

ACTION TOOLKIT

CoalitionWILD believes in the ability of this generation to generate change. This toolkit provides some key resources to begin that journey.

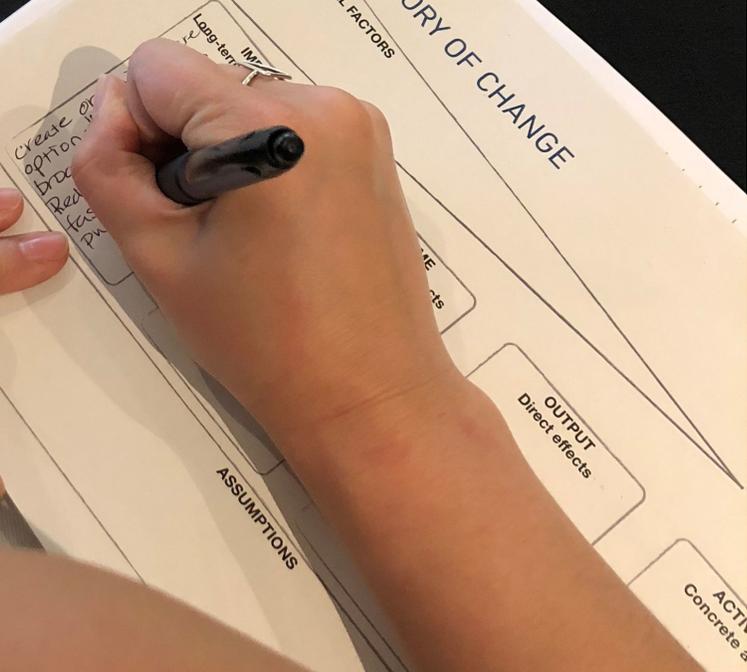


GALVANIZING
CONNECTING &
EQUIPPING YOUNG
CHANGE-MAKERS

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I want to work with a small passionate self-driven team in order to change, influence the fashion industry through building a model (PP1 / level influence) others to follow.

YOUR THEORY OF CHANGE



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MESSAGE



CRISTA VALENTINO CO-FOUNDER, DIRECTOR

Isolation, burn out, insecurity, and inaccessibility to resources should never be a reason for failure – especially for passionate and driven young people who have a vision for a better planet. But this is the reality that we as a generation are facing, and that I myself have been battling since founding CoalitionWILD four short years ago.

In these last four years, I have spent countless hours questioning my purpose, my worth, and my dream. I have Googled more "How To's" than I'd like to admit and consistently scour the internet looking for templates and examples to base various projects off of. I threw a lot of bad ideas against the wall and just hoped that one would stick...and when one did, I scrambled to figure out what I should do next.

Through patient mentors, generous peers, and a lot of trial and error, I've started to get the hang of this whole thing. I've become more comfortable asking questions, and experience has helped me jump a few places ahead each time we begin a new endeavor. I have also become aware of the early warning signs of burn out and how to stave it off (hint: it involves a lot of time in the mountains without a device).

Most importantly, perhaps, is that I've learned that I have a LOT to learn.

That being said - I also have some insights to share. That's why CoalitionWILD continues to be based off my own life experience and what I wish I had access to in those early days.

Our hope is that the resources we provide, the mentorship we facilitate, the webinars we offer, and the supportive network you will tap into will fast-track your knowledge, growth, and success.

I strongly believe that the greatest solutions to the challenges our planet faces lives in the minds of each of you. Let's discover and build those solutions together. You provide the passion, and we'll provide the rest.

For the wild,

PS - Much of this toolkit is adapted from CoalitionWILD Co-Founder D. Simon Jackson's "Toolkit For Action." Check out his recent work at www.ghostbear.org. Thanks, Simon!

ABOUT COALITIONWILD



COALITIONWILD GALVANIZES, CONNECTS AND EQUIPS YOUNG CHANGE-MAKERS TO TACKLE OUR PLANET'S GREATEST CONSERVATION CHALLENGES.

We work to elevate and drive forward innovative and inspiring projects by offering the connections, opportunities and tools to do so. When young leaders work in isolated settings, without advice or encouragement, it is difficult for them to sustain valuable efforts over time. CoalitionWILD uses mentorships and peer-learning to develop and expand young conservation leadership, increasing the capacity of the next generation to solve conservation problems, now and in the future.

Threats to nature exist on all continents, and young people are organizing to bring immediate and necessary solutions to their local communities. Often they work alone, without formal education or connection to broader networks that provide encouragement, advice, and resources.

CoalitionWILD is surfacing and sourcing young leaders (under 35) on the edge of making a difference and is propelling them to their full potential as change-makers for the benefit of nature.

Over the last four years, CoalitionWILD has built a network of over 10,000 members, including Project Leaders from 52 countries. We have offered opportunities to enhance and advance member projects and amplify voices via initiatives such as the #NatureForAll Greenhouse, in partnership with Parks Canada, and the Pushing Boundaries Challenge.

CoalitionWILD continues to partner with the United Nations Environmental Program to offer the Young Champions of the Earth Initiative, providing focused support, funding, and a spotlight onto innovative and world-changing young leaders.

In 2017, CoalitionWILD partnered with the United States Department of Interior to launch a year-long Global Mentorship Program that paired 24 participants from around the world.

Our world urgently needs next generation leaders who are prepared to tackle conservation challenges in their communities & abroad. CoalitionWILD is developing those leaders.





6 CRITICAL TOOLS FOR ACTION

#1: PASSION

If you are interested in a particular cause, it is important that you care passionately about the issue. Passion is critical in order to convey your message genuinely and authentically. More importantly, passion is imperative to keep you going through the hard times!

What we like to think is if working on a particular topic makes you forget to eat, sleep, or poop, then you're probably wildly passionate about it - and that's a good thing!



#2: FOCUS

It's important to focus on one single issue rather than several. To truly make a difference, you need to be able to give your undivided attention to one issue and learn everything there is to know about it. If you get involved in too many things, your attention and focus will be fractured and as a result, you will be more of a hindrance than a help.

This does not mean you shouldn't become informed or engaged in various causes that you believe in. But in terms of **leading** an initiative - **focus on one.**



#3: RESEARCH

The first crucial step to becoming involved in a cause is **education**. Begin by contacting different individuals from **all sides of an issue** and ask for information. If you have more questions, don't be afraid to ask! It is important to get the whole picture with as little bias as possible in order to fully understand the issue.

Once you have a basic understanding, start spreading the word and continue your own research - you can never know too much. The more you know, the better chance you have of being a major force in the decision making process.



#4: ASK

Never be afraid to ask questions or try for the impossible. The worst-case scenario is 'no,' and the best case is 'yes' - either way, you will never know until you ask.

Prior to making your ask - regardless of if it is a question, a request for goods or services, or a meeting - educate and prepare yourself on all areas of the topic. Then, remember to **ask for what you want, NOT for what you expect to receive.**

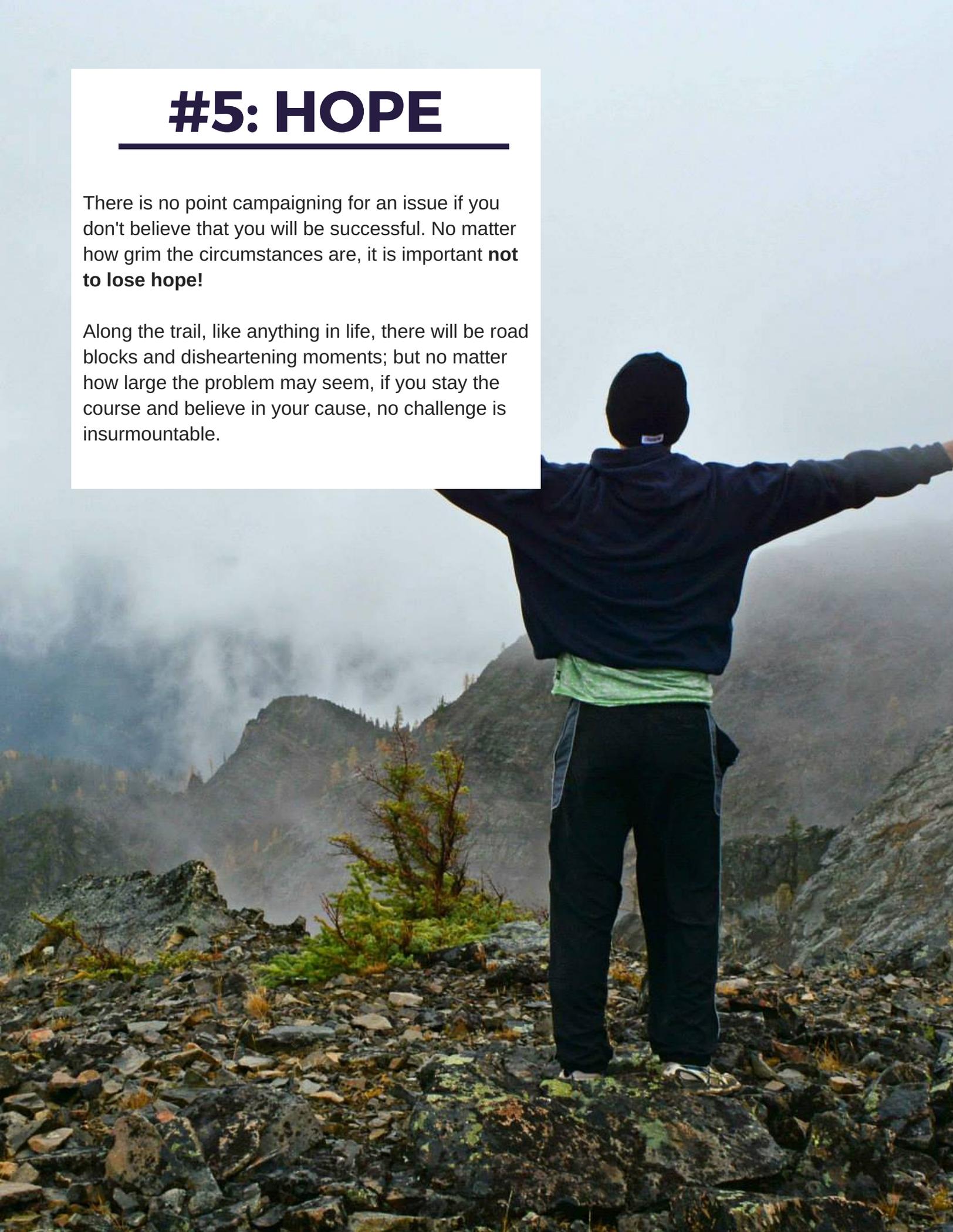
Most importantly - always follow up with a gracious thank you regardless of what the answer is.



#5: HOPE

There is no point campaigning for an issue if you don't believe that you will be successful. No matter how grim the circumstances are, it is important **not to lose hope!**

Along the trail, like anything in life, there will be road blocks and disheartening moments; but no matter how large the problem may seem, if you stay the course and believe in your cause, no challenge is insurmountable.



#6: ONE

One person can make a difference for all life. This is the most important lesson to learn and the most important lesson to teach.

You have the ability to be the example. You can have an impact on your life, your community, and your world. Small, consistent actions are what drive change. You have the ability to inspire others into action.

We believe in you. Remember to believe in yourself.





**6 HABITS OF A
HIGHLY
EFFECTIVE
SOCIAL
ENTREPRENEUR**



#1: DEVELOP SOLUTIONS

Successful social entrepreneurs might be motivated by environmental or social issues, but they don't focus on these problems when they are working to gain support. Instead, they focus on solutions to engage others and create excitement. Often these solutions are in the form of a product or service.. Successful social entrepreneurs talk "value propositions" not mission statements.



#2: MEASURE OUTCOMES

Social entrepreneurs know exactly how their solution benefits people or the environment, and they measure their success by their impact, not by their good intention. They know the difference between **outputs** (which measure your effort) and **outcomes** (which measure the impact of your effort). They measure outcomes so they can know and show the real difference they are making.



#3: ESTABLISH CHANGE MODELS

Whereas businesses find systematic ways to generate profit, social entrepreneurs find systematic ways to create change. They find formulas for change (also known as change models) that can be repeatable and scalable. This allows them to focus on the essentials and bring change to as many people as possible.



#4: PRACTICE INCLUSION

Social entrepreneurs know social change is complex and much more difficult than getting people to buy your can of soda. It often requires behavior and/or system change. To achieve that type of impact, you need understanding, empathy, and collaboration. Social entrepreneurs succeed when they include others in the design, production, distribution, and evaluation of their solutions.



#5: LEVERAGE ASSETS

The vast majority of social entrepreneurs have to bootstrap their way to success. So you don't start with "business plans," you start by creatively leveraging your assets - which include people, skills, resources, organizations, and networks. When you can demonstrate some success or achieve impact with what you already have, you can then convince others to help you scale.



#6: THINK LONG-TERM

Small change is easy. Big change is hard. To have meaningful impact on a problem, you need long-term thinking. That means thinking about how solutions can last, how ventures can sustain, and how outcomes can scale. This is what differentiates short-term projects from long-lasting ventures.



THE FIVE WHYS

TRY THIS SIMPLE EXERCISE TO FIND THE ROOT CAUSE OF AN ISSUE:



1. State the problem you are trying to address.
2. Identify an indicator - something that tells you there IS a problem.
3. Ask why this is the case.
4. For the reason you just gave, ask why this is the case.
5. Again, for this reason you just gave, ask why this is the case.
6. Again, for this reason you just gave, ask why this is the case.
7. One last time, for the reason you just gave, ask why this is the case.

By the time you get to the 4th or 5th why, you might see something that resembles a root cause.

BEFORE YOU BEGIN:

1. There can be many root causes. Try to identify one at a time.
2. Root causes don't have to be universal. They can and often are very specific to a community.
3. It's tempting to offer multiple explanations for something. You might want to say something is happening because of x and y. However, for this exercise, choose one explanation - the one you think is MOST important.
4. Ask a friend, teacher, or mentor to do this exercise with you. The best way they can help you is to repeat your answers back to you.

EXAMPLE

Problem: Climate Change

Indicator: Carbon dioxide (CO₂) levels in the atmosphere are rising.

Why: Coal powered plants are pumping more CO₂ into the atmosphere.

Why: We are relying on coal to meet our increasing energy needs.

Why: Coal is still the "cheapest" source of energy.

Why: Clean sources of energy have not been properly developed.

Why: There isn't enough investment or market demand for clean energy.

(ROOT CAUSE!)



**MESSAGE
WITH
SUCCESS**

Challenge Plot

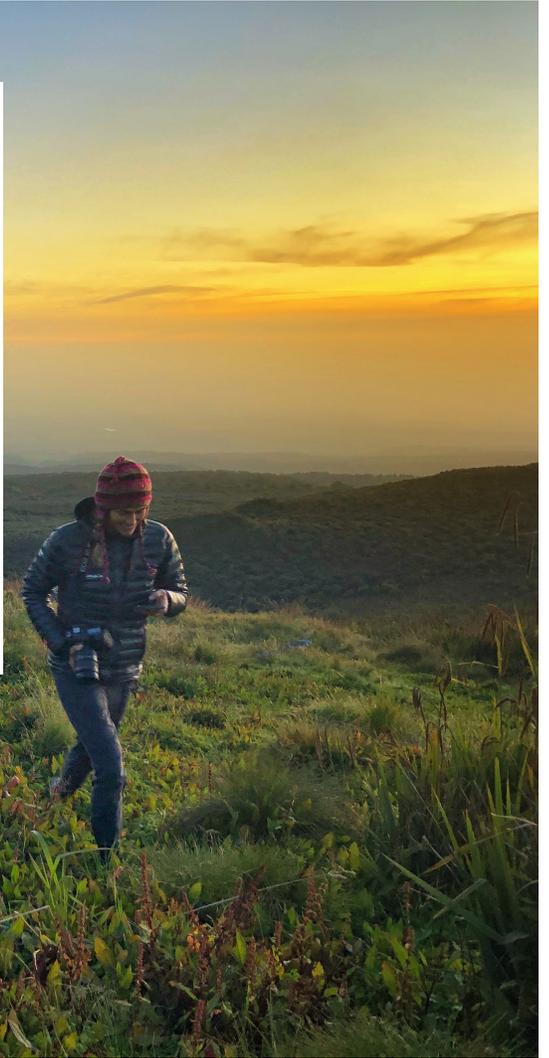
Someone overcomes a difficult challenge

Creativity Plot

Someone comes up with a brilliant solution or something truly out of the ordinary.

Connection Plot

Someone makes an unlikely connection with someone else.



DO YOU HAVE AN INSPIRATIONAL STORY?

Does someone overcome a difficult challenge?

Does someone come up with a brilliant solution?

Does the project bring together people who are usually worlds apart?



If you answer YES to any of these questions, then you have a powerful story waiting to be told!



TARGET AUDIENCE

A **TARGET AUDIENCE** is a segment of the population that has a specific opportunity to take action on the problem you have identified. It may also be a segment of the population that is *specifically* affected by the problem you have identified.



The odds of hitting your target go up dramatically once you identify it. Choosing your target audience(s) is important as you begin building your project, campaigning for support, and addressing various stakeholders.

Who will you target and why? What do you want them to know, feel, and do?
What specific behaviors do you want them to change or adopt?
What are the barriers to change?

ANSWER THE FOLLOWING QUESTIONS:



What or who are the drivers directly causing the problem?

Strategically, what audiences do you want to target?

Are there people who can influence who or what is causing the problem?

Which audiences can help you achieve long-term behavioral changes?

What are the barriers to getting your audience(s) to change their behaviors?

What motivates the current negative action/behavior?



OUTREACH TOOLS AND TACTICS

There are a range of options when considering outreach tools and tactics. Each captures a different audience in a unique way. The most successful campaigns are those that combine multiple tools across a range of audiences with exciting and innovative messages.



#1: MASS MEDIA

News releases . Advertisements . Social Media . Fact/Tip Sheet . Op-eds . Direct Mail . Interviews . Earned Media

#2: EVENTS

Public Presentations . Demonstrations . Contests . Workshops or Forums . Roundtable Discussions . Tours or Fieldtrips . Awards or Ceremonies . Open Houses . Meetings

#3: EDUCATIONAL MEDIA

Social Marketing Campaigns . Reports . Surveys . Publications . Advocacy Campaigns . Exhibits . Posters/Brochures/Flyers . Curriculum

Before you start, you must create a goal for your outreach campaign, identify the audience you'd like to reach, and develop your message.

Consider the following questions:

ARE YOU TRYING TO GET PEOPLE TO DO A SPECIFIC, CONCRETE ACTION?

TRY



SOCIAL MEDIA MARKETING

DO YOU NEED TO CHANGE POLICIES AND LAWS?

TRY



ADVOCACY CAMPAIGNS AND SOCIAL MARKETING

ARE YOU TRYING TO INFLUENCE VALUES & ATTITUDES?

TRY



EDUCATIONAL MEDIA AND EVENTS



**MAKE
IT
COUNT**

MEASURING OUTCOMES



We all want **proof** that our work makes a difference, however small. Funders and donors want to see it, volunteers want to see it, and **WE** want to see it. We want to know that all the time and effort we put into our project is paying off.

That's why it's important that we measure outcome.



ONE MAIN QUESTION

Measuring outcomes involves asking one main question:

What change has occurred because of your work?

Outcome **ISN'T**: amount of money you raise for education.

Outcome **IS**: number of students you put through schooling.

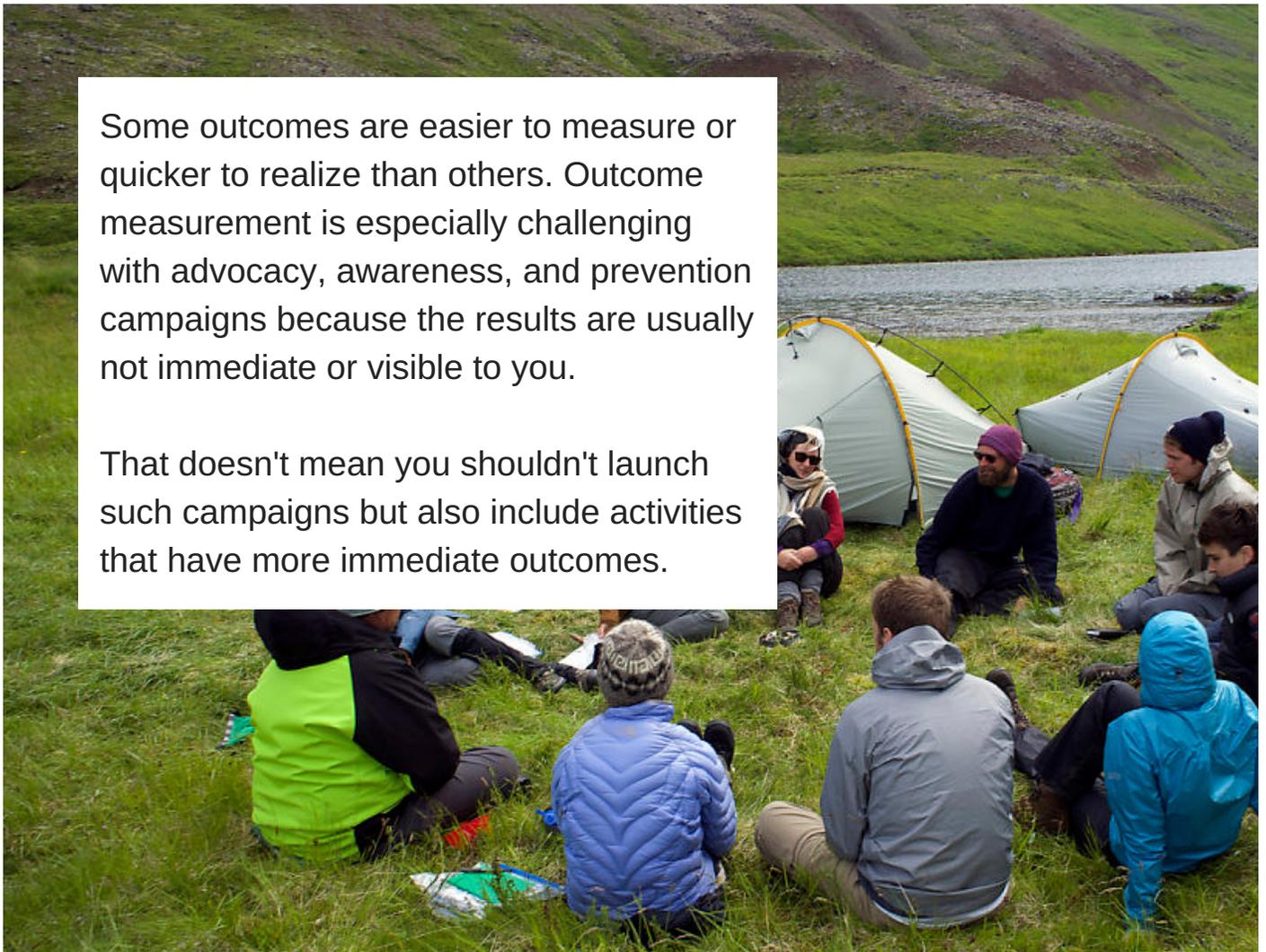
Outcome **ISN'T**: number of vegan pamphlets you pass out.

Outcome **IS**: number of people who became vegan.



Some outcomes are easier to measure or quicker to realize than others. Outcome measurement is especially challenging with advocacy, awareness, and prevention campaigns because the results are usually not immediate or visible to you.

That doesn't mean you shouldn't launch such campaigns but also include activities that have more immediate outcomes.



There is no absolute right way to measure outcomes, but you can start by answering three basic questions:

1. Who or what am I trying to help
2. How do I want things to be different for the beneficiary?
3. What indicator or data would tell me if things are different?

EXAMPLE:

1. Who am I trying to help?

African villages.

2. How do I want things to be different for African villages?

For them to have clean water supply.

3. What indicator will tell me if things are different?

Number of wells dug, people using the wells, cases of water-related diseases.



10 DO'S AND DON'TS



#1: DO ask who is not yet at your planning table

Have you just included the "usual suspects?"
How diverse is your group?

#2: DO have patience as you plan and implement your social strategies.

Remember that you may have worked on your project for a long time, but your target audiences may just be beginning.



#3: DO think about the interests of your target audiences.

And see how you can make connections to those interests.

#4: DO create small, doable steps for people to take.

Frame issues as solvable. Create messaging that is optimistic, inclusive, and exciting. Pose easy and convenient ways for people (especially "first timers") to get involved.



#5: DO incorporate experiential & hands-on learning into programs.

Giving people the ability to make a difference and see the impact of their work, even on a small scale, may spur a lifetime of interest in environmental stewardship and support.



#6: DON'T leave any discipline out of your planning efforts.

Projects will be more successful and sustainable over time if people with expertise in many areas work together from the start.

#7: DON'T use language or messaging that fail to persuade your target audiences.

Informally test how your message works with your audiences before using it widely. Always lean towards language that isn't divisive, negative, or offensive.



#8: DON'T assume that if people know about a problem, they will do something about it.

Listen to your audiences and base your "call to action" on what THEY care about, rather than on what YOU care about.

#9: DON'T rely on information like statistics, monetary incentives, or attention-getting campaigns.

Identify the barriers people have to change and make overcoming those barriers easier, cheaper, less time consuming, or more rewarding.



#10: DON'T stick with a plan that isn't working.

Listen to feedback, analyze your short term results, and be willing to adjust your plan based on new information.

NOTES