



Igniting ♦ Connecting ♦ Enriching
1940-A Fountainview, PMB 116
Houston, Texas 77057
phone : 713.492.1173
email: sarah@gishcreative.com
web: www.gishcreative.com

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

-Margaret Mead

SIMPLE STEPS TO BEING A CHANGEMAKER...

- Pick a cause that is close to your heart and start by making changes in your own backyard.
- Change happens because of education, emotion, and action so start by educating yourself about what matters to you.
- Find others that are aligned with your cause and offer your time, your talent, and/or your treasure. Working with others gives you extra strength and a support system.
- Form a group to effect change – or join an existing one. Check out the credibility of organizations through Charity Finder or the Better Business Bureau.
- Figure out the decision-makers in the issue that you want to change and then get to them.
- Create a contact list that includes citizens and the media. Use an excel spreadsheet, Outlook, or online databases to capture information and services such as MailChimp or Constant Contact to communicate.
- Input important phone numbers into your cell phone (media, others working on your cause, lawyers, etc.) so that you can spring into action at a moments' notice.
- Create a buzz in the community however you can including letter-writing, media coverage, protests, special events, social media campaigns, and marketing materials like yard signs. Clever campaigns work really well, such as wearing one shirt color or bus tours.
- Create "talking points" for interviews so that you can get your ideas across quickly and thoroughly.
- Start a petition – www.ipetitions.com and www.change.org let you create ones easily.
- When sending emails or other correspondence of a sensitive or private nature, be aware that these can be aired publicly due to the Federal Freedom of Information Act.
- Be careful about opening yourself up to libel and slander – know your legal rights and get legal assistance as needed. All lawyers must do annual pro bono hours so help is affordable.
- The argument that "we are doing what is best for our stockholders" as an excuse for wrongdoings is unethical. Every company also has an obligation to the community at large. If it will help, buy stock in the company in which you want to effect change and take action from within.
- Find a positive way to raise awareness of your cause – such as community events or rock concerts – and ALWAYS have good manners. Anger and rudeness shut down your message.
- Don't give up – there is always hope for change.
- Leave your world a better place by doing simple things such as picking up trash or smiling at others.
- Carve out sacred time to take care of yourself every day.
- Don't forget to LAUGH! Laughter changes the world on a cellular level.

LIVE LIFE FULLY.INSPIRE OTHERS.BE THE CHANGE.

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