

Changemaker Journey

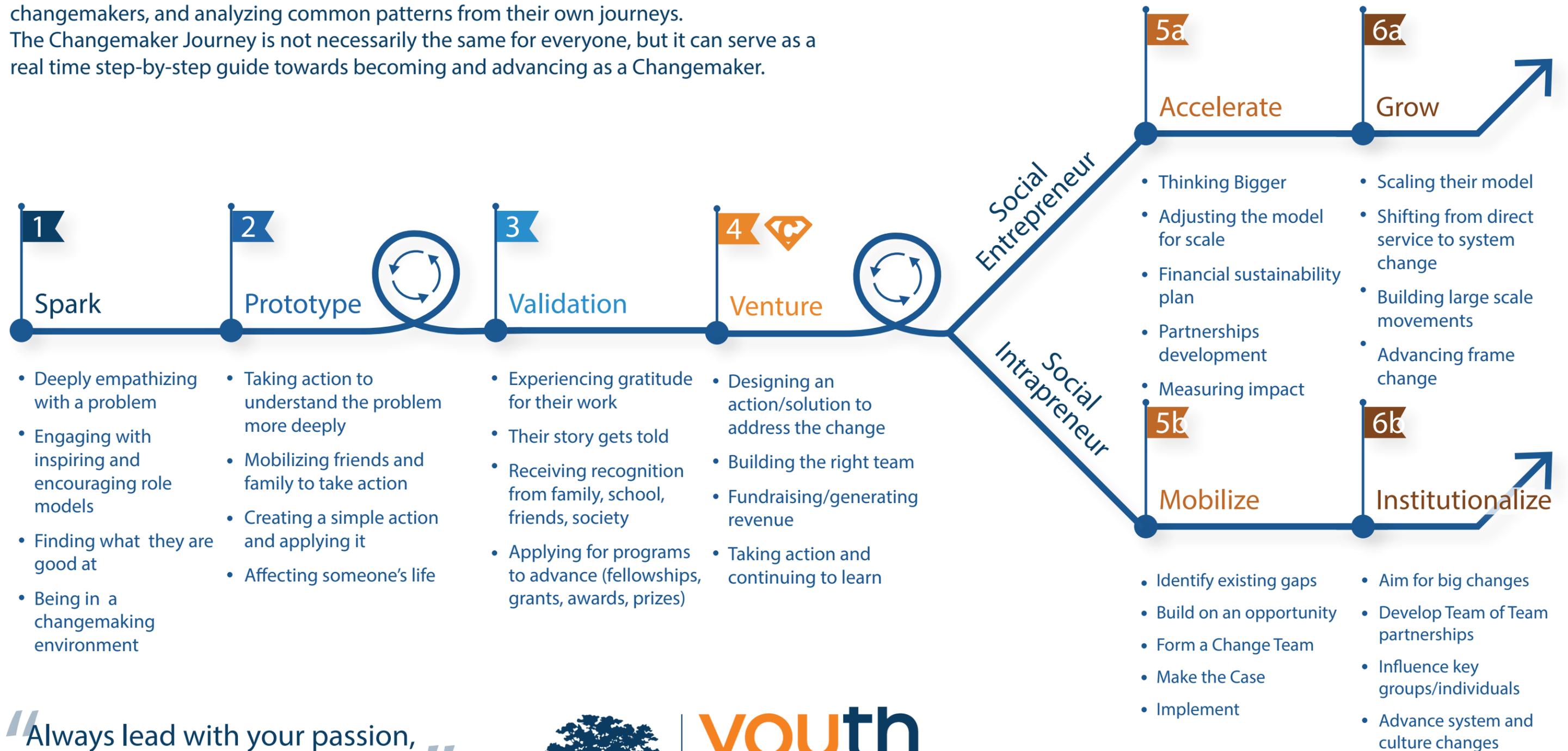
Changemaker Journey is a map that shows the significant steps that a young person can take to become a Changemaker and advance in the Changemaker Journey.

This journey was created from researching a significant number of young advanced changemakers, and analyzing common patterns from their own journeys.

The Changemaker Journey is not necessarily the same for everyone, but it can serve as a real time step-by-step guide towards becoming and advancing as a Changemaker.

Legend:

-  Changemaking Milestone
-  Iterations
-  Changemaker Status



“Always lead with your passion, and your journey will be great.”

- Haile Thomas, age 15
Founder, The Happy Organization



1 Spark

Changemaker Journey



Step 1: Spark

In the initial step of a changemaking journey, a person identifies with a problem in some way, whether it is from personal experience, a problem that a friend or family member is facing, inspiration from role models, exposure through the media, etc. The spark provides an opportunity for the youth to develop deep empathy/compassion for a person or group of people. It's important that this happens in a space that the individual youth can thrive in with their unique set of talents, skills, passions and connections. Spark is what allows youth to give themselves self permission to become Changemakers.

Story: Chris Suggs, Founder, Kinston Teens

Chris is a young black man living in North Carolina. His mother is a teacher at a local school and his father works in local government. He told us, "I've just always been actively involved in my community, volunteering, in church, city council meetings, that's something I've done all my life." During the summer of 2014, Chris's city began experiencing a lot of gun violence. Chris said, "The shootings were occurring throughout the year almost every other day. As summer approached the shootings got really bad...there were young people getting shot and these people were my classmates and family members." A lot of Chris' friends and family complained about what was happening without any "tangible or concrete action," but Chris decided to do something about it.

How to Spark

Your Self

- Think back to your childhood - is there a problem you may have been apprenticing without realizing it? If so, what is that problem and how did you learn about it?
- Think about yourself or the people you love - do any of them face a challenge that you really care about? How might you create a solution to help fix or alleviate the effects of the problem?
- Sometimes its helps to visually draw your school or community. Then you can take a step back and mark bright spots ":)" and dark spots ":(" that you see on your map. Even bright spots often times can be built upon for community benefit.
- Look for new experiences, new exposures.

Your Peers

- Help your peers to think back and see if there is a deeply moving life experience for them. If so, what is that problem and how did you learn about it?
- How might you help your peers
- empathize deeply with a problem?
- Do your peers currently face/see a
- challenge that you really care about?
- Get other peers who have Sparked and
- design experiences/events that might help your other peers spark?

Your Kids

- What exposures will spark youth and help them find a problem, passion or purpose? Think of designing experiences so that youth can spark.
- How might you help create the space for youth to give themselves permission to become changemakers?
- What kind of exposures will enable youth to identify and empathize with a social problem?
- How can you guide youth through this process as an Ally not as a teacher or an adult.

2 Prototype

Changemaker Journey



Step 2: Prototype

In their changemaker journey, after youth experience a spark, they experiment with small solutions or action. It is important to note that they may or may not be consciously prototyping an actual venture at this point, but it is crucial that they take some action to address the problem. Changemakers seem to take one of two approaches to experimentation/prototyping. First is the “young genius” approach, which is when youth know they want to launch a venture from the beginning and bounce into action. Second is the “old master” approach, when youth experiment and apprentice with the problem and solutions through several iterations, which could take several months to years, before landing on their most effective solution.

Two Stories — Two Approaches

First, some changemakers start their journeys with non-venture prototypes. For example, Daniella decided that she really wanted a pen pal and set herself up with a friend in India. After personal success with her own pen pal, she prototyped setting up pen pals for her whole class and was soon asked to set up pen pals for more classes both at her school and in other schools. She never planned on her personal prototype turning into the venture that it is today. While Daniella’s prototyping began at a personal level then expanded slowly outwards. For other youth, prototyping stage involved a lot of different ideas and some significant pivots.

How to Prototype

Your Self

- Do something that makes you a little bit uncomfortable everyday: talk to a person you have never spoken to before, smile at a stranger on the street, try out for a new club.
- Recruit at least 2 friends or family members to help you with the problem you want to tackle.
- Find 3 peers to share some facts about the issue you are passionate about or the idea you have to help with the issue. Get their feedback.
- Think of something you can do around this issue that would take you 30 seconds, 2 minutes, 1 hour, and 1/2 day. Go out and take action on each of your ideas over the next 2 weeks.

Your Peers

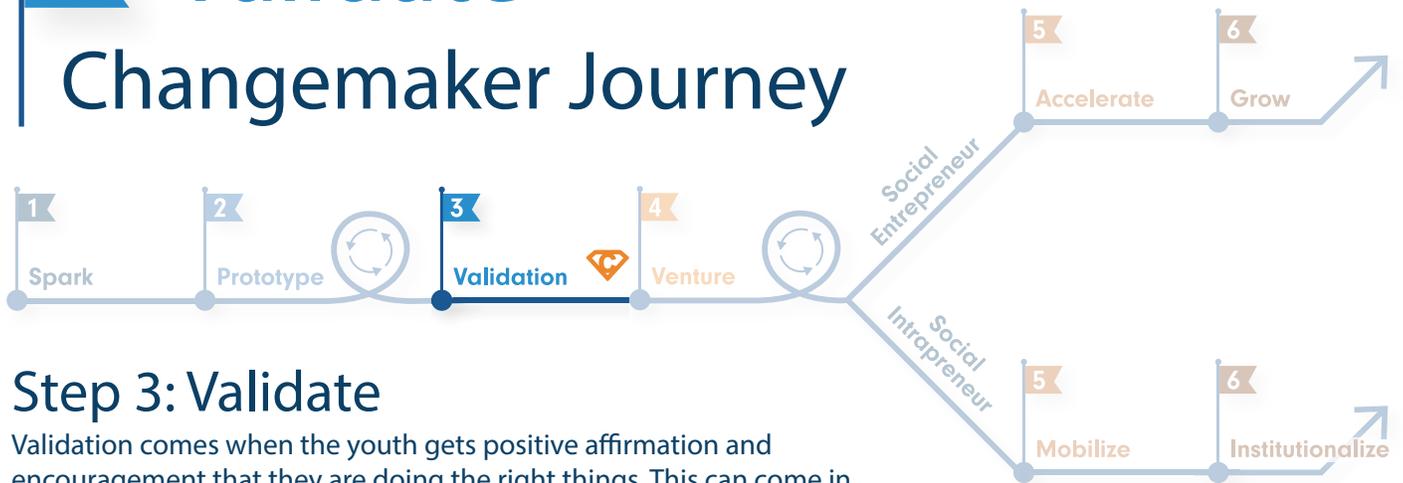
- What will empower you and your peers to put ideas to action?
- Who in your network can help you and your peers understand the problem more deeply and/or take action?
- Think of simple ways to get your peers excited about taking action, now matter how small. Think of fun and smart ways to encourage them to do something about their Spark.

Your Kids

- How might you create a supportive space that enables youth to want to take some action to address an issue?
- How might this process be youth led in such a way that they are in charge?
- Have youth recruit at least two friends or family to help them address the problem they are passionate about.
- Get youth in your life to take action, no matter how small. Have them run an awareness raising campaign about their issue, raise money for a cause, or simply share their idea with 3 people.
- Have youth design random acts of kindness they can perform in 30 seconds, 2 minutes, and 1 hour. Then execute over the course of a week.

3 Validate

Changemaker Journey



Step 3: Validate

Validation comes when the youth gets positive affirmation and encouragement that they are doing the right things. This can come in several different forms. It could be gratitude from others, whether from those impacted by the project or those involved in it. It also includes exposing the youth's story to those outside their immediate impact group. Another way to receive recognition is acknowledgment from their family, school, friends, community, or local media. Many youth also apply for programs, fellowships, grants, etc. and being accepted serves as a validation for their journey.

Story: Matt Kaplan Founder, The Be O.N.E. Project

Although Matt had preliminary support from family and teachers in his school for his anti-bullying campaign, his most meaningful validation came later on. Seeing participants change their lives was the validation that let him know he was on the right track. He recalled one experience in particular. During his second campaign, he asked students to fill out this question: "People think they know _____ about me, but if they really knew me, they would know _____." One student wrote that many thought he was a bully and mean to others. However, if people really knew him, they would understand that he feels bad about himself and that leads to his bullying. That student changed his frame of mind because of his experience. During that same campaign, students could publicly apologize to others. Many students expressed sorrow and told Matt about how it had changed their lives and, later, their entire class in school.

How to Validate

Your Self

- Now that you have taken some small steps to launch your awareness raising campaign or idea think about the positive reactions you got for what you did. Take note of them to remember the positive reaction you received. Perseverance is one of the most important qualities of a changemaker and taking note of anything positive will help keep you on track.
- Think of venues to tell your story. Could you tell your teacher or principal about what you are doing and ask to tell your story in front of the school or class? Could you write your or make a video about your story ?

Your Peers

- Map out some avenues in your school or community where you can share the good work you peers are doing?
- How would you help share the story of a peer who is a Changemaker such that they receive validation?
- Dedicate one day of the week that you are sharing some positive stories of young changemakers. Make this a habit. Use social media with a purpose, elevate your Changemaker friends on these platforms.

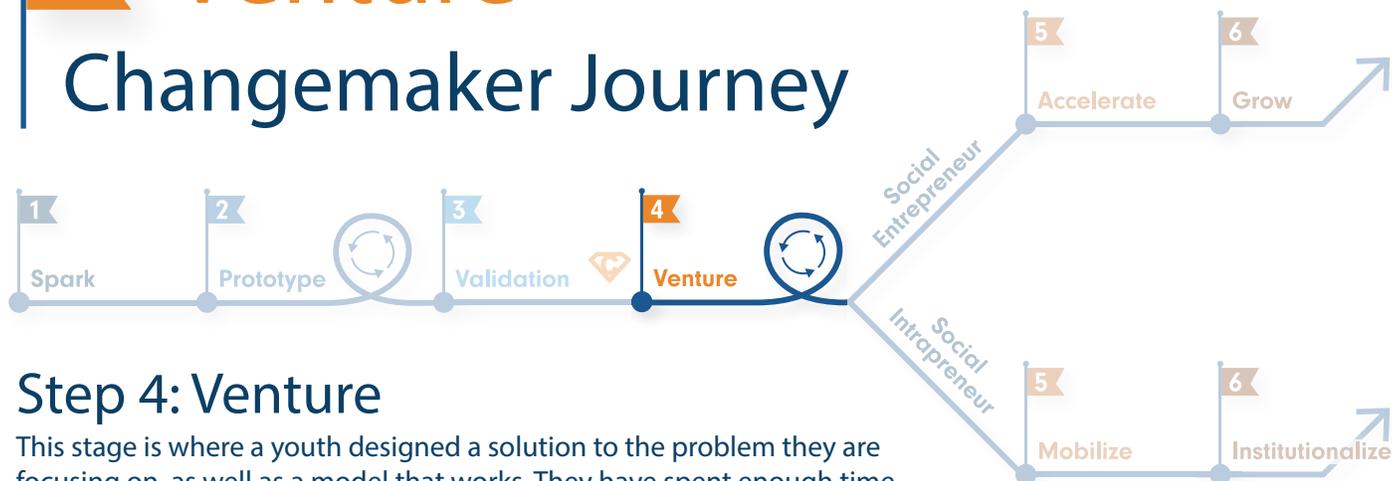
Your Kids

- How can you validate young Changemakers inside your family, school, and community?
- What might a young changemaker need to feel about themselves and their solution to continue doing it? What avenues exist for youth to share their Changemaker Journey stories? How can you make yourself the go to person when it comes to young changemaker stories?

4

Venture

Changemaker Journey



Step 4: Venture

This stage is where a youth designed a solution to the problem they are focusing on, as well as a model that works. They have spent enough time prototyping and testing different methods and approaches, and now they know what will be effective. In the Venture stage, they build (or expand) an official team. They also work on fundraising, or other means to have the monetary funding needed. In this stage, they also implement the solution that they have found to be effective. Now that they have seen the impact they can have, it becomes a more official organization. Rather than a one-person team, they have structure. This could be becoming a 501c3, creating a school club, a newspaper, a workshop, or starting a youth group in your community. Once one goes through this stage there is no more going back.

Story: Jasmine Babers, Founder, L.O.V.E.

Jasmine was a High School sophomore in her second year of working on a magazine to empower girls when she began her venture stage. She made a team from girls within her own school. They did all the writing and photography for the magazine. She also included other professionals and adults in her organization. Her mother and godmother, both journalists, were both her teachers and advocates. Her graphic design teacher was supportive, giving of time to help her learn. She also obtained her first grant; \$250 from the Royal Neighbors of America, for the first print of a magazine. Jasmine recalls this time as being “super hard, but a lot of fun because you don’t know what to expect.” So don’t be afraid to try new things!

How to Venture

Your Self

- Think of designing a solution that people really need. The best way to do that is by involving the people in need in the design process.
- You do not need to know everything, you need to build a team that have different strengths than you, but they have similar values and goals. Do not re-invent the wheel. Do your research.
- This stage does include planning, but be sure you are continuously acting while planning. You always need to keep moving. Most changemakers spend 90% of their time acting and only 10% planning. When things go wrong they make change through action.

Your Peers

- Who would you ask to join your team? What skill sets are you looking for?
 - What does it take to obtain a grant? Take some time to research what grant requirements funders require.
 - Talk to a local nonprofit. Ask about their story and current structure. What ideas can you gain from their journey?
- Look for grant opportunities and
- direct your friends to develop a solution and apply for it. Make sure you are supporting them in understanding the criteria.

Your Kids

- Consider this stage as a class projects where youth model a solution to a problem they face at home, school, or in the community. Allow and support them to implement their solution in the classroom. Do not do it for them!
- Invite local nonprofits to talk about their business structure and how they fund raise.
- Have youth develop earned income models. Always tie their fundraising into your project idea. For example throw a fashion show night (charge admission) and have everyone dress in plastic bag dresses to raise awareness about recycling.

5a Accelerate

Social Entrepreneur Journey



Step 5: Accelerate

Up to this point, a solution has been prototyped and implemented. During the Accelerate phase, the youth begins to think of the role their venture plays on a larger scale. They soon realize that they need to adjust their model because of limitations with time, people, and resources. They adjust the model so that it can be scalable, and may come up with a plan to achieve financial sustainability. This is also a stage where they will continue to seek further partnerships and measure the impact they are making. This phase includes thinking more impact.

Story: Issam Abail, Co-Founder, Moroccan Innovation Project

Issam is a Co-Founder and Program Coordinator of the Moroccan Center for Innovation and Social Entrepreneurship. He started this venture in an attempt to help Moroccans become more entrepreneurial-minded, because he felt that the people there were slow to take initiative on problem solving. Once the organization was started, he quickly began thinking of how to scale the organization and help it become financially sustainable. Up until that point, everything had been funded by donors and investors. In order to become self sustainable, they began generating revenue consulting for individuals, businesses, and the government. He and the co-founders have continued to partner with various organizations, and are currently supported by twelve organizations, including Ashoka. Although scaling his venture seemed daunting at first, he learned that once you know what you want to do, "just do it. Don't wait for money, don't wait for your parents, don't wait for anything. Just do it. Don't care what other people might tell you, or if they try to take you down, just do it, and you'll be proud of it."

How to Accelerate

Your Self

- Now your venture is working, it is time to impact more lives and think bigger. Define your ultimate goal, what is your vision.
- Create a list of all the people who can help you get to that ultimate vision.
Start measuring impact of your solution, numbers always help make a case to invest in you.
Figure out a way to generate revenue
- and look for advisors who can help you with this.

Your Peers

- Brainstorm together on how this idea could expand. What is the biggest impact you can see this making? Be radical!
- Discuss in groups, what does a company or nonprofit need to be sustainable?
Who are the partners that hold the same values and goals as you? Spend time nurturing and cultivating new partnerships.

Your Kids

- Have youth blueprint ideas of how an organization can have a larger role in society.
- Have them research and write a list of different organizations that they feel would be supportive of their idea. Shoot for the stars--no organization is out of reach.
- Connect them with the experts who can support in this phase. Social Entrepreneurs and business leaders are great examples of experts in the field of accelerating.

6a Grow

Social Entrepreneur Journey



Step 6: Grow

The grow phase of the changemaker journey involves scaling the social venture and expanding from direct, local, and smaller-scale solutions towards systems change. In this phase, the changemaker launches larger-scale movements in order to advance systems change in their area of focus. Bill Drayton, Ashoka's CEO, says that "Social Entrepreneurs are not content to give a person a fish, nor to teach them how to fish, they will not rest until they change the fishing industry." In this stage, Social Entrepreneurs are developed, the venture moves beyond its current sector of influence to become a broader mechanism for change in society, whatever that scale may be.

Story: Amit Dodani, Founder, My Name My Story

Amit used his story to create a changemaker day program within his high school to inspire empathy in young people and help them realize their changemaking potential. To him, "stories are a currency that can be used to create change." Amit could decide to grow his venture by reaching out and implementing the program into more and more school districts. He could also decide to mobilize the program curriculum Online for students around the nation to use, even if their local school hasn't adopted the program yet. Amit could perhaps even partner with college campuses to generate more permanent workshops and social entrepreneur camps across the nation. He attributes his success in growing to "empathy, luck, and lots and lots of grit."

How to Grow

Your Self

- Realize the hardest and the most powerful change to make is to change a person's mindset. Develop ways to deeply impact individuals through your program.
- Look for the partners that value the same things as you do. Connect with them and advance new ideas together.
- Realize that we are in a Everyone a Changemaker world, and we have to always flow with changes. Supporting other institutions to advance this vision is always a huge plus.

Your Peers

- Always keep an eye out for the right connections that your peers need?
- Create spaces for your peers to discuss what they need, where they are going, and what is working. Staying informed will help to open many doors.
- Influence your peers thinking to change from "Giving a person a fish", to "Teaching them to fish", to "Changing the Fishing industry". In this stage, your peer should be changing the fishing industry.

Your Kids

- How to help a young Changemaker shift from direct service to system change?
- What experiences can you create to help a young Changemaker experience a mindset shift?
- How can you support a young Changemaker advance collective mindset shift?
- Read How to Change the World by David Bornstein.

6b Institutionalize

Social Intrapreneurs Journey



Step 6: Institutionalize

Once one has successfully gone through turning problems into positive opportunities, and has mobilized co-workers into driving change that leads to the good of all, then it is time to grow and Institutionalize changes within systems and cultures. This stage is for those who are transforming organizations by introducing more sophisticated and fluid leadership and teamwork that will have big impact on the organization and its approach towards leading change. This step will ensure that the leadership of the organization is on board to implementing large scale changes.

Story: Gib Bulloch, Accenture

Gib Bulloch is Founder and former Executive Director of Accenture Development Partnerships (ADP), a corporate social enterprise hosted within Accenture, whose clients include many of the major international NGOs and development agencies. Accenture Development Partnerships works with leading international development organizations to address the world's social, economic and environmental issues. By delivering the power of Accenture's global capabilities and experience, Gibs and his team help clients develop sustainable, innovative and market-based solutions to maximize value while driving measurable impact. Now this initiative is a very successful one within Accenture.

How to Institutionalize

Your Self

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Tips & Best Practices

Support Structures Along the Journey



Find a Mentor

If you want to climb a mountain, it is much better if you ask for someone for advice who has already climbed it, knows the way and the best practices. Mentors come in all forms and shapes and they are crucial along the way. Starting from family members, peers, teachers, community leaders, and others. Remember, a good mentor will question you, will help you learn to do things, but not do them for you.

Go Where The Action Is

A Chinese proverb says: "Tell me, I'll forget. Show me, I'll remember. Involve me, I'll understand." The best way to find or learn more about a problem in the community is to go and experience the problem yourself. Immerse in the culture, environment, and with people who are experiencing the problem first hand. Ask questions and empathize.

Give Yourself Permission

From the moment we are born, society has already defined us. We are pushed into thinking small throughout our entire lives—by others, our environment, our parents and the existing systems within our society, but most powerfully of all we unconsciously limit ourselves. In order to change that you have to start by giving yourself permission to be a Changemaker, to be a powerful human.

Be a Storyteller

Humans are hard-wired for storytelling. We make sense of the world around us through narratives - they form a core part of our culture, belief systems, organizations and personal identities. They allow us to envision and showcase the change we want to see in the world. As a changemaker, you have to be comfortable telling stories to engage the hearts, heads, and hands of your audience to help give you wings for your journey.

Be Resilient

Most young people hear no 9 times out of 10, when it comes to launching a venture. Believe in yourself and persevere. Do not be afraid of failure, as for failure teaches things that nothing else on earth can. If you keep failing and fail to learn, then you really have failed. If you fail repeatedly but increase your knowledge with each dead end and can put that knowledge to work in the next round, then you are succeeding.

Know Your Strengths

Your strengths are ultimately the keys to your success. When it comes to the best way to leverage your ability, it is best to go through your strengths. When you study successful people, you find that they have one thing in common: they focus on their strengths, and manage around their weaknesses. You don't have to have all the strengths, you just have to have one and form a team that possesses other strengths.

Reflect- Be Clear, Be Real

Know well what you want to accomplish and be clear about your vision and goals. Be honest with yourself on where you stand and how you feel. Know well what leads you forward and what holds you back, and choose the path that leads to wisdom.

Changemaker Allies

Changemaking can be a lonely journey and there will be doubts and difficulties along the way. A great way to overcome these issues is to find Changemakers who are in the same journey with you. These Changemakers can be your Allies, can be your friends, can assist with expanding your solutions. Surround yourself with Changemakers and you will excel much faster.

5b Mobilize

Social Intrapreneurs Journey



Step 5b: Mobilize

The path of a Social Intrapreneurship is one in which an individual is bringing their Changemaker energy into an existing idea, an existing organization with the aim in advancing positive changes in the society. These individuals will identify gaps within the current systems and will advance new ideas, mobilize people, and cause some changes for the good of all. The Mobilize phase is for those Changemakers who are actively seeking to generate buy-in from their environment to advance ideas for the good of all. In this fast changing world, these individuals are critical for ensuring that the cause or organization that they are a part of has adaptability and continues innovating.

Story: Leonel Patel, Deloitte Consulting LLP

Leonel grew up with a passion to help others become powerful. After he graduated he decided to intern with a large organization and there he realized that not everyone felt powerful. He later transitioned to Deloitte Consulting LLP to advance his career but at the same time start an initiative that mobilizes all the employees for social impact. His goal was to make everyone feel powerful and he created a program within the organization to do so.

How to Mobilize

Your Self

- How can the world be different because of you? Reflect on this question and identify what can you do within the current work environment to bring change.
- Identify some gaps that exist within the organization, and validate with co-workers that those gaps are real.
- Form teams and mobilize co-workers around creating a solution to address the gaps.
- Align the solution with organization's priorities.
- Perfect your pitch and learn how to influence co-workers.

Your Peers

- Help your peers to understand their Changemaker Journey and support them reconnecting with their Spark.
- Create spaces for your peers to discuss problems/frustrations/opportunities that they have identified.
- Be the first follower. Many times we underestimate the power that the first follower has. This is a powerful form of leadership.
- Be there to support ideas, connect dots and people.

Your Kids

- Check with your kids if they are feeling fulfilled in their work environment. Check for frustrations and support them in turning those frustrations into opportunities for change.
- How can you help your kid reconnect with their Spark and support them in finding a pathway to lead change?
- Who can you connect your kid with? What individuals would be valuable for your kid to collaborate with in bringing changes from within?

Ready, Set, Change!

Changemaker Journey



Motivation for the Road

"Make your passion your mission. You have no business leading something you don't really care about. Use that issue and your passions to make a tangible difference. People support you when they see you care about it."

-Chris Suggs, Kinston Teens

"Reach out! No matter where you are. People want to help you. Expand your horizons and don't be stuck up thinking you can do it on your own."

-Anurudh Ganesan, Vaxxwagon

"Whatever you do, make sure that you doing something that you love, not just some idea you want to try. Put your heart and soul into it, and once you do that, no one can stop you... The most important lesson I've learned is that your biggest enemy is yourself."

-Elijah Evans, No Use For Abuse

"It would have been easier if I had just played a sport and not cared. But would I be here as the person I am today?"

-Russell Reed, The Bridge Initiative

"Find something that you are passionate about. Find that idea first, and take action. There will be roadblocks along the way, but that passion will help you push through. We all have a lot of power to make a difference in the world."

-Nick Lowinger, Gotta Have Sole

"Failing is 100% okay, good, and necessary. I kind of wish I had failed more instead of trying to avoid it."

-Akbar Khan, Bags to Riches

"You don't have to change the whole world in a day, but you can change someone's whole world today."

-Corinne Hindes, Warm Winters

"We don't need to see the whole staircase, we just need to take a first step."

-Aamna Qureshi, Let's Build a School

"A leader is someone who can bring out the potential of everyone on the team."

-Issam Abail, Moroccan Center for Innovation and Social Entrepreneurship

"You need a lot of laughter. Because this journey has been so difficult and challenging. Having that sense of optimism and hopefulness have helped me so much. When things go wrong, just be able to laugh."

-Matt Kaplan, Be ONE Project

"You're never too young to make a difference. Stay true to who you are. And ask for help. You can do it, but it is so much harder to do it alone."

-Jasmine Babers, LOVE Girls magazine



Changemaker Influencers

Leading the Changemaker Movement

Who is a Changemaker Influencer?

Changemaker Influencers (CI) are young people who know they are Changemakers and who want to help their peers become Changemakers by mobilizing and recognizing existing Changemakers, and by developing sustainable initiatives for everyone to start and advance in their Changemaker Journeys. Being a CI involves becoming part of a global network of Changemaker Influencers. The CIs understand the Changemaker Journey thoroughly and are comfortable in articulating it to others. Even though CIs have the freedom to innovate new ways to bring about the Everyone a Changemaker Movement below are some ways to get started.

1. Search and Select other Changemakers

The old type of leadership where one person leads and others follow is not as relevant in the 21st century. This century is one of Collaborative Leadership, where instead of giving a person a fish, instead of teaching them how to fish, leaders collaborate to change the finishing industry. Finding the right Changemakers makes a huge difference. A Changemaker is someone who has given themselves permission to take initiatives for the benefit of all. A Changemaker must be kind and empathic, great team player, must be comfortable in putting others in charge, and action driven. The criteria for selecting Changemakers are as follows:

- a. The person has an inner Drive towards advancing change in their communities
- b. The person has demonstrated their ability to create impact
- c. The person has good ethical fiber and can be trusted
- d. The person is empathetic, open-minded, and collaborative

For more, check out Appendix A to see the Changemaker Criteria.

2. Storytelling

Stories are the best way to convey a powerful message. In the pursuit of changing the way the world looks at young people, we need powerful stories that can convey that message so that everyone is valuing and supporting young people in their Changemaker Journey. How might we change peoples minds so that they see young people as powerful agents of change? One way is to write a story that shows how Changemakers start and advance. Look at Appendix B for more information on how to capture and write powerful stories of the selected group of Changemakers. Ashoka will support in sharing this story with our network.

3. Peer-to-Peer Allies

Once a cohort of Changemakers is formed then it is time to bring them together and figure out ways to advance the Everyone a Changemaker movement in your environment. How can all peers start and advance their Changemaker Journey? What experiences can you design that will help your peers SPARK?

Appendix A
Interview Procedure

Why Interview? What does it take?

One on one interviews are a great way to truly get to know someone. As a Changemaker Influencer, you will conduct many interviews with your Changemaker peers in order to get to know them and the work that they have done as a Changemaker. These interviews will be the first step towards picking qualified Changemakers and creating stories about each individual - as well as identifying and creating a network of Changemakers in your community. We have provided you with some guiding questions to help structure your interviews and help you in being a successful and engaged interviewer. The goal is find the most powerful Changemakers that you would want your kids to grow up and become like them. The notes from these interviews will be used to write a story about how Changemakers start and advance in their journey.

Interview Process

1. Before the Interview

- Find the top Changemakers on your campus
- Ask your network if they can introduce you to any Changemakers
- Schedule an in-person interview (not very formal interview)
- Print the questions and talking points
- It is good practice to learn as much as you can from the candidates

3. Guiding Questions

- Do you consider yourself a Changemaker? Why?
- What happened so that you started your Changemaker Journey?
- What problem are you trying to solve?
- What is unique about the way you approach problems?
 - Can you think of an alternative way to address the problem you are working on? What if you had to implement your solution in a very different environment?
 - What ideas do you have to get other students to become Changemakers?

2. During the Interview

- Make sure you take notes (or use voice record).
- This interview is more of a conversation than an interview, so feel free to go out of the scripted questions.
- Be relaxed, friendly, and jump into the interview.
- Take a photo of the candidate at the end of the interview.
- Notice how this person makes you feel because some qualities cannot come up in conversation.

4. Qualities to Look for (checklist)

- They have a Spark - Inner drive to make a difference for the good of all
- Can articulate clearly how their Changemaker Journey started
- He/she demonstrates his/her ability to connect dots effectively.
- The person is open minded and creative.
- Gets excited when they talk about having other students become Changemakers.
- Has a vision that he/she are trying to achieve
- Motivated by deep personal values



Appendix B

Storytelling Guidelines

Why Storytelling?

Ashoka's Youth Venture utilizes the process of storytelling as a vehicle to distribute peer to peer healing, changemaker skills, and to ignite youth-led community building. We've found storytelling to be an effective way to share Changemakers' journeys with the world in hopes that youth get inspired to start their own journeys. As a Changemaker Influencer you will collect the stories of many Changemakers on your campus and condense them into well written blog posts to share who they are with readers. These stories will be shared in Ashoka's Youth Venture Blog and Social Media, as well as shared with the network of Changemakers across the world.

Storytelling Guidelines

Possible Outline for the Story

- Chose a kick-ass Title
- HOOK - Grab the attention of the audience with the first two sentences. You could start by using a story from the interview.
- WHY - Why are Changemakers important for the world right now?
- What are Changemakers doing and how did they start and what is their impact?
- Why should everyone start their Changemaker Journey?
- Conclude with a call to action - inviting the audience to help the youth in their community to start their Journey.

Best Practices

- Be authentic! The audience wants to hear your story, your voice, and why this matters to you.
- Shares the stories of these Changemakers in a simple and authentic way that moves people.
- Before you start writing, think of what do you want the audience to feel after they read your article?
- Visuals help - so take photos and videos to share the story better.
- The story should be short, simple, and powerful.

Examples of Powerful Stories:

- Bill Drayton:
http://www.huffingtonpost.com/william-drayton/want-true-equality-make-e-e_b_9013242.html
- Mohsin Mohi-Ud-Din:
https://impact.vice.com/en_us/article/a3dwzz/facing-turmoil-and-conflict-syrian-refugees-tell-their-own-story
- Diana Wells:
<http://nextbillion.net/nexthought-monday-new-paradigm-for-leadership-everyone-leads/>
- Henry De Sio:
<https://medium.com/change-maker/why-leadyoung-628624ca109e>



Appendix C

Peer to Peer

Why Peer to Peer?

With the formation of a network of Changemakers comes a powerful opportunity of collaboration at a system change level. The Peer to Peer component is the portion where the Changemaker Influencer organizes one event to bring together the selected cohort of Changemakers to collaborate on making more Changemakers on campus. This entails that the cohort will design ways for students to Spark, Prototype, Validate, and Venture. The ideas that come out of this cohort will be shared with the global network of Changemakers. Who better to influence students than students themselves.

Peer to Peer Cohort Activation

What is Required to Activate the Cohort

- Once the Changemakers are selected and their stories are shared, then the Changemaker Influencer invites all of them to collaborate on advancing the Everyone a Changemaker Movement.
- There needs to be an appropriate room booked for this event based on the number of Changemakers that are selected.
- The event will be three hours long. The first half hour is designed for them to get to know each other better. The second half hour is designed to talk about how they feel about the world and why Changemakers are important. The next hour and a half requires these students to learn about the Changemaker Journey and design Spark and Prototype experiences for students on campus to start their Changemaker journey.
- The last half an hour is for them to discuss how to best support one another in their journey.
- There needs to be a storytelling component to this event - testimonials, quotes, photos, and videos.
- Share the ideas with Ashoka Youth Venture team.