



iOnPoverty Film Crews

Handbook, Stage Directions & Action Plan

(Wait! Let's not get off on the wrong foot. This handbook is about getting involved, leading, making a difference, networking, mobilizing, organizing, etc., for economic justice. It is not about making a film, doing an iOnPoverty conversation or appearing on camera. We use the "filming" metaphor because, well, iOnPoverty produces online videos about working for economic justice.)

**To Get Connected to the Movement,
Here's What You Want to Know
When You Need to Know It**

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Dear Whoever You Are (or Aren't):

Writing an organizing handbook is a pain in the ass.

For starters, we don't know anything about you. Are you on campus starting your first student group or a young professional involved with lots of civic organizations? Are you a seasoned veteran or a newbie? Do you want to raise funds for your anti-poverty project or find a career in the economic justice movement?

Bottom line:

- Pick and choose what works for you.
- Experiment. These tips are based on just our experience.
- Have fun. iOnPoverty is about commitment, not martyrdom.

Yours for Economic Justice,

Jonathan

Jonathan C. Lewis
Host/Founder

Chantal

Chantal Sheehan
Executive Producer/President

P.S., but really important. Special thanks to Colette Kessler, So Young Yoo and the KIP Solutions social media team for smart-thinking feedback. Now it's your turn. Tell us what you learn. At Facebook or Twitter (@iOnPoverty), we want to hear your story so the next version of this Handbook is better!

Who Are You & Why Are You Reading This?

iOnPoverty is a lot more than online videos about working for economic opportunity and justice. We are also a community of like-minded change agents.

What we do matters. It matters to families living in poverty. And, it matters because of what it says about you and how you feel about yourself. (And, hey, it's awesome!)

We are a movement for economic justice. You, we, us, together.

iOnPoverty is about people who make things happen. We are zany, edgy, irreverent, but the work is urgent.

This Handbook assumes you are ready to take action against the horrific reality of grinding poverty and the unfair burdens which plague the poor. That is the iOnPoverty starting point.

It *also* assumes that you actually want to do something. Most likely you are either:

- a student who wants to partner with iOnPoverty to raise funds for an anti-poverty project
- a young professional who is just starting out
- someone who wants to spread the iOnPoverty message, or, well....

We really have no idea what motivates you, but we are in this together.

iOnPoverty is for doers, not viewers. Taking action *for* economic justice and *against* poverty is what it's all about.

Let's get to it.

iNDIVIDUAL Action Hero Roles

When you picked up this Handbook, you pretty much outed yourself as a member of the economic opportunity and justice movement. Inside you – inside us all – lurks the desire to right the wrong of global poverty.

Later in this Handbook are suggestions for mobilizing others. But, first, some stuff you can do solo:

The Audition (so we can stay in touch, work together, etc.):

- Subscribe to iOnPoverty e-news (www.iOnPoverty.tv)
- Follow iOnPoverty at Twitter (@iOnPoverty; #iOnPoverty)
- Like iOnPoverty on Facebook. Share the love.

The Plot (make a difference right now):

Whether you purchase a single video collection or became an iOnPoverty member, you are advancing economic opportunity and justice four ways:

- You are educating yourself about building a career with a conscience.
- You are helping make the videos free for everyone. When we reach 12,500 views and cover our costs, then the videos are free to the public!
- You are financing free videos for social change leaders in the developing world. Watch one and give one.¹
- You are supporting iOnPoverty's work and adding value to our growing community.

The Actor (be the voice of change):

- Speak out at Facebook or Twitter. What did you learn? What turned you on - or off -- about a particular Pathfinder? Give it to us straight.
- Do your friends a favor. Tell them about iOnPoverty.
- And, of course, of course, share your story, your plans and your thoughts with us on Facebook and Twitter.

¹ Here's the deal: The basic fee to watch a video includes paying to distribute free iOnPoverty memberships to social change leaders with limited funds in the developing world. In the beginning, English-speaking social entrepreneurs are getting iOnPoverty videos, but – as soon as we can afford it – we intend to dub the videos in Spanish, Chinese and Arabic (just to start).

Lights, Camera, Call to Action

iOnPoverty has two parts:

- To serve the cause of economic opportunity and justice (raise money, educate your community, raise hell, etc.).
- To build your support network for sharing job and internship tips, improving skills, overcoming challenges and helping each other find the coolest way to apply your talents to fighting poverty.

You need allies. You need a Faux² Film Crew.

Poverty is a colossal problem, but fighting it doesn't have to be overwhelming. Activate others so the work is easier and more awesomely rewarding. And there are side benefits like laughing together at good (or bad) jokes, hanging out with people with your values, maybe falling in love, hearing about a cool job, scoping out the best hot dog stand³ and more.

Define success simply. Be concrete and be realistic. Four action ideas:

1 - Possibility Parties

Throw a kickass, full-on party with a purpose. And the purpose is changing the world.

You already know how to host a party. To flip it into a Possibility Party, you need just three things:

1 - At the front door ask guests to sign up to see a free⁴ iOnPoverty video. Set up a laptop to get it done on the spot. (The morning after, people forget, never call...)

2 – Hook up (no, not that kind of hook-up!) your computer to a TV and continuously play iOnPoverty videos. Let the conversations evolve (or, depending on who you invite, devolve). It's fine if no one pays attention; it's a party, not a political rally.

3 - Don't ask for donations, make a speech or otherwise ruin the festivities. Do pass out leaflets with an iOnPoverty promo code so you get the credit and the money (see Royalties section in P.S. #1).

² Faux is not French for foxy, although iOnPoverty activists are totally hot. Faux means fake.

³ Perhaps you are unaware of our Host's obsessive hunt for the world's best hot dog eating experience. It is totally unimportant, except to him. We relish reminding him of that.

⁴ If you haven't noticed, when anyone signs up at the website, iOnPoverty says "thank you" with a free Pathfinder Collection. Click on *Now Playing: Free Videos*.

2 - Put Your Finger on Digital Communications (get it?)

It's all about social media. You know it, we know it, everyone knows it.

Our online outreach is likely the ONLY way your friends and family will find out about you and the iOnPoverty movement. It's how people hear about videos, sign up for our e-news, give us feedback, submit Pathfinder nominations, share innovations and send Jonathan updates on their favorite hot dog stands.

Mount an e-mail, Twitter or Facebook campaign to reach people who might not know about iOnPoverty as a career resource. Blog, blog, blog. Stumped for messages? Check out our Twitter feed @ionpoverty or our Facebook page for how we think about these issues and what we all can do.

You'll notice that our posts and feeds include tons of job, internship and volunteer info. We hear that's a good thing, so we'll keep doing it. Meanwhile, we hope you'll use #ionpoverty and @ionpoverty to tell us what you think of the videos, the Pathfinders, life, love, etc. We are a crowdsourced, community-supported effort. Our stuff is only as good as you help make it. So send folks in your network to ours and let's grow the movement together.

Remember: by using social media to spread the word, you are "democratizing access" to social change!!!!

Tip: Be a resource. Don't push a viewpoint. Share information about poverty alleviation jobs and how to get involved, locally or globally.

3 - Show Time

Educate your community about careers changing the world. No need to preach or pitch for donations. It's about jobs with meaning.

- Organize a teach-in with guest speakers and experts
- Speak before organizations of young professionals and students
- Appear on a local community access TV channel or a radio talk show to discuss how young professionals use iOnPoverty to step up to the anti-poverty challenge
- Write a guest column for the local rag or student newspaper (you can bet that with unemployment among young people so high, the topic is hot, hot, hot)
- Leaflet at community gatherings (farmers' market, political events, book stores, Occupy rallies, youth job fairs, human rights film festivals, art openings...wherever people of conscience gather)

Whichever you select, remember to give your audience something to do (doers, not viewers – that is iOnPoverty's mantra). The easiest asks:

- Subscribe to the free iOnPoverty e-news (www.iOnPoverty.tv)

- Sign up for an annual membership (see Royalties section in P.S. #1). Hand out iOnPoverty membership enrollment leaflets with your Crew's promo code and take a laptop to enroll new members immediately.

4 - Economic Opportunity & Justice Jam

Crowd source your economic justice career. Involve your friends. Tell us on Twitter or Facebook what you are talking about and reading on poverty, power and prosperity.

To get jumpstart your conversations, Jonathan's Fab 5 books (no obvious bestsellers and no books on hot dogs):

- *Last Orders at Harrods: An African Tale* by Michael Holman. Satiric novel about poverty and power. Humorous, readable, empathetic, but never paternalistic, portrayal of the poor.
- *Social Entrepreneur's Handbook* by Rupert Scofield. A practical toolkit for activists pursuing careers in the world of social change.
- *Travels of a T-Shirt in the Global Economy* by Pietra Rivoli. A hard-hitting book about wasted taxpayer dollars and unfair market competition that simultaneously screws American consumers and poor subsistence farmers alike.
- *Poverty Capital* by Ananya Roy. Thoughtful, probing look at the economic development industry and microfinance. The author thinks like an academic and writes like a poet.
- *The Big Necessity* by Rose George. Compelling and repelling, "the unmentionable world of human waste and why it matters" gets to the heart of the global public health challenge. A colonoscopy about changing the health, dignity and living conditions for 3 billion people.

And, five chat topics we "borrowed" from Jonathan's on-air crib sheets for provoking Pathfinders:

- Why the world I refuse to accept or sanction pisses me off...
- My personal plan to live an honorable life in a dishonorable world...
- Most memorable advice that I have ever received...
- Pro or Con: *who is i?* at the iOnPoverty website speaks for me...
- What I wish I knew about changing the world...

POSTSCRIPT #1

Setting the Stage

Lofty ideals are not enough. Wanting to do good is one thing. Doing it effectively is another. When we hold ourselves to lesser standards, it disrespects the impoverished whom we seek to empower. These organizing tools will increase your impact.

Recruiting for Change

Seven to nine members is the sweet spot for a cohesive, collegial Film Crew. A tight group makes coordinating things easier. A large Crew doesn't always translate to a more successful one because you can easily lose the "personal touch." Focus on the quality and commitment of your Crew members, not large numbers.

- Start by talking with your friends, classmates, office colleagues. The shocking truth – wait for it -- is that no one is *in favor of* economic injustice. Most people are bystanders because they don't have a clue about how to get started on their own journey to justice.
- Ask anyone and everyone. It is so much more interesting (and fun!) if your Crew is energized by diverse backgrounds and outlooks.
- Make your request person-specific. Ask people about their skills, talents and interests. Ask them to use those skills ("hey, Fred or Francine, I hear you write well...will you blog for us?").
- Be honest about the time commitment. Everyone is busy, so set expectations ("Will you commit 3-4 hours per week for just two or three months?").

Royalties (\$\$\$) and Shareware

iOnPoverty is a low-budget, grassroots nonprofit operation. We get that you need money to get things done, fund your work, etc.

To raise funds for your anti-poverty projects (and, let's be practical, basic expenses), iOnPoverty has a sweet revenue sharing plan. Faux Film Crews, anti-poverty nonprofits, student/campus groups, NGOs, social enterprises, religious institutions, etc., get \$10.00 per membership sold. Ask for your membership promo code.

We also can send you pre-done ads (color or black&white), leaflet designs, etc. Just ask and we will send you what you need. After you customize it for your local event(s), any printer will do.

Marquee Signage

Signs for tables, rallies, meetings, etc. are pretty much a necessity. Do your own thing, but here are a few signage slogans that we thought up:

- Careers with Conscience
- Jobs for Justice
- Mission Possible
- Our Time Is Now
- Recruiting Your Values
- Work with Meaning

Dress Rehearsals (tips for magnificent meetings)

- Plan ahead. Rambling meetings are boring and waste people's time.
- A one hour meeting is plenty. Make it a felony offense to go longer.
- Respect everyone. Every perspective or question is valid. However, opinions without tangible performance are useless generally and absolutely useless in the economic justice movement!
- Delegate. You can't do it all. Plus, your Crewmates will swiftly become apathetic when their talents are unused or their time wasted.
- Give credit where credit is due. Shout out achievements. A desire to serve others is great, but people also need a pat on the back. Emphasize what you've accomplished as a group and applaud individual contributions. Hand out titles, gold stars, recognition rewards or condiments.⁵
- Stay upbeat. Sometimes, things go slow or badly. Let's be honest: It is disappointing when Film Crew members or others let you down. Tenacity and toughness are part of the social capital of the poor so why not make it yours too?
- Don't confuse words with deeds. Sometimes, we all use common words, humor, generalizations, shorthand and politically incorrect phrases to describe the impoverished and poverty. Set a tone of giving everyone the benefit of the doubt. Make your Crew about alleviating poverty, not fretting over what to call it.

⁵ Condiments are not misspelled compliments. Condiments are foodstuffs, like mustard packets for hot dogs.

POSTSCRIPT #2

Campus Credits

Organizing college students requires some special tricks. Here is a list of reminders, ideas, notes, suggestions, hints -- all compiled by student members of iOnPoverty:

To recruit allies, check out classes on social entrepreneurship, public policy and social justice. These students are basically pre-selected for interest in iOnPoverty and careers in economic justice.

If you are starting a campus club, you need specific skills, talents and roles filled: President; Vice President (the president's alter ego and body double); Secretary (takes minutes at meetings and manages internal communications among members); Treasurer (keeps track of revenues and expenses); Communications Director (uses Adobe Photoshop to create flyers and manage the website or Facebook page); Public Relations Manager (publicizes upcoming events).

Register your organization or club with student government or at the student union. And, check into available funding from your student union.

Create a Facebook page so other students can find and communicate with you. Connect your Facebook page to the iOnPoverty Facebook page and website.

Plan a realistic schedule for the semester. Events don't have to be grandiose. Even small, cozy discussions on social change careers are great. Start off the school year with a quirky icebreaker – hang out with friends, make new friends, build a community.

Some ideas for club projects:

- iOnPoverty Movie Nights. As a new iOnPoverty video gets posted, watch the full version together. Talk about it! Popcorn advised.
- Economic Opportunity Internship Fair. Recruit economic justice organizations that offer internships. Collaborate with the university career center and other student groups in your university if you need help.
- Poverty Teach-In or Lecture Series. Involve professors, experts and guest speakers as well as students. Play iOnPoverty videos before and after the talks. Recruit new iOnPoverty members.

To get the word out, make short announcements or leaflet at meetings of relevant student groups or at lectures about poverty and social justice. Ask the faculty advisors of relevant majors (like development studies, global poverty, social justice, etc.) to add a simple note about your event(s) in weekly emails or in class.