



www.streettalktv.com

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TAKE ACTION MANIFESTO

If you're like us, then you're passionate about your beliefs.

At Street Talk, we meet real people and tackle real issues. We believe these issues should be talked about. And we believe you can make a difference in your community.

We know that changing the world is not easy. But it is possible to make it a better place.

If you feel strongly about the topics featured in our programmes, let's continue the conversation. Let's get our communities, city or even the nation talking.

It doesn't take a lot to make positive change. It doesn't have to cost much, either. You need passion, support, innovation and belief that what you are doing is right.

It all starts with a few steps.

TEN WAYS TO CHANGE THE WORLD

1. JOIN THE CONVERSATION

Watch our programmes to learn more about what matters to people. Read the comments below each video and add your voice to the growing conversations.

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2. DO SOME RESEARCH

Find out all you can about the issue. Speak to your friends and neighbours. Visit your library, read magazines and newspapers to find out more. Try to look at the issue from different angles – it's important to know what everyone is saying – even those who don't share your opinion.

3. KNOW WHAT'S OUT THERE

Check if anyone else is doing what you are thinking of doing. Ask around or do a Google search. If someone else has already taken action, consider joining forces and pooling resources.

The Street Talk Film Series aims to counter prejudice and promote a more tolerant society.

Street Talk is produced by 'Street Stories Films' a Non-Profit Organisation Reg No: 072-487 NPO.



TEN WAYS TO CHANGE THE WORLD

4. MAKE A PLAN

- Get together like-minded people, starting with your immediate network.
- Brainstorm all of the ways in which you can make a difference.
- Use your imagination!
- Agree on and plan what you want to say.
- Get a strategy together that lists how you can take things forward.
- Consider resources you may use or need, people and institutions to approach and things you need to do.
- Think about any local businesses or NGOs that can provide resources such as internet, telephones and desk space.
- List your action points and assign names of people who will make these happen.

5. GET PUBLIC SUPPORT

Once you have a strong foundation, look for public support. Hand out flyers or put up posters in community centres and shop windows.

6. USE THE POWER OF THE INTERNET

- Go online. Start a blog or Facebook group, use Twitter and other social media channels, or create a website.
- A crowd-sourcing campaign can raise awareness and promote funding for you to grow your campaign.
- Use your network (see Get Support) to spread the word.
- Most public libraries let you use the internet for up to an hour a day.
- Also, think about how you can use your phone to spread the message.

7. TELL YOUR STORY

- Good storytelling helps people understand issues and can convince them that what you are doing matters.
- Consider getting a play together to perform in your community.
- Approach some of your local radio stations and get interviewed on air.
- Get a tech-savvy friend to help you make and post a free video on YouTube or try making a series of Vine.co clips.

8. GET IT IN THE PAPERS

- Local newspapers are usually willing to feature issues that affect the public, especially local communities.
- Contact journalists and explain why your issue matters.
- Make sure you have your facts right and ensure that there are people they can contact who are willing to talk or provide information.
- Start with your local newspaper. At a later stage, you could contact larger national newspapers and publications.

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TEN WAYS TO CHANGE THE WORLD

9. LOBBY GOVERNMENT

Consider if your local government departments can help. Or do they need to take action? Contact the relevant government department or your local member of parliament (MP). Ask them to investigate the issue or provide support. If they are unwilling to help, consider a petition that voices your concerns.

10. PREPARE FOR THE LONG-HAUL

Remember, your voice matters. If you feel passionate about something, make sure you remain committed. Then see your hard work get results.

We want to hear how you have made a difference in your community. Contact us to share your experiences. Good Luck!

HELPFUL RESOURCES

Read this case study to see how people that care can, and have, made a huge impact in their communities. New Era Colorado's Campaign for Local Power

<http://neweracolorado.org/>

<http://www.youtube.com/watch?v=xh1qCf-ohOQ>

Wordpress.com and **Tumblr.com** for blogs

Mxit.com for social interaction between young people in Africa

Wix.com to create free websites

Vine.co for short and simple movies from your smart phone

Thundafund.com for local crowd sourcing opportunities and **Indiegogo.com** for international opportunities

See <http://www.indiegogo.com/learn-how-to-raise-money-for-a-campaign>

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