET STARTED?



You have an idea!

Everything starts with an idea!

Magic happens when you take that idea and see where it can go.

First, ask yourself...

Is there a need? And can this idea fulfill that need?

Then, start exploring...

Is this idea possible in my community?

Start asking how you might make that answer a yes!

SEARCH: Has an idea like this worked in another community? What can you learn from them?

Who do you know who might have some insight, answers, ideas? *Who do you know who knows someone who might have some insight, answers, ideas?*

There's power in a conversation. People like to share their knowledge, use their skills to help the community. See how your idea can grow by engaging people in your community. It's as easy as an e-mail or a phone call.

I want to develop a clear plan....

SWOT ANALYSIS

STRENGTHS

What do you do better than anyone else?

What makes you unique?

What unique or low-cost resources can you draw upon?

When do people in your community see as your strengths?

INTERNAL FACTORS

WEAKNESS

What could you improve?

What should you avoid?

What are things that others might see as a weakness?

INTERNAL FACTORS

OPPORTUNITIES

Is there a clear need?

Are there changes in technology or policy?

Do people prefer something else?

EXTERNAL FACTORS

THREATS

What challenges do you face?

What are competitors doing?

Are finances an issue?

EXTERNAL FACTORS



I want to clarify my priorities...

PROBLEM DEFINITION

What is the key issue you are trying to address and why is it important?

Who is it a problem for?

What social or cultural factors shape this problem?

What evidence do you have that this is worth the investment?

Can you think of this problem in a different way?

IMPLEMENT A SOLUTION

ISSUE ACTION PLAN

I need to start thinking through the various steps towards launching my idea... If you don't know an answer, find someone to discuss your idea with who can help you think through the details.

Paragraph 1

- Briefly explain the proposed solution or action.
- What issue does the solution confront?
- How does the proposed solution help solve the given issue?
- Describe the anticipated outcome to the solution or action

Paragraph 2

- Where is the solution most effectively executed?

- Describe the steps involved.

- Is it a difficult process to execute?

- How will you measure results?

Paragraph 3

- Describe the advantages of the solution.

- Describe the disadvantages of the solution.

- Do the advantages outweigh the disadvantages?

Paragraph 4

- Is the issue being solved any other way? If so, how?
- Are there any other groups involved with the issue?
- Does this solution improve or add to the overall resolution of the issue?

Paragraph 5

- What possible roadblocks do you foresee?
- Do you feel you can be successful in executing the solution? Why?
- Why do you feel this is a worthwhile endeavor?

I need to organize the various steps of my plan...

ACTION TIMELINE

ACTIONS

What needs to be done?

BY WHOM

Who will take action?

BY WHEN

By what date will action be done?

RESOURCES NEEDED

*What financial, human, political
& other resources are needed?*

COMMUNICATION

*What organizations or indi-
viduals need to be informed?*

ARE YOU READY?

Before launching your idea, you should be able answer the following. *Use this as a check list!*

1. You should have a clear explanation of the issue ____
2. Examples of the issue having local impact ____
3. Description of the proposed solution and why it is relevant ____
4. How the solution will be executed (clear steps) ____
5. Who the solution will reach and help ____
6. Where the solution will have its greatest impact ____
7. Examples of similar success models (organizations and solutions) ____
8. A timeline for implementation ____
9. How success of the solution will be measured ____
10. What successful execution of the solution will achieve ____

ADDITIONAL RESOURCES

COMMUNITY LEADER / YOUTH VISIONARY PROFILE

Search for a youth visionary you would like to communicate with and learn more about. Individuals or the entire groups can choose to contact a youth visionary to learn more about him or her. Try to set up a Skype/Google Hangout chat, see what you can learn. This is a great place to get inspired!

Try to know the following questions before contacting the individual:

- What issues is the individual involved in?
- What solutions is the individual encouraging?
- Is the individual involved in an organization?
- What motivates this individual?

Once you've completed these questions move onto the second set of questions, which will help you reflect on your goals and what can motivate you to become a leader in your community.

- Are you involved in creating change in your community?
- What inspires you to create change in the community?
- How can you continue to create change in your community?
- What are your personal and overall goals for creating change in the community?

Resources for Exploring Youth Leaders:

www.barronprize.org/

www.youthtoleaders.org/

www.ashoka.org/youthventure

HOW TO: Set Up a Meeting With Your Members of Congress

Make an appointment Call the legislator's home district office and ask for the scheduler's name and contact information. We recommend contacting the office by email and, if you have access to a machine, by fax. In your message, include your name and contact information, note the issue you'd like to discuss during the meeting and suggest a range of times that you can meet. Follow up with a call to the scheduler within a few hours of sending your request.

Recruit your community Assemble a small group of fellow constituents to attend the meeting with you. Reach out to your friends, neighbors and other concerned community members. The best meetings involve between four and eight attendees. If you have fewer than four, your impact is diminished. If you have a lot more, not everyone will have a chance to speak.

Preparing for Your Meeting

Take some time to read up on the issues and familiarize yourself with the topic, but remember that your personal experience is the most important thing you will bring to the meeting.

Plan carefully It's best to have one topic per meeting. Have a good idea about why it is important and what actions your representative could take to help.

Prepare Agree on a few key talking points and write them down. Research your legislator's record on the issue you will be addressing. Also make copies of fact sheets that you can share with other attendees before the meeting.

What to Expect at the Meeting

This is the fun part! Here are a couple of tips on what to expect during a meeting and ways to make it a success.

Expect a brief meeting Plan to have each participant in your group briefly make one important and unique point during the meeting. Leave time for the legislator or staffer to ask questions and respond to your request for action. Note that meetings with a legislator can be as short as 10–15 minutes, though meetings with legislative staff may last longer.

Be polite, clear and concise Tell the legislator how the issue affects you personally and provide facts and examples to support your argument. Keep the tone positive.

Ask for a specific action It's OK if the legislator or staffer needs to get back to you later with an answer.

Document the meeting Assign one person in your group to take notes so you can report back to others about what was said. It's also useful to bring a digital camera or your phone and to ask the legislator or staffer to pose for a picture with the members of your group while you hold signs.

Exchange contact information Make sure that you get a business card from the person you meet with. If you have a card, leave it behind.

Follow Up and Next Steps

Send a note Send a thank-you note right away and watch for your legislator's action on the issue. If a commitment has been made to you, make note of whether there is follow-through.

Share your success stories or tactics with others Blog about your experience and share photos. Report back to your community what you've learned and discuss next steps together.

Need to take a step back and figure out who your representative is? You can search here: contactingthecongress.org and look into their voting records here: opencongress.org/

YOUTH BICYCLE PROGRAMS

Start a Bike Program

>> <https://bikesnotbombs.org/resources/start-bike-program>

A Start-Up Guide for Youth Recycling & Bicycling Programs

>> <http://www.transalt.org/sites/default/files/resources/toolsforlife/index.html>

>> <http://www.cyclesofchange.org/resources/resources/>

FARMING AND GARDEN PROGRAMS

Community Garden Checklist

>> <http://www.letsmove.gov/community-garden-checklist>

Start A Farmers market

>> http://www.organic-growers.com/start_a_farmers_market_1.htm

Pollinator Garden Planting Guides

>> <http://pollinator.org/guides.htm> >> <http://pollinator.org/usefulresources.htm>

Garden-to-Cafeteria Resources

>> <http://www.chefannfoundation.org/news-media/the-lunch-line-blog/time-to-think-school-gardens/?tag=denver+public+schools+garden+to+cafeteria>

ENERGY AND CONSERVATION

Energy Conservation Checklists & Tools

>> <http://greenschools.net/article.php?id=461>

>> <http://www.cceonline.org/greenGuide/energy/take/Tips.aspx>

Community Energy Challenge

>> <http://sustainableconnections.org/energy/energychallenge>

>> <http://sustainableconnections.org/about/consulting/gptips>

Solar Powered School Tools

>> <http://greenschools.net/article.php?id=148>

How To: Start a Solar Co-Op

>> <http://act.newdream.org/page/s/guide-to-sharing> (Page 13 of Sharing Guide)

>> <http://www.communitypowernetwork.com/node/134>

>> <https://www.youtube.com/watch?v=VG3OMfHNJf4&feature=youtu.be> (Video)

ENVIRONMENTAL STEWARDSHIP

Step-by-Step Guide to Breaking the Bottled Water Habit in Your Community

>> <http://www.newdream.org/programs/beyond-consumerism/unbottle-water>

SUSTAINABILITY RESOURCES



See following pages for:

HOW TO: Conduct an Interview / Interview Checklist

HOW TO: Become a Spokesperson!

Media Tracker

SOCIAL MEDIA 101

Beginners Guides to Social Media

>> <http://climatenexus.org/messaging-communication/communication-basics/social-media-guide>

>> <http://moz.com/beginners-guide-to-social-media>

>> http://d2eeiprcrdle6.cloudfront.net/guides/beginners_guide_to_social_media.pdf (PDF)

What's in a Meme?

>> http://www.storybasedstrategy.org/sites/smartmeme.drupalgardens.com/files/201306/CSS_WHATSINAMEME.pdf (PDF)

Tips for a Great Infographic

>> <http://www.easel.ly/blog/top-tips-from-experts-on-what-makes-a-great-infographic/>

>> <http://www.entrepreneur.com/article/229818>

TRADITIONAL MEDIA

Tips for Op-Ed Writing

>> http://www.theopedproject.org/index.php?option=com_content&view=article&id=67&Itemid=79

>> <http://civic.moveon.org/signon/opedhelp.html>

Sample Press Release

>> <http://www.smetoolkit.org/smetoolkit/en/content/en/249/Sample-Press-Releases>

RADIO RECORDING

HOW TO: DIY Radio Reporter

>> <http://transom.org/2013/shout-out-a-kids-guide-to-recording-stories/>

>> <http://www.radiodiaries.org/wp-content/uploads/handbook-abridged.pdf> (PDF)

Radio Rookies DIY Toolkit

>> http://www.wnyc.org/story/diy-radio-rookies-toolkit/?utm_source=showpage&utm_medium=treatment&utm_campaign=featured&utm_content=itemo

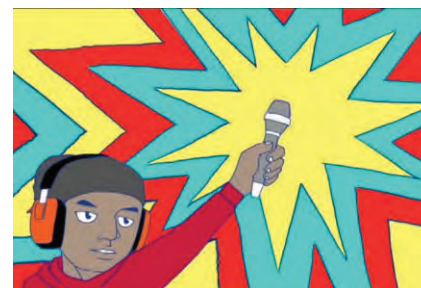
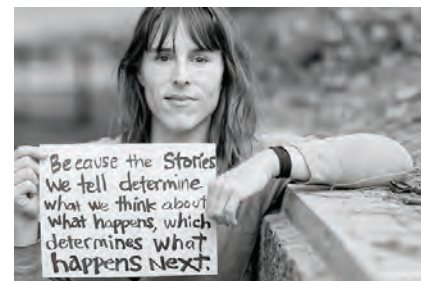
How to Report Your Own Story

>> <https://vimeo.com/95749724> (Video)

How To Report On An Issue

>> <https://vimeo.com/95745636> (Video)

HARNESSING THE POWER OF MEDIA



HOW TO: Conduct an Interview

A good interview depends on more than just a list of questions.

Make your approach polite and respectful

Explain what you're doing. Be confident. Assume your subject will want to talk to you. The way people respond depends on how you approach them. The trick is to make people realize that your project is both fun and important. Also let people know that everything can – and will – be edited. Make the interview situation comfortable before you start. Move chairs around, get close so you don't have to reach.

Record interviews in the quietest place possible

Be careful of TVs, stereos, traffic noise, wind, anything that will be distracting from the interview. Even refrigerators can make an annoying sound that you might not notice until you get home and listen to the tape. Sometimes you want the sound of the environment. But it's best to gather that separately, and record all the important interviews in a quiet place. Anytime you are in a loud room or noisy environment, remember to collect a few minutes of that sound on its own – what is called a “sound bed” or ambience. If you have to record an interview in a loud place, it can help to bring the microphone even closer (2-3 inches) to the speaker's mouth.

Keep the microphone close

It bears repeating here: Just as when you are recording yourself, the most important thing is to keep the microphone close to the speaker's mouth (5-6 inches). If you want to record your questions too, you'll have to move the microphone back and forth. Don't let the interviewee take the microphone. It's better if you keep control of the equipment.

Put people at ease

Talk about the weather. Joke about the microphone. It's a good idea to begin recording a few minutes before you actually start the interview. That helps you avoid the uncomfortably dramatic moment: “Okay, now we will begin recording.” Just chat about anything while you begin rolling tape. Before they realize it, you've started the interview.

Maintain eye contact

Keep the microphone below the line of sight. Talk to people just as you would normally.

In groups, don't let everyone talk at once

If you are interviewing a few people at once, have them gather around close to the microphone. Try to focus on one or two people. Less is more. Also get people to identify themselves on tape.

Watch out for uh-huhs

Be aware of natural conversational responses like uh-huhs or laughter. Try to use quiet responses: a concerned nod, questioning eyes, the silent laugh.

Don't be afraid of pauses and silences

Resist the temptation to jump in. Let the person think. Often the best comments come after a short, uncomfortable silence when the person you are interviewing feels the need to fill the void and add something better.

Let people talk in full sentences

Avoid questions that can be answered with a simple yes or no. Instead of, “Are you a doctor?” ask, “Tell me how you became a doctor.” Remember that you want people to tell you stories.

Listening is the key

A good interview is like a conversation. Prepare questions, but don't just follow a list. The most important thing is to listen and have your questions come naturally. If your questions are rehearsed and hollow, the answers will be too. If you are curious and your questions are spontaneous and honest, you will get a good interview.

Interviewing is a two-way street

Conducting a good interview depends, in part, on asking the right questions. But it is also important to establish a relationship with the person you are interviewing. Sometimes it is appropriate to share some information about yourself in an interview. Remember that it's a conversation. What's more, for it to be an honest conversation, people must feel that you care about what they say, and will honor and respect their words and stories.

The foolproof question

Here is one simple question that always works: “How do you see things differently since (blank) happened?” If you're talking to your mailman about the time he was chased for 2 blocks by a neighborhood dog, ask how he feels every time he goes by that house.

Take notes

Remember specific details. Take notes immediately after the interview, while it's still fresh in your mind. You can also use the tape recorder like a dictating machine.

Relax and forget about the microphone

One thing that's always amazing: In the beginning of an interview people are usually stiff and self-conscious, but after a while, they forget all about the tape recorder and start to be themselves.

The last secret to a great interview

There is one simple rule for getting people to talk openly and honestly: You have to be genuinely curious about the world around you. That curiosity will help you find the most interesting story!

See next page for your Interview Checklist!
And, on the flip-side, How To Be a Spokesperson!

INTERVIEW CHECKLIST

Things to bring to the interview

- __ Your question list
- __ Recording device
- __ Microphone/headphones equipment
- __ Extra batteries, charger and/or power source
- __ Pen or pencil

Before you begin your interview

- __ Find the quietest place possible to record
- __ Turn off or move away from noisy appliances like clocks, TVs, and refrigerators
- __ Make sure you and your storyteller are comfortable
- __ Do a test recording, holding the microphone about one hand's distance from your storyteller's mouth. If anything sounds strange, stop and figure out what the problem is before starting the interview

During your interview

- __ Double check that the recorder is actually recording
- __ Start each tape with an ID: State your name, your age, the date, and the location of the interview. Ask your storyteller to state the same information.
- __ Stay quiet when your subject is talking. Don't say, "Uh, huh." Instead, nod your head.
- __ Feel free to rerecord. If your storyteller makes a mistake or if a noisy truck passes by, feel free to ask him or her to repeat the story.
- __ Ask emotional questions like "How did this make you feel?"
- __ Look your storyteller in the eyes and stay engaged.
- __ Stick with amazing moments in the interview. Follow-up questions often yield the best material.
- __ Be curious and keep an open heart. Great things will happen.

When you finish

- __ Properly label your recording, and make sure it's saved in a safe place.
- __ Take a couple notes, make sure you capture any additional thoughts or feelings about your interview right after

HOW TO: Be a Spokesperson

Be aware of who you're talking to

Do the advance work: Find out who the reporter is, what outlet and their general angle/audience. Ask the reporter what their story is and who they have talked to. Try to be aware of the frame their coming at the story with, and don't be afraid to correct false-assumptions.

Frame the story

Tactics vs. Issue: Don't tell the media what you are doing. Tell them WHY. Your values and motivation are part of a compelling story. Structure your story: 1. Problem, 2. Solution, 3. Action.

Not a conversation

Don't just answer the question -- respond! Get your message out regardless of what questions the reporter asks.

Message discipline

Know your message and practice. Repeat your message.

ABC

A.cknowledge the question
B.ridge back to your...
C.ontent (the message!)

Sample bridges:

"...I think the important issue..."
"...I think the real point is..."
"...the reason I'm here is..."

Be quotable

Be a character in the story - establish your connection to the issue. People respond to personal stories and connections.

The truth is on your side

It's ok to say, "I don't know the answer to that" or "I'll get back to you on that." Don't say, "No comment." It makes you look guilty of something. Do no lie or make stuff up, EVER! Back up your arguments with facts.

Be yourself

Relax. If you can't, at least try to appear relaxed. Take deep breaths, and be yourself!

MEDIA TRACKER

Media Source	Contact Information (Name, Phone, Email)	Best Approach	Deadlines
NEWSPAPERS			
TV			
RADIO			
COMMUNITY NEWSLETTERS			
WEB-BASED MEDIA			
SOCIAL MEDIA			

HOW TO: MAKE A VIDEO

Vimeo Video School

>> <https://vimeo.com/videoschool/101>



Video 101: Shooting basics

>> <https://vimeo.com/17853099>

Video 101 :: Editing Basics

>> <https://vimeo.com/17853140>

FREE Movie Editing Software

>> Get iMovie: <http://www.apple.com/ios/imovie/>

>> Get Movie Maker: <http://windows.microsoft.com/en-us/windows/get-movie-maker-download>

10 Steps to Shooting your First DIY Interview

>> <https://vimeo.com/64729691>

HOW TO: BUILD A SIMPLE WEBSITE

Wordpress Set-Up Guides

>> <https://www.youtube.com/watch?v=gLpPZbScjJk> (Video)

>> <http://www.creativebloq.com/web-design/wordpress-tutorials-designers-1012990>

HOW TO: START AN ONLINE PETITION

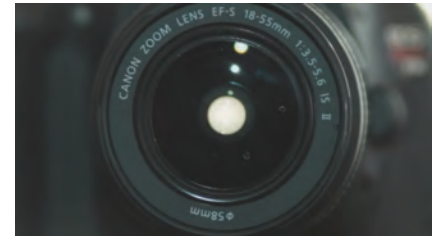
Online Petition Tools

>> http://www.idealware.org/articles/fgt_online_petitions.php

We the People

>> <https://petitions.whitehouse.gov/>

HARNESSING THE POWER OF TECHNOLOGY



COMMUNITY ART

Community murals provide a cost-effective method for people to publicly celebrate those things that they consider to be truly important, identifying themselves to each other as well as to visitors to the community.



Mural Guide

>> http://www.cpag.net/guide/2/2_pages/2_1.htm

>> http://www.cpag.net/guide/5/5_pages/5.htm (Working with youth!)

Mosaic Guide

>> http://www.cpag.net/guide/3/3_pages/3.htm

Planning and Managing Murals guide

>> Download PDF

HOW TO: Start your own Zine

>> <https://vimeo.com/11386025> (Video)

>> <http://www.creativebloq.com/print-design/make-your-own-zines-11410390>

>> <http://www.rookiemag.com/2012/05/how-to-make-a-zine/>

(also see following page for a step-by-step guide)

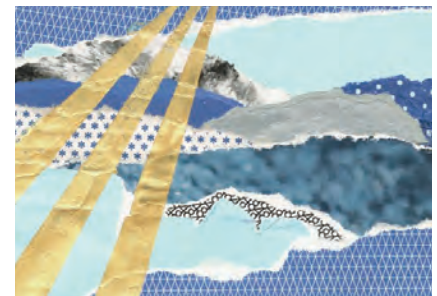
Collaging for Beginners

>> <http://www.rookiemag.com/2012/03/collaging-for-beginners/>

Creative Writing Tips

<http://www.creative-writing-now.com/how-to-write-poetry.html>

HARNESSING THE POWER OF THE ARTS



The boom of self published materials can be traced to pre-1960s science fiction fan mags or fanzines. These fanzines allowed amateurs as well as professionals to publish their own content and to share it. In the following decades, with the increase of political activism we saw an increase in self published political papers. Burgeoning artists historically used the versatile and affordable zine forum to collaborate and share their work. *This tradition of political and artistic self publishing continues today.*



Step 1: What's Your Zine About?

So you want to start a zine? Great! The first step is to determine what your zine is going to be about. This can be as broad or as focused as you want. You should ask yourself what you want to accomplish with this zine.

Do you want to start a conversation in your school? Community?

Do you want to spark change around an issue you care about?

Do you want to engage and collaborate with your peers?

See if others want to contribute content to the zine.

Step 2: Gathering Materials

You could create your zine with a computer, but most use the ageless technology of "Cut and Paste." More professional looking zines use computer layout for the most part, but your zine could use a blended technique. You can use printed text and images to paste on your master sheets, but this also allows for you to include hand-drawn elements that will make your zine feel very personal.

For cut and paste zines you will need:

- Paper
- Glue/Double-sided tape
- Scissors
- Pens/Markers
- Ink/watercolor if you're feeling artistic!

Anything else you'll need to see your vision through.

HOW TO: Publish Your Own Zine

Step 3: Putting Together the Master // Part 1

Once you have some idea of what you want to do and the materials with which to do it, it's time to start making a zine. The zine you paste together will be known as the "Master". Take care of your master copy just in case you ever want to do a reprint of your zine.

You can decide to do it any size or shape, ([See here for a different folding technique](#)) but it can be as simple as an 8.5x11 page folded in half. It may be best to do your master on white paper with black inks-this will allow the content to show up much better when you make copies. It is also important to be aware of page orders. It's a good idea to decide how long your zine will be ahead of time, take that many pages, fold them and do your layout that way. Otherwise the layout process can get very complicated very quickly.

Step 3: Putting Together the Master // Part 2

Next you want to use scrap paper to do some drawings and lettering. Cut out shapes, images, quotes, draw or create backgrounds. You can use typewriters, computer printouts and hand drawn stuff for this process. Get creative! This is where you get to express yourself and really make an impact with what you want to say. ([Here are some tips for first-time collagers.](#))

Once you like what you have, do a loose layout by hand. When you like it, paste the pages down to finalize your master.

Step 4: Makin' Copies

With your master copy done, it's time to make copies. For short print runs you will most likely want to go to a copy store. If you plan on doing a lot of copies, you should take it to a printer. It is much cheaper to make your own copies but if you want to get it done, most places will copy, fold and staple for a small fee.

Getting Your Zine Out There

Once you have some copies made it's time to get your zine out into the world!

Give your zines to friends and family for feedback. Depending on the topic of your zine you could place them in a variety of places. Small music venues, bookstores, your school, library or community center are all great places to start! If zine enthusiasm catches on, perhaps you find zine stands in your community soon.



See following pages for:

Project Event Budgeting Example

SCALING UP! (Financially)

HOW TO: Neighborhood and Community Crowd-sourcing

>> <http://ioby.org/about>

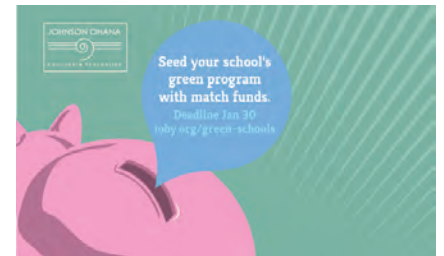
Ultimate Guide To Crowdfunding

>> <https://ecommerce.shopify.com/guides/crowdfunding>

Grant Writing 101

>> <http://www.guidestar.org/rxa/news/articles/2006/grant-writing-101-resources-for-grant-writers.aspx>

ETC.



EVENT BUDGETING TEMPLATE

Project: _____ Date: _____

Location: _____ Time: _____

Item	Budgeted Cost	Actual Cost	Can This Be Donated?
Venue Costs			
Equipment			
Tables and Chairs			
Rental Fee			
Parking			
Security			
Insurance			
A/V Equipment			
Miscellaneous			
Food (include tax & tip)			
Hors d'oeuvre			
Service Cost			
Meals and Beverage			
Flyers and Promotional			
News Release			
PSA			
Facebook Ads			
Website Ads			
Printing			
Entertainment			
DJ, Singer, Band			
Decorations			
Flowers, Balloons, Banners, Signage			
Photographer			
Graphic Artist			
Mailing			
Postage			
Stationary			
Other Costs			
Totals:			