ATHLETES FOR HOPE

Key Qualities of Effective Movements

Action Plan Template

**Key Qualities of Effective Movements**

* **Vision and Frame:** Vision sets the goal while framing the issue sets the drive. To be successful movements must communicate a clear purpose.
* **Recruit and Connect:** A movement is born when a diverse group of people are brought together for a common cause by those committed to recruiting from within each of their networks.
* **Research:** Statistics and data help advocates understand how to translate individual actions into the powerful and transformative collective action necessary to create change. However, statistics alone are not enough to drive lasting change. To bring those numbers and research to life, incorporate personal stories that capitalize on the human element of a common cause in turn connecting through both the heart as well as the head.
* **Commitment:** Effective movements change social norms, attitudes and policy - all of which take time. Actionable opportunities, strong membership and strategies to build power must be a long-term focus.
* **Visibility:** Movements that are able to achieve higher visibility often have greater chance at changing public opinion. Small groups of advocates can contribute to a larger audience which may ultimately be seen in wider networks.
* **Authenticity:**The foundation of a successful movement hinges on the ability to genuinely connect with the challenges people are going through, build trust and foster an environment of comfort that leads to diversity, inclusivity and belonging.
* **Importance of Grassroots:** Sustainability of movements relies on mobilizing a group of people who are passionate about a cause and harness the power of their conviction to push for a different outcome from the ground up. People that are personally invested in a cause bring an unrestrained enthusiasm that can carry a movement through the challenges and obstacles that typically accompany change.
* **Low Barrier to Entry:**Successful movements rely on ordinary individuals who feel empowered to activate around activities everyone can emulate and participate in.
* **Ability to Scale:** Creating large social change requires the ability to take a movement across various platforms or communities by growing their base.
* **Resource Allocation:** Successful movements can harness the power of resources through capacity building, training, leadership development and identifying funds to support the cause.

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| **LEADER INFORMATION** | |
| Name: | |
| City/State: | University: |
| Email: | |
| Social Media: | |

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| **ACTION PLAN INFORMATION** | |
| Name of Action Plan: | |
| Vision: | |
| Resources Needed: | Funding Needed: |
| Goal(s): | |
| Objective(s): | |
| Objective(s): | |
| Supporting Data: | |
| Key Activities: | |
| Timeline of Activities: | |

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| **ACTION PLAN PROPOSED IMPACT** | |
| # of Participants: | # of Volunteers: |
| # of faculty/staff/admin: | Dates/Duration: |
| Type of activity: | Partners involved: |
| Notes/Status: | |