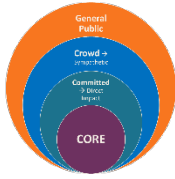


Step 1: Getting Started

Science Facts and Analysis from Science for Georgia



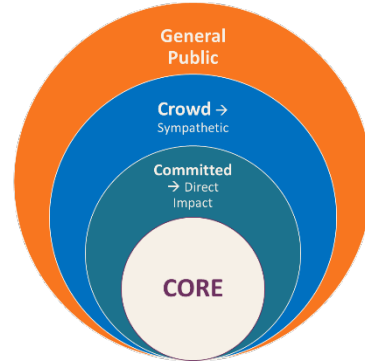
Advocating for change involves growing from a *core* posse of dedicated change agents to *general public* support. You grow organically by reaching out to people you know and by crafting a simple message around the problem and solution that has broad appeal.

1. Getting Started with a Core “Posse”

To get started you need to understand your current problem and then have conversations with those closest to you who have reason to share your concerns. This includes family, friends, neighbors, and others who live near you.

As your *core* posse/squad/team forms, create a shared list of concerns. Our voices are stronger together!

Keep track of your core group: have everyone write down their names, assign tasks, define a regular meeting (i.e. weekly) to keep things rolling, perhaps start a group chat to keep the conversation alive and in everyone’s minds.



Name	Contact Info	Primary Concern

Step 1: Getting Started

Science Facts and Analysis from Science for Georgia

2. Create a growth “Elevator Pitch”

To grow to a committed group of individuals, you need an elevator pitch. Imagine you’re on an elevator with a stakeholder. Can you explain your position to her before your elevator reaches the next floor?

You need to cover three things.

1. What is your problem?
2. Why is it a problem?
3. What is the solution to the problem?

To boil it down to less than three sentences – go through the following exercise with the core group

1. Write a paragraph that encompasses problem → so what → solution.
2. Now say it in three key sentences.
3. Now say it in five words. This is your **north star**. Keep this top of mind as you continue to grow your outreach.
4. Now use your north star to create a 30 second or less pitch that ends with “will you join us in working toward this solution?”

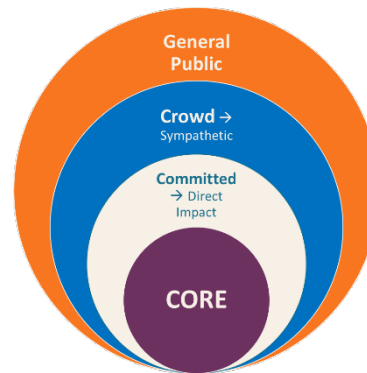


Step 1: Getting Started

Science Facts and Analysis from Science for Georgia

3. Grow to a “Committed” Posse

Crete a list of people who have a same and/or similar problem. Reach out to these people. Use your elevator pitch to get them to join your posse as part of the *committed* group.



Person / Group	Why they care



Step 1: Getting Started

Science Facts and Analysis from Science for Georgia

4. Understand Impacts and Solutions

Bring the *committed posse* together. Brainstorm a detailed solution. Previously your solution may have been “save my piano farm” but now you need a solution that includes a thing to do and a way to do it. Outside your *committed posse*, people are too busy to do anything other than follow directions.

Examples:

Thing to Do	Way to Do It
Save our musical farms.	Pass a bill to remove the instrument pollinator buffer.
Train all scientists in communications.	Require training as part of NIH / NSF funding.
Reduce food waste.	Encourage people to participate in Leftover Thursdays.

What do you want to do?

How will you do it?

Brainstorm with them why the greater community would care. Why would people who are not directly impacted by your problem be sympathetic to your cause? Think about the direct effect of this problem on your livelihood, health, environment, wellbeing, etc? Other people can easily relate to needing to make a living or be healthy or educate their children.

What are the benefits of your solution that would resonate with the general public?

Why would people be sympathetic to your cause?



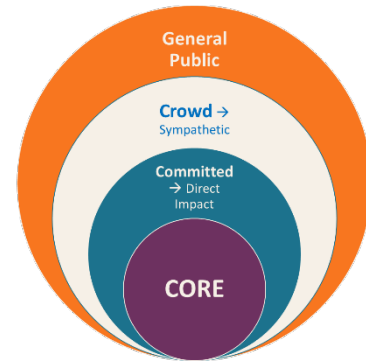
Step 1: Getting Started

Science Facts and Analysis from Science for Georgia

5. Get the “Crowd” Involved

Now craft an elevator pitch that includes you problem → so what → solution and ends with – “will you help us support <thing to do> by <way to do it>?”

1. Problem
2. “So What”
3. Solution
4. Benefit of Action
5. Thing to Do
6. Way to Do It



Elevator Pitch for the “Crowd”

6. Getting to the General Public

Next video and worksheet will cover how you use this “crowd” to get decision makers and the general public to support your cause.

