JOIN THE

RevoLUTION

@

green-humanity®

GH is just SAVAGE!

(Definition: Hard-core/badass.)

Youth being influential by actually influencing something!

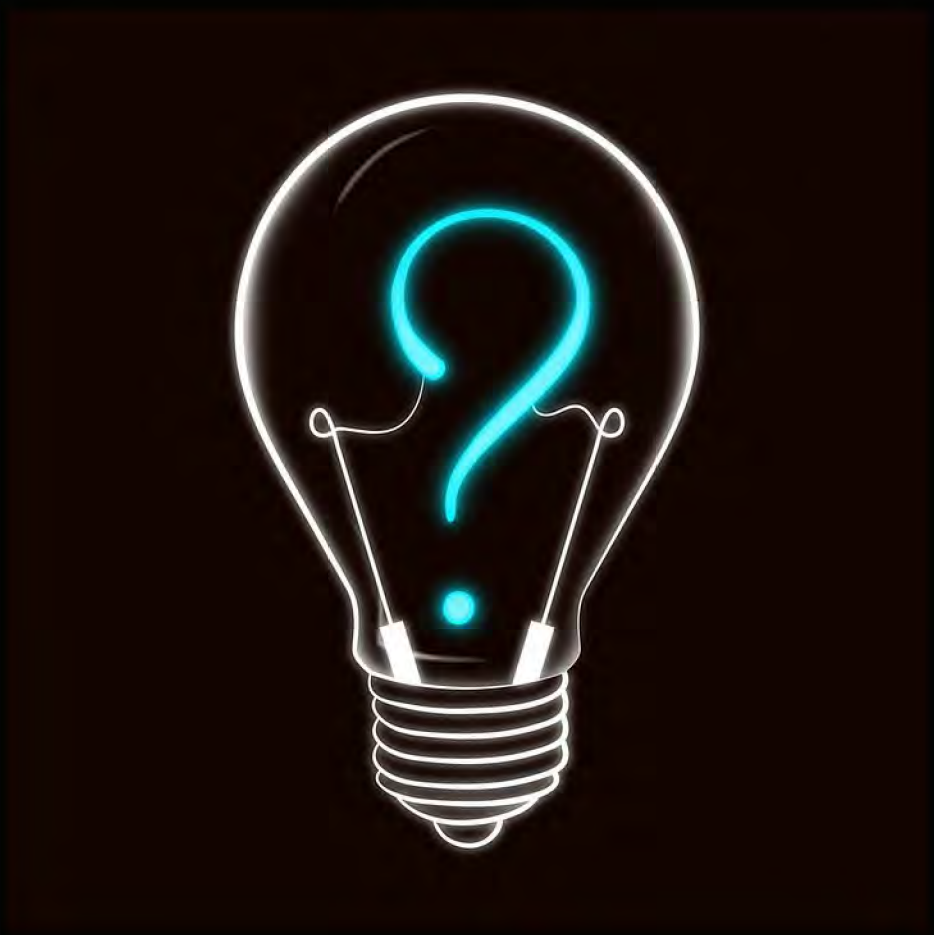
Name: .....

Email: .....

"THE DUTY OF YOUTH IS TO CHALLENGE CORRUPTION"
KURT COBAIN

SUCCESS

Go get it!



THE ONES
WHO ARE
CRAZY ENOUGH
TO THINK THEY
CAN CHANGE
THE WORLD

ARE THE ONES
THAT DO

Alhassan Omar

Position: Founder of Balady Helwa and Ebny Nafsak
Country of Citizenship: Egypt
Organization: Balady Helwa, Ebny Nafsak

Alhassan Omar is from Port Said, Egypt, and experienced Egypt's recent revolution in his backyard. It was then that he realized how education and good leadership can not only bring positive change to Egypt, but also prevent future problems. Alhassan's ultimate goal is to educate 100 young men and women each year to become skilled leaders in the fields they work in. Alhassan started an initiative called Balady Helwa—"my country is beautiful" in Arabic—and set up a community cleanup system in Port Said's slums, while also teaching 20 youngsters living in the slums.

In 2012, he initiated a one-week training called Ebny Nafsa—"develop yourself" in Arabic—to teach 25 underprivileged youth about leadership, human development, and basic entrepreneurial skills that would make them competitive candidates for jobs in the future. The governor awarded Alhassan the Community Dedication and Commitment Award for his vocational training work. Alhassan's goal of educating and preparing youth for employment is one that could avoid poverty-inspired conflict and crime in unstable developing countries today.

Examples of youth changing the world source:
https://ironline.american.edu/10-youths-changing-world/

YOUTH

Be a person who creates or initiates something.
An inventor, creator, architect, author, initiator, innovator, founder, pioneer, mastermind!

What do YOU want to be?

There are two primary choices in life: to accept conditions as they exist, or accept the responsibility for changing them.

Dr. Denis Waitley

Be connected, be a part of something, create change in YOUR community or the world.
Use YOUR talents and skills.
Create change by doing it yourself!
Create change by working together!
Express your opinions and plan what you want to do.
Be creative & innovative!

Do YOU want to create change?
It can be something personal or may impact society.
If you said YES then read on . . .

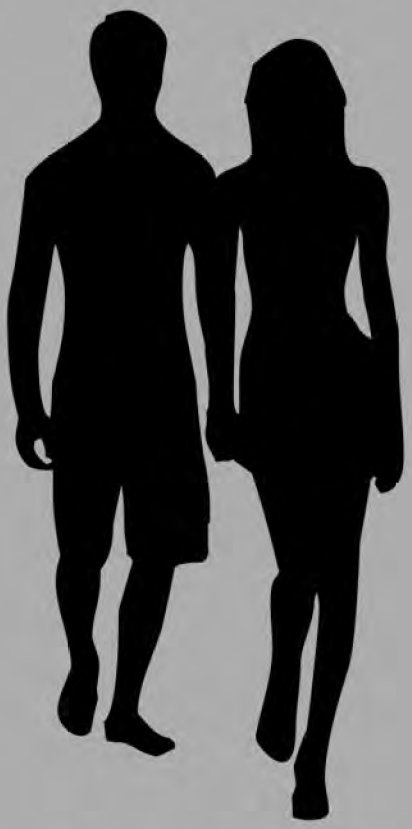
ACT FOR WHAT YOU BELIEVE IN!
Methods of Social Change.

Before you do anything, talk with your parents/guardian/mentor.

Direct Resistance:
Rallies, protests, petitions.

Communication:
Spread your message using technology and social media,

Public Policy:
Change legislation.



Raise Awareness:
Study & understand the problem.

Non-violent Civil Resistance:
Via activism, volunteering, storytelling etc.

Behavioral Change:
Lead by example.

EXAMPLE:

Give a family a fish	Teach a family to fish	Organize a community fishing initiative
= charitable act	= sustainability	= social change

Please keep overfishing in mind!

ALWAYS
be
TRUE
to yourself!

Find YOUR Passion:

The time to find your passion is NOW.
Get inspired.
Do many things.
Stay true to yourself.
Let go of fear.
Be still.
Start with the right perspective.
Get out of your comfort zone.
Forget the limits of your bravery.

Brainstorming

What do YOU care about?

ask

Decide what matters to YOU

investigate

Why do YOU want to do this project?

inform

Inform yourself about the issue!

question

Do research.
Decide how & what YOU are going to do.

Get organized.

What do you need?
Do you have resources?
Set your goals.
Create a timeline.

plan

How are you going to market your idea?
How will you fund your idea?

Brainstorm passions,
what matters to you, what pisses you off, what must change?

Discover WHY this is important to you?

#truth

ALMOST EVERYTHING THAT IS GREAT HAS BEEN DONE BY YOUTH.

Benjamin Disraeli

Annie Gersh

Position: Advisor and Co-Chair on National Girl Up Board
Country of Citizenship: United States of America
Organization: Girl Up

A resident of Los Angeles, California, Annie Gersh is a ninth grader and advocate for young girls' rights. Gersh was inspired by a Girl Up event featuring Jordan's Queen Rania. The Girl Up Campaign is led by the United Nations Foundation, and gives American girls the chance to lead and reach young adolescent girls deprived of education, health, and safety elsewhere. The goal is to unite girls to fight for basic rights of other girls. It is a girl-to-girl grassroots advocacy tactic that has gone viral in the United States with 356,024 female youths signed up. Since then, Annie has become an active voice in her school as well as nationally, participating in Girl Up Leadership Summits in Washington, D.C. and meeting with representatives from Congress.

Along with winning the title of co-chair of the National Girl Up board, Annie Gersh is leading a successful Girl Up club in her Marlborough school in California. Girl Up clubs try to turn inspiration into action with unique fundraising activities in partnership with private-sector organizations. The Girl Up club hosts events such as Viva Dress Up, which allows young girls to donate clothes lightly worn. Annie and her small-scale advocacy efforts are backed by other youth champions, including Bosilika An, Karin Jougla, Lucy Lohrmann, and Rocio Ortega.

Examples of youth changing the world source:
https://ironline.american.edu/10-youths-changing-world/

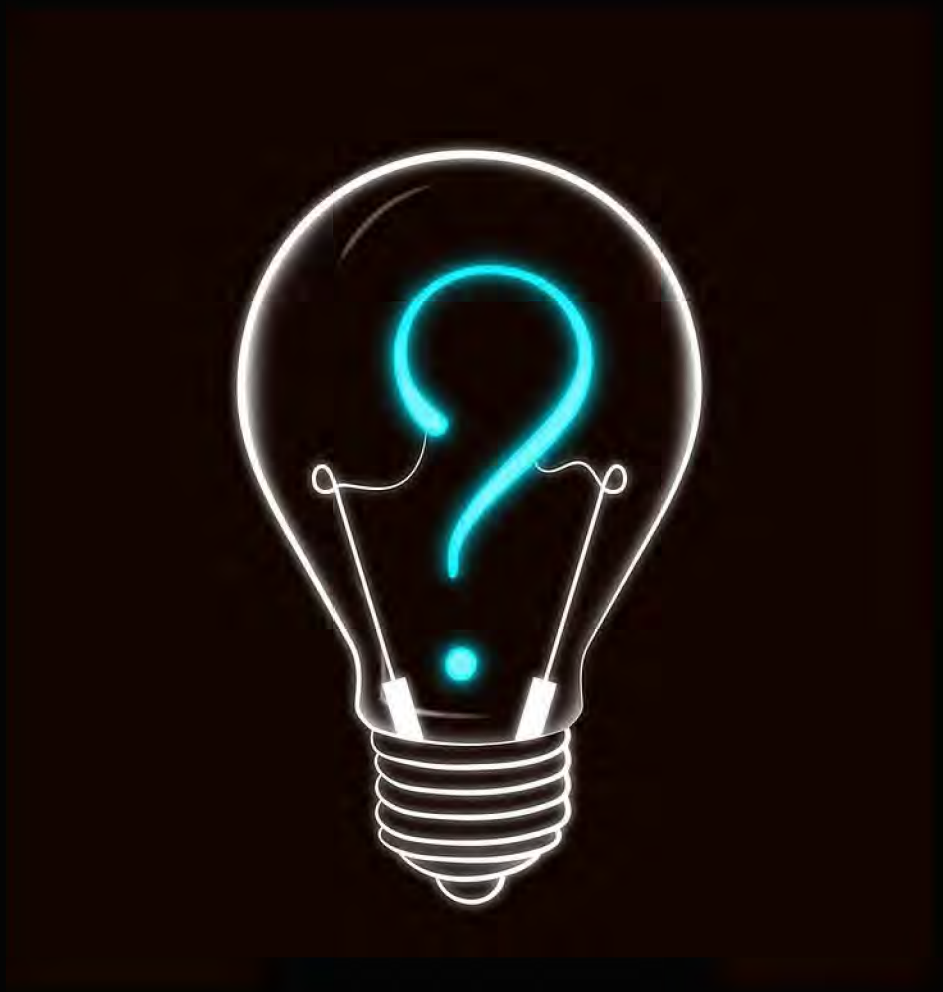
Who Am I

Who are YOU?

"If you ever think you're too small to be effective,
you've never been in bed with a mosquito!"

Wendy Lesko

Talents are natural skills.
It is a flair, aptitude, gift, knack, capacity or ability.



DOING EASILY WHAT OTHERS FIND DIFFICULT IS TALENT; DOING WHAT IS IMPOSSIBLE WITH TALENT IS GENIUS.

HENRI FREDERIC AMIEL

What are your talents?

What are your unique to you strengths, weaknesses- discover how your weaknesses empower you?

Mission/Vision Draft Statement from these:

SOLUTION

PROBLEM

Ideas:

"If you want to be successful in this world,
you have to follow your passion, not a paycheck"
Jen Welter

An idea is a thought, plan, design or proposal that requires action to become a reality.

TIPS:

Be positive, it is a mindset.
Act now; do not leave something to chance.
Identify what matters to you.
Recognize your strength!
Learn how to self-praise, this is not bragging!
Realize you have control.

Questions:
What do YOU care about?
What makes YOU angry?
What issues interest YOU?
Whom do issues affect?
How can YOU improve people's lives?

Kesz Váldez

Position: International Children's Peace Prize Awardee
Country of Citizenship: Philippines
Organization: Championing Community Children Charity, Club 8586

15-year-old Kesz Váldez symbolizes how commitment and passion can come a long way, despite a lack of resources. Kesz's drive comes from his personal experiences as a young child subjected to violence and child labor while living within a rubbish drum in Cavite City. Kesz is the voice of 240,000 invisible street children in his community. He is known in his community for helping more than 10,000 children in matters of health, hygiene, and child rights, by handing down 5,000 gifts to underprivileged children. These parcels are called "Gifts of Hope."

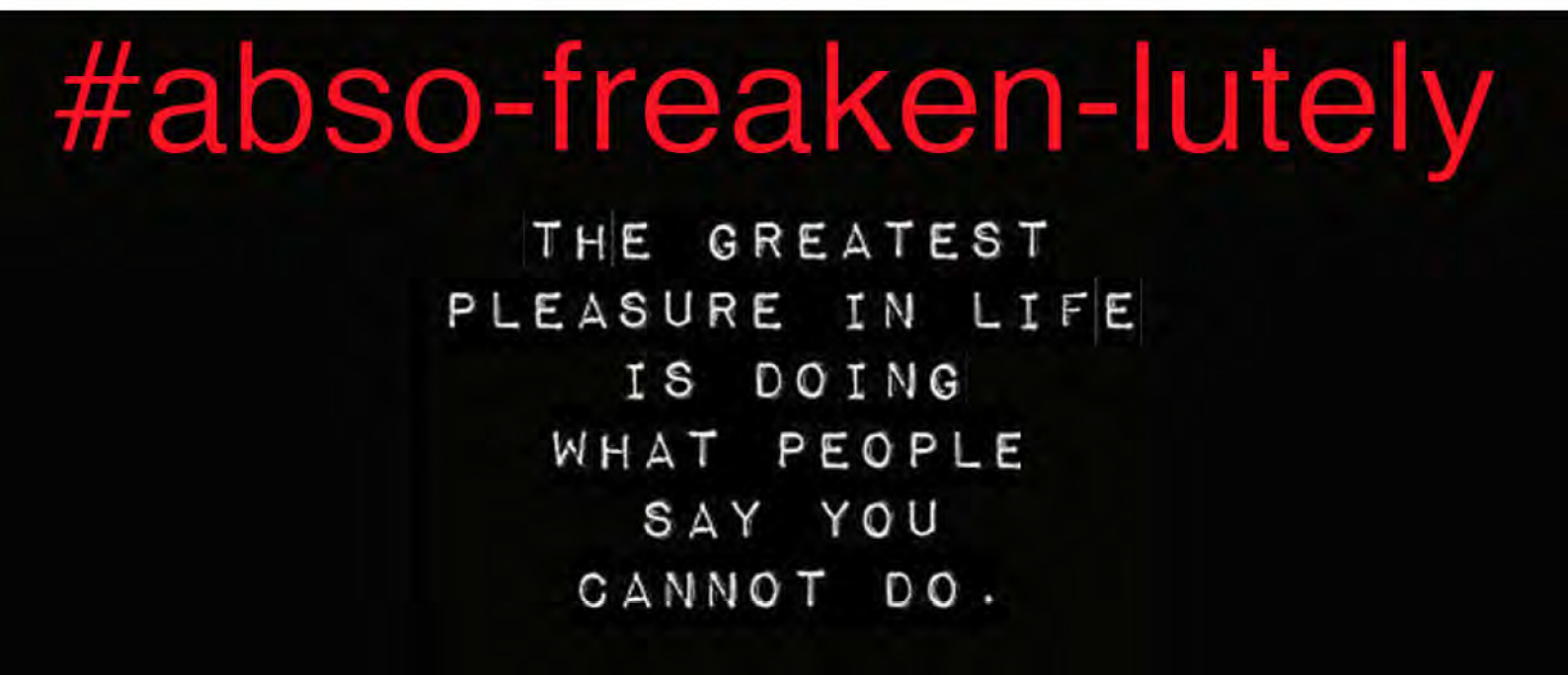
His efforts in the "Championing Community Children" campaign made him the recipient of a $130,000 International Children's Peace Prize at The Hague this year. The young boy received his award from 1984 Nobel Peace Prize winner Desmond Tutu, a South African human rights activist. Kesz's commitment to raising awareness for child safety and health promises a healthier and more productive workforce in the future.

Examples of youth changing the world source:
https://ironline.american.edu/10-youths-changing-world/

Brainstorm ideas, or fine-tune your existing idea:

What is your idea?

#abso-freaken-lutely



Goals:

"A goal without a plan, is just a wish"
Anonymous

A goal is the object of your effort, a desired result.

TIPS:

Ask why you are taking action?
Evaluate what you want and how to get there.
Define your dreams and your goals.
Outline your objectives.
Say YES to your idea!
Be specific & realistic.
Find strategies that specifies how your goals will be met.

What are your goals for your project and how do you plan to achieve them?

Goal 1: .....

Goal 2: .....

Goal 3: .....

Goal 4: .....

Goal 5: .....

Goal 6: .....

What's the plan, how are you going to make your idea a reality?

Step 1: .....

Step 2: .....

Step 3: .....

Step 4: .....

Step 5: .....

Step 6: .....

Perfection is stagnation . . .

Goals

GOAL Setting

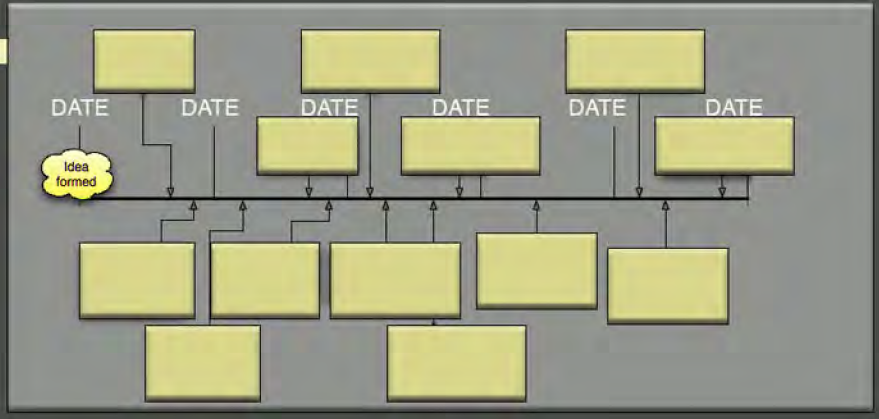
Goal setting steps:

Determine the goal.
Break it down in smaller goals.
Determine your short term goals.
Determine your long term goals.
Determine your end goal.
Adjust your goals periodically.
Make your goals specific.
Make your goals realistic.
Make your goals attainable.
Set priorities.
Keep track of your progress.

WHAT ARE S.M.A.R.T. GOALS?

S	SPECIFIC	Who, what, when, where, why & how?
M	MEASURABLE	How will you know when you are done?
A	ATTAINABLE	Is it realistic?
R	REALISTIC	How does it fit into society?
T	TIME-BOUND	When is your deadline? When will you have reached your end-goal?

Create a TIMELINE



Adeline Tiffanie Suwana

Position: Founder of Sahabat Alam
Country of Citizenship: Indonesia
Organization: Sahabat Alam (Friends of Nature)

In response to a flooding that forced her to evacuate her home in Indonesia, Adeline organized a group of 150 school friends to plant mangroves that would eventually deter damage from natural disasters in her hometown. Adeline's initiative led to the formation of a community group called Sahabat Alam, or Friends of Nature, which is involved in ecotourism activities such as planting coral reefs, reforestation, cleaning marine debris from beaches, and energy development and sustainability.

Adeline hopes to build local and international "environment ambassadors" for advocacy of crucial environmental and climate issues. The passionate Indonesian has represented her country as a youth delegate in several United Nations conferences including the United Nations Environment Programme's International Children and Youth Conference in 2011. The same year, Adeline won the Malaysia-China Chamber of Commerce (MCCC) Golden Green Awards and a $6,000 cash prize. Adeline's organization empowers and educates 15,000 youths nationwide and has the potential to instill a sense of urgency and action in citizens at an early age so that the planet's atmosphere is brighter for tomorrow's youth.

Examples of youth changing the world source:
https://ironline.american.edu/10-youths-changing-world/

Short term and long term goals:

Short term:

1 .....

2 .....

3 .....

4 .....

5 .....

Long term:

1 .....

2 .....

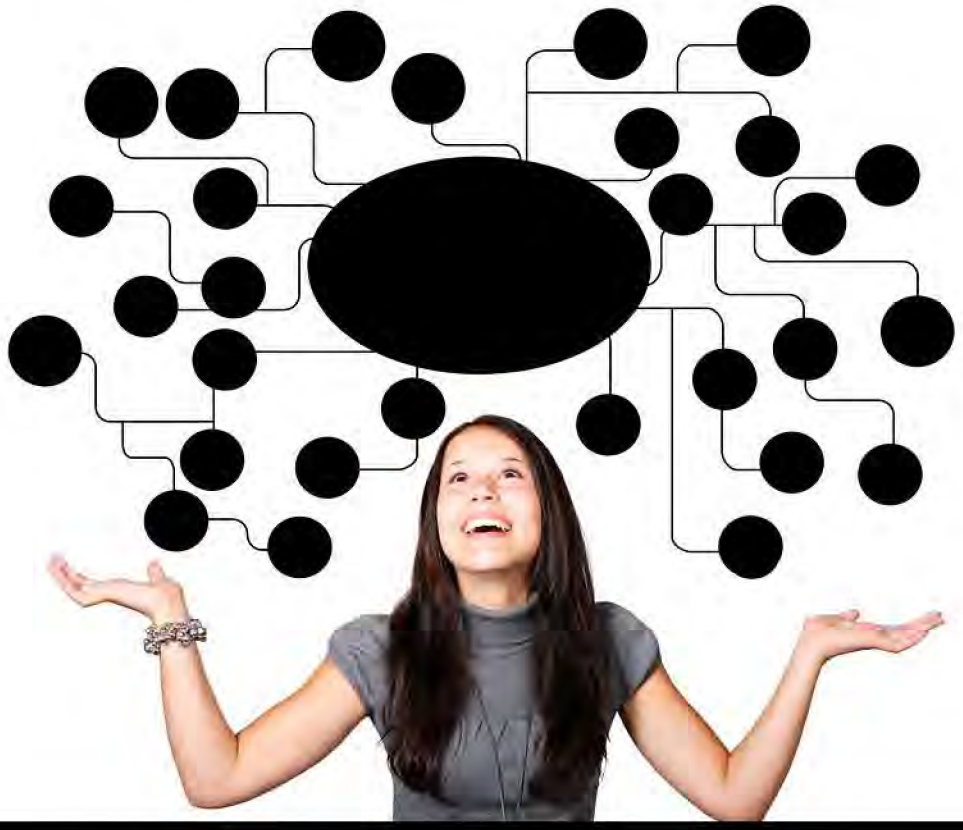
3 .....

4 .....

5 .....

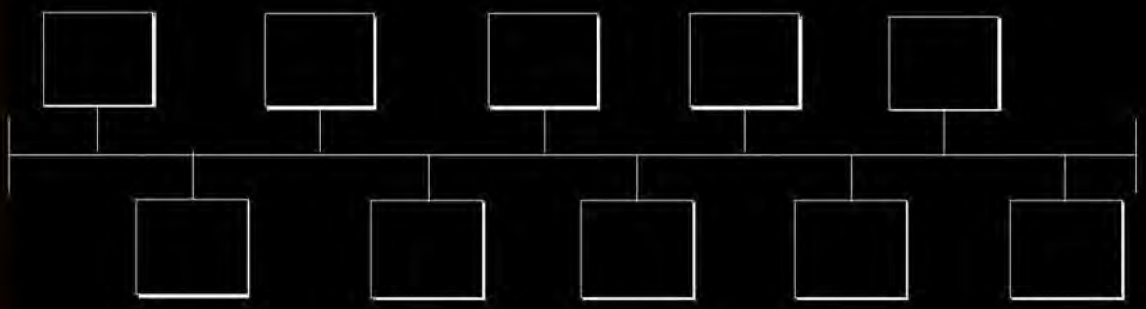
State your end goal!

My end goal is . . .



CREATING A TIMELINE

- Decide what the timeline should include.
- Give your timeline a title.
- Decide which events/points etc. the timeline should include.
- Decide when it will begin en when it will end.
- Lay out your timeline (on paper, on the computer etc.)
- Decide which time intervals you will use.
- Fill the timeline with goals/events.
- Make it creative.
- Add descriptions.
- Finalize your timeline.
- Add & adjust as needed.



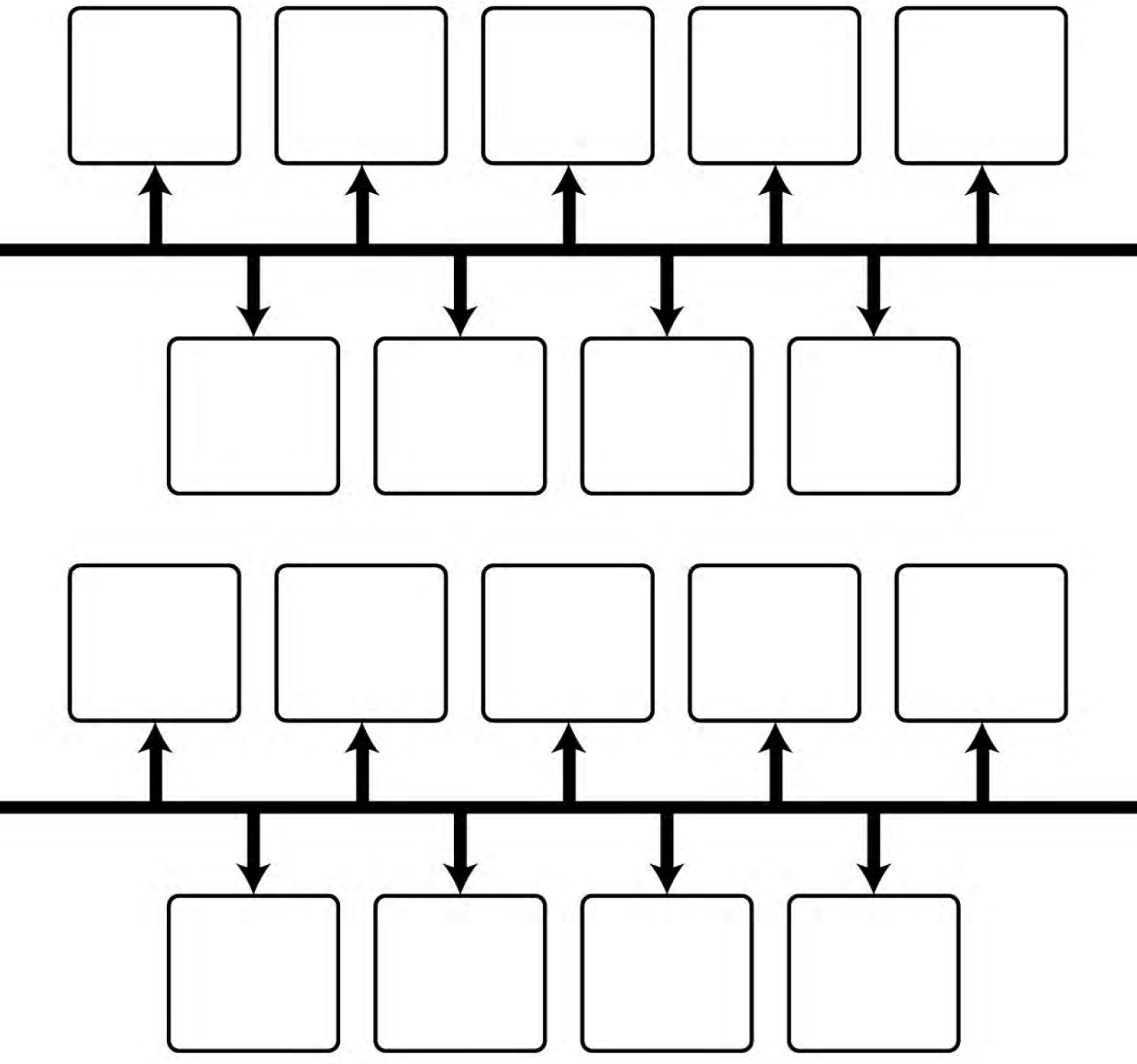
Create a Timeline:

Date	Action

The distance between your dreams & reality is called ACTION!

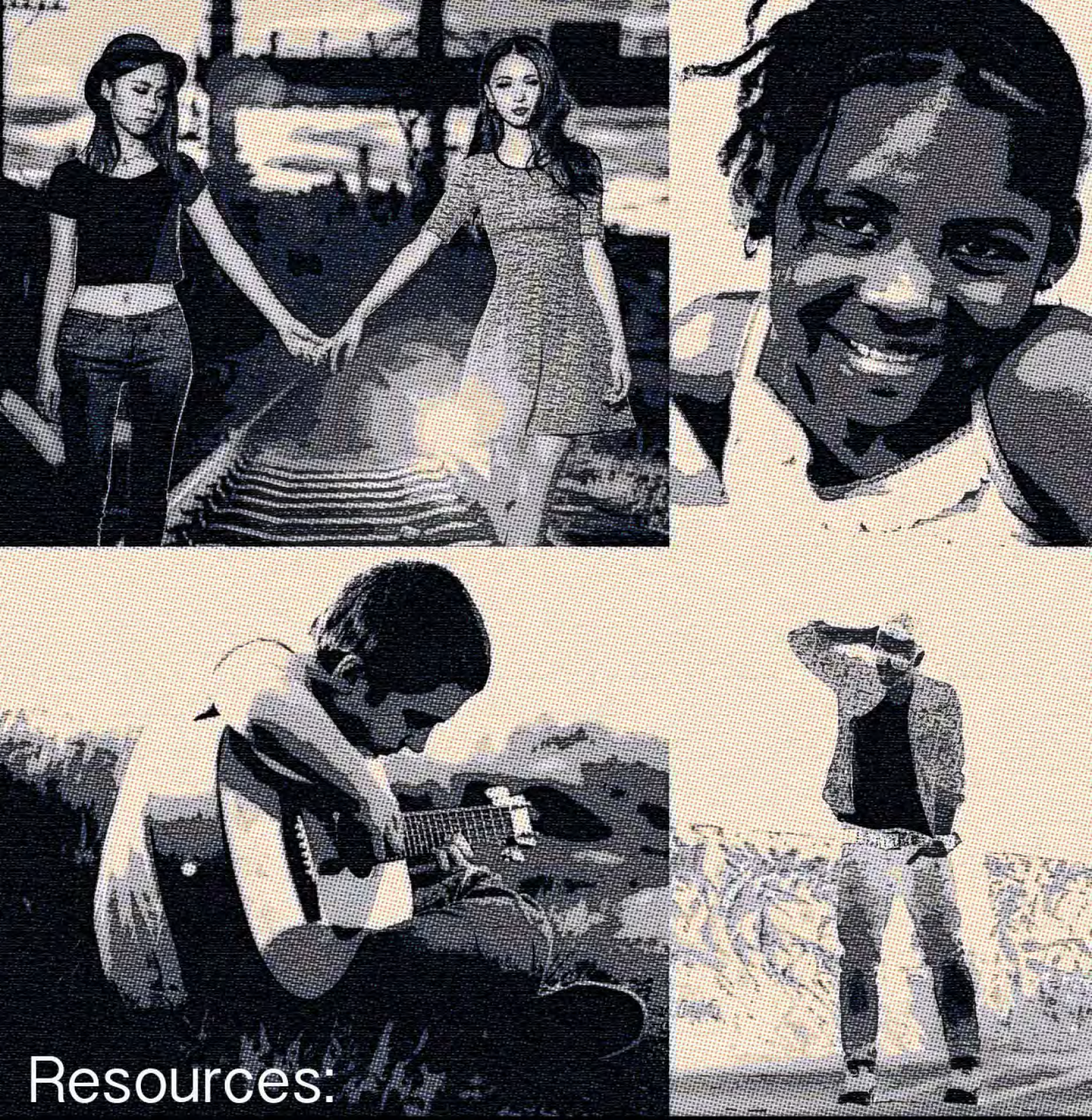
CREATE YOUR OWN TIMELINE

Title _____ Date _____ Name _____



All the resources we need are in the mind.

Theodore Roosevelt



Resources:

"The highest forms of understanding we can achieve are laughter & human compassion"
Richard P. Feynman

Resources are a supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.

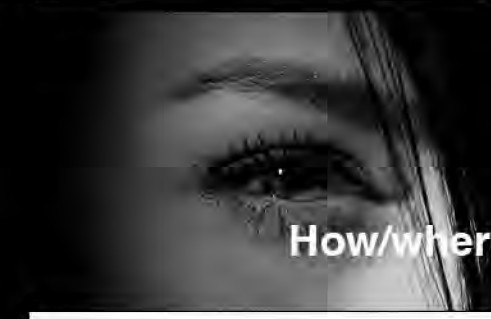
People you can turn into resources you already know:

	NAME:	AREA OF EXPERTISE:	CONTACT DETAIL:
1			
2			
3			
4			
5			

Sponsorships
can come to you
in different ways,
you never know who
is watching you,
so be
Sponsor-ready
at all times!

Resources you have:

Resources vou NEED:



How/where are you going to get these resources?

Will you need money to achieve your goal?

YES ☐ NO ☐

Draw up a budget:

ITEM:	AMOUNT:

Business-y stuff

FUNDING:

Now you get to the part where you need to find funding sources.

You can get funding from:

(a) Sponsorships.
(b) Crowdfunding.
(c) Organizations that provide grants.
(d) Government programs.

Sponsorships:

"I don't believe in charity. I believe in solidarity. Charity is vertical, so it's humiliating. It goes from the top to the bottom. Solidarity is horizontal. It respects the other and learns from the other. I have a lot to learn from other people."
Eduardo Galeano

TIPS:

- Identify Potential Sponsors.
- Look for companies that sponsor other events or activities similar to yours.
- Create a list of potential sponsors.
- Research every company or person on your list.
- Anticipate the needs of each potential sponsor.
- Create a Sponsorship Package.
- Write a mission statement about your project/idea.
- Tell them how it will benefit them.
- Make a good argument for your project/idea.
- Send out the package.
- Follow up.

Your sponsorship proposal/package:

- **Give a summary and focus on the benefits and outcomes for the sponsor. What is in it for the sponsor? (Use bullet points)**
- **Outline the marketing objectives. What do you want to accomplish with your project?**
- **Specify how you will measure the success of the sponsorship relationship.**
- **Include aspects like: who and how many people do you want to reach?**
- **Include the sponsorship amount (if you need money), or what you need from the sponsor, how they can help you.**
- **Include how long the sponsorship period will be (timeframe).**
- **Let them know you are serious. But be polite and follow up.**
- **Include:**
  - **All of your contact details including email, mobile phone, social media and website.**
  - **An opportunity to come and see you in action if appropriate.**
  - **A message thanking the sponsors for their time and consideration of your proposal.**

How will you approach sponsors?

**"If you have come to help me, you are wasting your time.
If you have come because your liberation is bound up in mine,
we can work together."
Lilla Watson**

TIPS:

Pick your platform: Use online crowdfunding websites to start off with.
State your project/idea & goals clearly.
Let people know why they will benefit from supporting your project/idea.
Use social networking.
Make a great video and other graphics.
Tell your story & be enthusiastic.
Communicate.

DID YOU KNOW?

The average successful crowdfunding campaign is around $7,000.
An average campaign lasts around 9 weeks.
Campaigns that can gain 30% of their goal within the first week are more likely to succeed.
https://www.fundable.com/crowdfunding101/crowdfunding-statistics

Are you going to crowdfund & how?

The surest way to corrupt a youth
is to instruct him to hold in higher esteem
those who think alike than those who think differently”

Friedrich Nietzsche

MARKETING

THE POWER OF USING SOCIAL MEDIA TO REACH PEOPLE

How to market your project to other youth:

Work with them, not away from them.

Choose a cool brand.

Keep up to date with social media trends.

Don't take shortcuts.

Avoid spamming, keep it real.

Be adaptable.

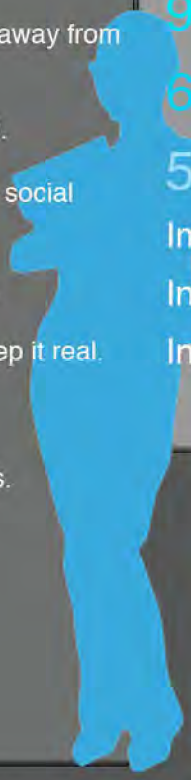
Use images & videos.

Follow up!

Be patient.

Be polite.

Have fun!!



Improved funding.

95% Increase in exposure.

61% Growth in partnerships.

57% Reduction in marketing expenses.

Improved search rankings.

Increased traffic.

Increased insight.

TEENS USING SOCIAL MEDIA STATS:

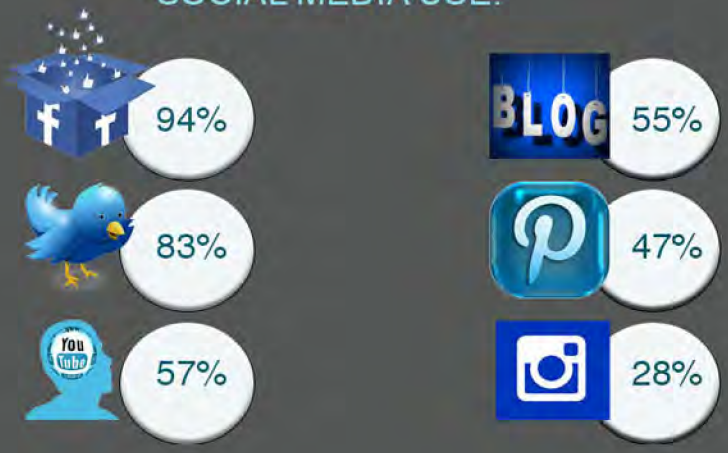
76,4%
Understand issues facing their community.

72,0%
Understand issues facing society.

57,9%
Address issues that affect them personally.

The use of social media increases critical thinking and other skills.

SOCIAL MEDIA USE:



http://www.forbes.com/sites/steveolenski/2015/05/26/5-things-your-brand-needs-to-know-about-marketing-to-teens/#361d721e32a5
http://www.smartinsights.com/social-media-marketing/social-media-governance/social-media-marketing-effectiveness-2014/

HOW visual information impacts us:

4x
more “captioned” text
gets read than regular text

90%
of information is visually transmitted to our brains

50%
of our brains are active in the visual process alone

70%
of our sensory receptors are in our eyes

60 000x
the amount we process images more than text

40%
of all people respond better to visual images

WORK?
IS
JUST
SERIOUS
PLAY!

Saul Bass

DESIGN
IS
THINKING
MADE
VISUAL

Saul Bass

Marketing:

"Creativity is intelligence having fun."
Albert Einstein

TIPS:

Define your vision clearly.
Make it interesting by creating gifs/videos/graphics.
Use mobile advertising or social media.
Use a blogger or start a blog.
Keep marketing strategy short.
Target people interested in your project/idea.

DID YOU KNOW?

71% of teens between the ages of 13 and 17 use Facebook!
52% of teens between the ages of 13 and 17 use Instagram!
Amongst the different online channels that marketers use, Websites proved to be the most effective of all (81%), followed by Email (71%) and Social Media (41%).

https://freely.net/marketing-statistics/

What is your marketing strategy?

Dylan Mahalingam

Position: Founder of Lil' MDGs
Country of Citizenship: United States of America
Organization: Lil' MDGs, Green Your Lives, Sentenced for Life, Coral Crisis: Reefs in Peril, Killer Waves

From a young age, Dylan has campaigned to promote public health in order to improve the quality of life for disadvantaged groups. The teenager has developed websites that raise awareness on going green, caring for endangered species, protecting coral reefs, and taking precautions from natural disasters. Dylan was the recipient of President Obama's Environment Award in 2009 and was later named as one of the 25 most influential young people by Youth Service America (YSA).

The 11th grader is also the founder of Lil' MDGs, a nonprofit organization that believes in the power of the Internet to empower youths to work toward the global Millennium Development Goals. A small group of three has grown to more than 24,000 youth volunteers in about 40 countries. Dylan's creativity and initiative continue to impact development on a grass-roots level.

Examples of youth changing the world source:
https://ironline.american.edu/10-youths-changing-world/

LIVE IN THE MOMENT!

Every accomplishment starts with the decision to

TRY

CHERISH
yesterday
DREAM
tomorrow
LIVE
today

SLEEP LESS
&
DREAM MORE

Live fearlessly!

#beyourself #enjoylife

DANCE LIKE
NO ONE'S WATCHING
SING LIKE NO ONE'S LISTENING
LOVE LIKE
YOU'LL NEVER BE HURT
PLAY LIKE THERE'S
NO WINNERS
BEHAVE LIKE MOM'S WATCHING
GIVE LIKE YOU HAVE PLENTY
AND SMILE

YOU ARE NEVER TOO YOUNG TO CHANGE THE WORLD!

www.green-humanity.com