



Partners Toolkit for January 2006

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Citizens for Global Solutions
Partners Nationwide Teleconference

- Youth Outreach & Organizing -

Saturday, 14 January 2006
1:00 PM Eastern time

Dial: 800-391-2548
Verbal password: V A 3 1 7 8 5 5

Speakers

- Valerie Schrock, Director of People, Outreach & Advocacy, Citizens for Global Solutions
- Sara Bodenbergh, Outreach & Advocacy Coordinator, Citizens for Global Solutions
- Simon Weber, Government Relations Associate, Citizens for Global Solutions

Agenda

- Update on UN reform issues from Simon Weber
- Youth Outreach: Projects for the next generation of activists

Here are some useful tips regarding how to access the call:

- Participants should dial in 15 minutes prior to the scheduled start time.
- When dialing in, the Host and participants should hold the line for an operator.
- Participants will verbally give their password to the operator.
- All Hosts should identify themselves accordingly to the operator when they dial in.
- Operators will take the city, state and number of people in the room and place them into the Main Conference.

Youth Outreach: Projects for the next generation of activists

What do a budding rock star, a penguin-lobbyist and a hungry couch-potato have in common? They were all among the myriad creative characters who competed in the first ever Global Solutions Flash Movie Contest in 2004–2005. While many of you may have already heard about the successes of last year's Builders of a Better World Global Solutions Flash Contest, please allow us to report on it one more time so that we can not only share our recent successes in youth outreach with you, but also so that YOU can help us continue to reach the next generation of activists.

In August of 2004, the Outreach and Advocacy staff, along with a few of our interns, got together to try to decide how to carry out the Builders of a Better World contest. In previous years, the contest had been offered as an essay competition and scholarship opportunity. In any given year, we received between 30 and 50 applications. We wanted to reinvigorate the contest in an attempt to not only get more young people involved, but also reach a group of young people who wouldn't necessarily find us on their own. In other words, we wanted to hold a contest that would reach students interested in today's hot career fields. We also wanted the contest to have an educational benefit beyond the contest entrants. What we came up with was the Global Solutions Flash Contest, in which students were asked to make short web animations about global problems and then suggest their global solution. We were hoping that this contest would produce materials that educated both the creator of the flash piece and everyone who watched it.

The contest surpassed our wildest expectations. Over 3,000 young people signed up on our website to become a part of our online community. At the time, these 3,000 young people (all under 30 years old) more than doubled the number of online activists we had before the contest began. These young people are now involved in Citizens for Global Solutions issues and are taking action online. The graph below shows the growth in our online activist community at that time:



From April 2004, when Citizens for Global Solutions new website launched, to the end of the year, nearly 6,500 new people joined our on-line activist community. The spike between October 2004 and the end of the year represent the number of young people who registered as a result of the flash contest. The following is a short list of the contest's accomplishments:

- Over 3,000 people under 30 registered on our website
- More than one hundred contestants entered
- We received inquiries and entries from all over the world, including Japan, Liberia, Netherlands, Switzerland, the DRC, Mexico, Singapore, Bulgaria, Nigeria, Puerto Rico, & Guatemala
- The top 10 movies were posted for voting on our website
- Voters were required to register to vote for their top three favorites ~ 1,500 voters
- Many of the participants volunteered for other services
- CGS received high profile visibility: MTV Rock the Vote is launching a similar contest after seeing this; they asked Valerie to consult
- The winner is being featured in the international MediaRights Media that Matters Film Festival. As a result, our logo and website will reach an estimated 1 million people over the next few months.

The feedback from students about this contest was phenomenal. Their feedback fell largely into the three categories represented by the following quotes:

- I feel that this contest was a very successful contest and that the messages that were given were very informative and vital for people to hear. Hurray to animated flash w/ a good purpose!
-Jessica Ruiz
- YES! YES! YES! Please have another contest next year! The winning entries from this year's contest are simply amazing and bound to have a profound effect on anyone who watches them. Thank you so much for initiating the computer animation contest for Global Solutions! Sincerely,
Konstanz Kuraz
- Yes I think you should do the contest again. And I'll join this time around. (topic yet to be determined) -Andrew Leyva
- “The contest was a great experience for me, not just as an artist, but as a voice for myself. It gave me the opportunity to speak out and reach many more people, through a medium that is cross-cultural and understood by all languages. Animation has always been fun and entertaining for me to produce. But when it can be put towards a good cause, it is much more rewarding. If there is a contest next year, expect me to enter, because this contest has been wonderful.”
-John Cooney

From the feedback we received, we learned several very important lessons from this contest. Probably the most important lesson is that in general, young people today do not fit the traditional grassroots activist mold. In other words, young people today are much less likely to want to be involved in a traditional way, such as being a member of a local chapter, than they were 20 years ago. Today's youth are more interested in the things they can do individually and online than they are interested in feeling like they “belong” to an organization. Even though they may take action constantly on our site and randomly hold events at their school around our issues, they do not consider themselves to be members. In short, what we learned through this contest and the Global Solutions Summer Games and Design Contests is that students want to be involved in what we are doing, but not in the same ways that our long-time members want to be involved. This, of course, presents the challenge of organizing in different ways for our different demographics.

After the flash contest, we followed up with the Global Solutions Summer Games. The purpose of this contest was to solicit games from students that could be put up on our site and played by younger students (the games were aimed at middle school children) in an attempt to educate the younger kids about global problems in a way that was both fun and educational. After the students played the games,

they were given more information on the global problem that the game addressed and then asked to take action online to confront the issue. This contest was also a huge success.

Right now, we are in the process of setting up this year's Global Solutions Flash Contest and WE NEED YOUR HELP! We are asking you to help us reach out to high schools and colleges in your area. Last year we had two classrooms participate in the flash contest. The students each made an entry for the contest as part of a classroom assignment. We found that this is one of the best ways to reach students and teachers—by getting their classes involved in these contests.

January/February Partners Projects:

1) Deliver this year's Global Solutions Flash-in-a-box contest to high school teachers and college professors in your town and neighboring areas.

In an attempt to reach out to more classrooms, students, and teachers to get them interested and involved in Citizens for Global Solutions, we are asking you to deliver the contest in a box to your area's local schools and universities. In order to do this you will first need to find out what schools are in your area. School information can generally be found in your local area's phone book. Next, you will need to decide how many schools you are willing to visit to drop off the contest information. Third, once you have determined how many contest-in-a-box kits you will need (1-2 for each school that you plan on visiting), contact me, Sara Bodenbergh, at the national office via phone at 202-546-3950 x118 or via email at sbodenbergh@globalsolutions.org and tell me how many you need. I will then send the kits to you and you can deliver them to the schools. The kit will have everything in it in order for a teacher or professor to be able to enter their classroom in the contest. The more schools we can reach, the more young people we will be able to get involved in Citizens for Global Solutions. At the very least, if you have a child or a grandchild attending a school in your area, make sure that child takes one of these kits to school with him or her to give to a teacher.

Also, please note that these kits are specifically intended for high school teachers working with students in computers, graphic design, history, current events, government, or politics. At the college level, we are looking for professors teaching computers or information technology, graphic design, political science, international relations, anthropology, and philosophy.

This is a great project. Not only will it help us to grow our contact list of young people, it is also relatively easy to carry out. If you are able to talk to the teachers and professors, that's a bonus. If you are not, you can just drop off the contest kit as there will be a lot of information in it about who we are

and the contest itself. You can literally spend an afternoon simply dropping these kits off at local schools if you want.

2) Take action on the United Nations revitalization process

Please call and/or write a personal letter to your Representative and Senator and tell them the following: You want the U.S. to honor its commitment to the UN and contribute our full financial assessments. It has recently been brought to our attention by Assistant Secretary of State Kristen Silverberg that the Administration failed to request and Congress failed to appropriate enough peacekeeping funds in 2005 to pay the UN through the next fiscal year. As a result the U.S. will be forced to stop funding UN peacekeeping by June of 2006. In addition, urge your elected representatives to oppose any effort to link conditions or threats of withholding of dues to the full payment of our UN dues. There is already enough financial pressure at the UN to motivate Member States to bring much-needed reform to the organization. Further coercion from the U.S. Congress will only exacerbate the problems and make it more difficult to achieve our common goals for reform at the UN. If you don't already know your Senators' and Representative's phone numbers, please refer to the following website:

<http://www.visi.com/juan/congress/>

3) If you haven't completed the November/December project, please consider doing so.

Unlike many other Partners' projects, the November/December project does not have an expiration date. In other words, if you haven't lobbied your local mayor on the U.S. Mayors' Climate Protection Agreement and the Urban Environmental Accords, it isn't too late to do so. The information for the November/December project is still available online at:

<http://www.globalsolutions.org/involved/partners/December05.doc>

Monthly Report of Your Accomplishments on the Nov./Dec. Project

Chapter _____ Leader _____

The November/December Partners project was to lobby your local mayor on the U.S. Mayors' Climate Protection Agreement and the Urban Environmental Accords.

Were you able to go and lobby? If so, did you lobby for one or both of the above-mentioned environmental treaties? Did your mayor agree to sign onto either or both?

If you chose to only lobby for one of the treaties, which did you choose and why?

What did you find easy and difficult about each of the projects?

Did you enjoy the project/s?

Do you feel you made an impact on your community through this project? Please explain.

Letters to the editor and op-eds *(Please note them here even if you are enclosing copies)*

Total Submitted	Total Printed	Type: LTE, op-ed	Topic	Written By	Paper	Date It Ran

Other Political or Media Activities Your Chapter Engaged In

Use another sheet if necessary to continue your report. Please detach and return to Sara Bodenbergh by January 20th so your accomplishments can be published in the next mailing.

Mail: Partners Monthly Report
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 E-mail: sbodenbergh@globalsolutions.org

UPCOMING TELECONFERENCES AND GRASSROOTS LEADERS COUNCIL MEETINGS

Month	Council Meeting	Monthly Teleconference
January	TBD	14 January, 1:00 PM Eastern
February	9 February, 7PM Eastern	***NONE***

Partners Teleconference Call Guide

- Date & Time: January 14th, 1:00 PM Eastern time
- To join the call, dial 1-800-391-2548 and give the verbal password: V A 3 1 7 8 5 5.
- Participants should dial in ~ 12:45 PM Eastern and hold the line for an operator.
- Participants will verbally give the password to the operator.
- Operators will take your location and number attending, and place you in the Main Conference.

Group Leaders Call Guide

I will be sending out an email regarding Group Leaders Calls sometime in the next few weeks. At this time, there are no group leader calls scheduled for January for several reasons which will be discussed in the email.

News from the Field

- Our Salt Lake City, Utah Chapter has scheduled a presentation on the Urban Environmental Accords for the next meeting of the Salt Lake County Council of Governments which includes 11 mayors of cities in their county. The mayor of Salt Lake City, Ross Anderson, who is a CGS member, has signed the accords and has agreed to be part of the presentation in January. Congratulations!
- Our Akron, Ohio Chapter has been busy writing letters on the International Criminal Court to their Senators, President Bush, Secretary Rice and Ambassador to the United Nations, John Bolton.
- Due to the efforts of our Whitewater, Wisconsin Chapter, the Whitewater City Council passed the U.S. Mayors' Climate Protection Agreement. The chapter made a presentation to the entire city council before the vote! They were also able to get articles about their efforts published in two local newspapers! Congratulations!
- Our Boulder, Colorado Chapter was able to get their mayor to sign onto the U.S. Mayors' Climate Protection Agreement! Congratulations!

*Please remember to fill out the monthly report, so that the National Office knows what our chapters are doing and so that I can share your successes with everyone!

Every day, you are changing the world!