



8

**MAKING  
CHANGE  
HAPPEN**



## ➤ It Has Happened Before

When we look back at great turning points in history, we see that each was driven by a unique confluence of events: a society ripe for change; a new generation ready to drive that change; the emergence of one or a few leaders to articulate the need and set the agenda; and in many cases, technological or economic shifts that made innovative action possible. In various ways, these great changes provide models for the coming Millennial revolution.



## The European Enlightenment: *The Power of Technology*

After centuries in which church authorities dominated government and daily life, Europe was ravaged by religious wars in the late sixteenth and seventeenth centuries. Finally, Europeans said, “Enough!” Turning away from superstition and authoritarianism, they launched new modes of thinking that included the birth of modern science, the political ferment that led to the French and American revolutions and eventually the freedom of the world’s colonial peoples, and the rise of democracy.

Although many factors played a role in stimulating the birth of the Enlightenment, scholars agree that it was made possible largely by the invention and spread of the printing press, which made scholarship and information accessible to millions of people for the first time. In the same way, the coming Millennial revolution will be shaped in large part by today’s new technologies—the Internet, instant messaging, text messaging, streaming video, the cell phone, and Wi-Fi—which are bringing new knowledge and power to millions of people who were once voiceless and able to access only the information and ideas provided by corporate media masters.



## The Industrial Revolution: *Economic Creativity*

In the late eighteenth and early nineteenth centuries, the Industrial Revolution created a surge of economic productivity, freed millions from back-breaking labor, and ultimately fueled an incredible increase in individual and societal wealth that is still driving unprecedented improvements in living standards around the world. This change in the basic conditions of human life was driven not only by scientific and technological advances (such as the steam engine and iron founding) but also by new economic structures (including mass production, the assembly line, and the emergence of the corporation).

In the same way, new forms of creative capitalism are already being unleashed by Generation We, including the application of modern management techniques to nonprofit socially oriented businesses (social entrepreneurship); the use of social networks to spread, consolidate, and mobilize ideas and information; the organization of work through electronic networks that connect people from many geographic locations; and the growth in self-employment, entrepreneurship, and independent initiative among young workers.

## The American Revolution: *The Spark of a Powerful Issue*



The American colonies had existed for almost two centuries before the movement toward political and economic independence came to fruition. The revolution occurred when the growing American colonies were psychologically and socially ready to embrace an independence movement, and when a particular issue—“taxation without representation”—provided the spark that ignited national outrage and patriotism, and convinced a majority of Americans that political freedom was both necessary and achievable.

In a similar way, the rising discontent felt by millions of Americans today will eventually spark a reaction, in which the vast numbers of Generation We will surely play an important role. The specific cause the Millennials will rally around may be global warming, poverty in the developing world, economic fairness in the United States, peace in the Middle East, censorship and authoritarianism—or some emerging issue we can’t even imagine today. But when the revolution begins, it is likely to have far-ranging consequences that extend well beyond the initial stimulus.

## The Abolition of Slavery: *A Spiritual Awakening*



The movement to eliminate the national shame of slavery was, of course, driven by a growing social, moral, and spiritual awareness on the part of millions of Americans. However, that sense of awareness did not turn into action until a series of political events brought the conflict between North and South to a head, culminating in the election of Abraham Lincoln and the decision by the southern states to attempt secession.

Today’s Millennials are ripe for a similar awakening of conscience that will help produce massive social changes. In fact, there are some startling similarities between the pre-Civil War era in the United States and the situation we face today. In a recent *Time* magazine article, historical novelist Kurt Andersen penned this description of the United States in 1848, when the Civil War generation was just coming of age:

Miraculous new communications technologies have suddenly appeared, transforming everyday life. Everything is moving discombobulatingly fast. Globalization accelerates. Wall Street booms. Outside San Francisco, astounding

*“An army of principles can penetrate where an army of soldiers cannot.”*

THOMAS PAINE

fortunes are made overnight, out of nothing, by plucky nobodies. The new media are scurrilous and partisan. Marketing spin and advertising extend their influence as never before. A fresh urban-youth subculture has emerged, rude and vibrant, entertainment-fixated and violence-glorifying. Christian conservatives are furiously battling cultural decadence, and one popular sect insists that the end days are nigh. Ferocious anti-immigration sentiment is on the rise. Both major American political parties seem pathetically unable to deal with the looming, urgent issue of the day. Insurgents practicing asymmetrical warfare have, practically overnight, threatened to bring down the political order of Western civilization. And the President has tapped into patriotic rage to invade a poor desert country, having dubiously claimed that the enemy nation represents a clear and present military danger to America.<sup>1</sup>

The pre-Civil War period was a time of unprecedented national peril in a country deeply divided along social, racial, economic, geographic, and political lines. It's entirely possible that the resulting upheaval might have destroyed the country permanently. But thanks to the emergence of a number of inspiring, farsighted leaders (including Robert E. Lee, Ulysses S. Grant, and above all, Abraham Lincoln), as well as the remarkable dedication and selflessness of an entire generation of Americans from every background, the nation emerged stronger than ever—purged of the curse of slavery, politically reunited (though still split by bitter disputes and resentments), and poised for two generations of amazing geographic expansion and industrial growth. It is hoped Generation We will rise to the challenge with the same courage and wisdom their ancestors showed a century and a half ago.



### **The Progressive Movement: *Social Reform Reshapes Politics***

Yet another model of revolutionary change for America can be found in the Progressive Movement of the first two decades of the twentieth century. Driven by discontent over how our economic and political systems had adapted—or failed to adapt—to the impact of such changes as industrialization, westward expansion, massive immigration, and growing demands for equality among citizens, the Progressive Movement mobilized hundreds of thousands of Americans across the country behind a broad array of causes.

Some of the reforms championed by the Progressives are now taken for granted—antitrust laws, conservation of natural resources, banning of child labor, limitations on hours of work, workplace health

and safety regulations, and rules concerning food and drug safety. Others have been forgotten or superseded—“bimetallism” rather than the gold standard, prohibition of alcohol, nationalization of industry.

But on balance, the legacy of the Progressive Era was a giant step toward making the United States a more democratic nation—one in which the rights of all people, from manual laborers to captains of industry, were recognized and respected, and in which economic freedoms are sensibly and fairly balanced against the needs of working people who might otherwise be exploited. And on the constitutional level, three amendments that helped bring the United States into the twentieth century—the 16th (the income tax, passed in 1913), the 17th (direct election of U.S. senators, 1913), and the 19th (women’s suffrage, 1920)—were all products of the Progressive Movement.

Many leaders were responsible for the accomplishments of the Progressives, including social reformers (Jane Addams, Jacob Riis, Lewis Hine, Margaret Sanger), writers (Jack London, Upton Sinclair, Lincoln Steffens, Ida Tarbell), and organizers and educators (W.E.B. DuBois, John R. Mott, Booker T. Washington, Gifford Pinchot). Ultimately, the support of elected political leaders was needed to give the Progressive reforms the force of government and a permanent place in national life. Politicians such as William Jennings Bryan, Robert La Follette, and Theodore Roosevelt each adapted or developed portions of the Progressive agenda and used them to spearhead national movements for reform.

In a recent speech he gave when accepting an award from the Woodrow Wilson National Fellowship Foundation, journalist and television commentator Bill Moyers aptly summarized the role played by yet another visionary politician in bringing many of the causes of the Progressives into the political mainstream. Moyers also noted how the Progressive Era foreshadowed our own time, in which America again stands poised to pursue dramatic and long-overdue systemic reforms:

In his forgotten political testament *The New Freedom* (1913), [Woodrow] Wilson took up something of the ancient, critical task of the public intellectual, a fact all the more remarkable in that he was president at the time. Louis Brandeis, the people’s lawyer, was his inspiration and the source of this vision, but Wilson stood for it, right there at the center of power. “Don’t deceive yourselves for a moment as to the power of the great interests which now dominate our development.” “No matter that there are men in this country big enough to own the government of the United States. They are going to own it if they can.” But “there is no salvation,” he said, “in the pitiful condescensions of industrial masters. Guardians have no place in a land of freemen. Prosperity guaranteed by trustees has no

prospect of endurance.” From his stand came progressive income taxation, the federal estate tax, tariff reform, and a resolute spirit “to deal with the new and subtle tyrannies according to their deserts.”

Wilson described his reformism in plain English no one could fail to understand: “The laws of this country do not prevent the strong from crushing the weak.” That was true in 1800, it was true in 1860, in 1892, in 1912, and 1932; it was true in 1964, and it is true today. We have often been pressed to the limit, the promise of the Declaration and the ideals of the Gettysburg Address ignored or trampled upon and our common interests brought low. But every time there came a great wave of reform, and I believe one is coming again, helped along by the bright young people this foundation is nurturing.<sup>2</sup>



## Freedom Movements of the Twentieth Century: *The People Rise Up*

The twentieth century saw more than its share of revolutionary movements. Some were destructive, such as the Communist upheavals in Russia and China, and the fascist movements in Germany and Italy. But others were largely peaceful and almost entirely beneficent, including a variety of third-world independence movements spearheaded by India’s Mahatma Gandhi and symbolized, a generation later, by Nelson Mandela’s battle against apartheid in South Africa. For Americans, the greatest example is our own civil rights move-

©XAVI ARNAU/ISTOCK INTERNATIONAL



ment, led by the martyred Martin Luther King, Jr., and supported by hundreds of thousands of brave activists—black and white, women and men, young and old—who put their bodies and their honor on the line in support of the cause of justice.

In these movements, the pent-up longing for freedom shared by millions of people was channeled by great leaders into demands for peaceful change and the overthrow of once-powerful repressive elites—changes much like those we believe Generation We will soon demand.

## WHAT CAN I DO?

For historians, social scientists, and journalists, it's fascinating to speculate about where and how the next great change in American society will emerge. More important for the rest of us is our role as citizens—to *make it happen* and to ensure that the change, when it comes, will be a positive one.

We hope every reader of this book, whether a member of Generation We or some other age cohort, feels excited by the vision of generational change we've painted. And we hope it will leave you wondering, "What can *I* do to help turn this vision of a better America into reality?"

Here are some answers.

## Vote!—And Insist That Everyone Gets the Same Right to Vote



Voting is the most important action we're calling for in this book. It provides the political impetus and will that allow great things to be achieved. You *must* vote! If you don't, you waive your right to complain.

Generation We believes that everyone makes a difference, as evidenced by the GMS findings and several other sources on the sentiments of the generation. This means that every citizen has an obligation to participate in the democratic process, and voting is the most basic and essential way to start.

In today's political system, organized groups such as the American Association of Retired Persons (AARP) and the National Rifle Association (NRA) have power largely because politicians know their members express their values at the ballot box—and they use that power, sometimes wisely and sometimes not, to benefit the causes in which their members believe.



## Q 90

**Are you registered to vote?**

A	%
YES	75
NO	24

## Q 91

**What are your chances of your voting in the election for president ?**

A	%
WILL VOTE	63
PROBABLY	16
WILL NOT VOTE	9
DON'T KNOW	1

As a Millennial, you need to start building your own power base so the causes you believe in will be supported. That effort begins with the vote. If you care about the environment, economic justice, human rights, world peace, or any of the other causes we've mentioned in this book, you need to express those values on Election Day.

During the 2008 primary elections, voting by young people surged. It was a hopeful explosion of interest and activity by Millennials that suggested this generation may exercise its civic clout to a degree other recent generations have failed to do. But those who have studied the 2008 youth surge note that it was largely concentrated among college students. One estimate says that 80 percent of young voters during the 2008 cycle were college youth—despite the fact that noncollege youth make up a larger portion of the Millennial-age electorate. Obviously more must be done to get noncollege Millennials to get involved in the political process.

One way we can do more to encourage participation in the electoral process is by simplifying the process and eliminating barriers that discourage voting. Look at the state of Minnesota, for example. With its long tradition of progressive activism, Minnesota has some of the least-restrictive voting rules in the country, including same-day registration based on any state-issued ID or a wide range of acceptable substitutes, such as a student ID and a recent utility bill. Small wonder the state enjoys enormous turnout among youthful voters—69 percent in 2004, which is not only 50 percent higher than the national turnout among young voters (47 percent) but higher than the national average among all voters (60 percent)<sup>3</sup>.

Some politicians—especially conservatives and Republicans—claim that making it easy for people to vote opens the door to electoral fraud. They use this as a justification for tough voter ID laws, such as the Indiana statute upheld by the U.S. Supreme Court in April 2008. But as even advocates for the law admitted, there is scanty evidence that such fraud exists. (“Indiana Secretary of State Todd Rokita has conceded the state has never presented a case of ‘voter impersonation,’ which the law was designed to safeguard against.”<sup>4</sup>)

It's hard not to attribute the demands for restrictive voting laws to a desire to keep young people and other progressive blocs away from the polls. (Because young people are more geographically mobile and less economically settled, they are less likely than other age groups to own government-issued photo ID cards, a trait they share with racial and ethnic minorities, the elderly, the poor, and other groups that tend to vote for progressive causes and candidates.) We need to push back against this trend toward rules that disenfranchise voters, which is so clearly un-American and antidemocratic.

At the same time, there are demonstrable, documented cases of fraud that represent a real threat to free elections in this country. We need to fight against electoral dirty tricks designed to deprive people

**| You must vote! If you don't,  
you waive your right to complain.**

of their right to vote. Bizarre problems with voting machines (including thousands of votes that simply “disappear”), automated robocalls spreading false information about candidates and voting procedures, intimidating threats to prosecute voters for nonexistent or minimal rule violations, and other similar abuses have become a perennial problem. In closely contested elections, they can make a decisive difference. Progressives—including Millennials—should work together on efforts to eliminate these practices and prosecute political operatives who organize them.<sup>5</sup>



## Hold Our Leaders Accountable

It's not enough merely to vote. Democracy requires our participation more frequently than once every year or two. As citizens, we need to stay involved in the workings of government on a year-round basis, making both elected officials and administrative appointees aware of our needs and wishes, and holding them accountable for delivering.

Keeping up the pressure on those who represent and serve us in government involves several specific strategies. It means staying informed—periodically checking up on what your governor, state legislator, U.S. senator, representative, and other key officials have been doing. It means questioning their actions and motives—looking behind the speeches and the press releases to ask, “Who benefits from this piece of legislation or that policy initiative—the citizens or the special interest groups?”

It means attending public meetings and forums where you'll have a chance to question officials face-to-face, and coming prepared with a couple of tough but fair and specific challenges you expect them to answer. It means sharing your ideas and concerns with your fellow citizens via letters to the editor and simple word-of-mouth. It means writing letters, sending emails, placing phone calls, and even organizing petition drives when you have a program or policy you want to see enacted.

Of course, in the end, you always have the ultimate recourse: to vote out of office those who refuse or fail to carry out the people's mandate.

It's sad to say, but when the Millennial agenda rises to the forefront of the national debate, there will be plenty of people who oppose it—for reasons of ideology, self-interest, or just plain stubbornness. Some will be those in office. They have a right to their opinions. But they don't have the right to claim to represent you. You'll need to fight—peacefully—the enemies of progress with everything you have.

## Get Educated



We don't have to be passive victims of the mass media and their celebrity culture. In today's wired world, there are millions of sources of information about what's *really* going on in the world and how it affects us. Invest some time and energy in learning about how the world works—and begin thinking about how to change it for everybody's benefit.

Even as Millennials revel in the power of the Internet to connect with sources of knowledge anywhere in the world, many worry about the long-term impact that being flooded with data may have on their minds. In our focus groups, some spoke about the “numbing” effect of *too much* information—about how seeing floods, famine, and violence in far-off lands on the evening news night after night eventually causes the sympathetic spirit to shut down, leading people to retreat into their own interests. Others talked about feeling emotionally disconnected from human beings as electronic communication supersedes face-to-face or voice-to-voice dialogue.

These are real dangers and the inevitable downside of today's miraculously powerful communications technologies. It's up to Generation We to find ways to master these tools and make them serve human ends. Start exercising personal choice and self-discipline when it comes to your media diet. Turn off the umpteenth celebrity gossip show, the latest goofy video on YouTube, the newest fear-mongering email from some shadowy online source. Much of this is distraction media that is intentionally sensationalized to keep people from focusing on the real issues of the day and being able to seek out solutions. Look for sources of information and ideas that enrich, enoble, and empower you—or create your own.

Just as a daily menu filled with junk food eventually causes physical illness, a media menu made up of mental rubbish will eventually leave you brain-dead and spiritually empty. Don't let this happen to you. Think about what you take in.

**Connect the dots in your own life. Recognize the links between the personal and the political. Look at how the food you eat, the work you do, the state of your health, the air you breathe, and the prices you pay are all connected to the political system we tolerate.**



## Connect the Dots!

After watching one of our Millennial focus groups, one of our expert observers made an astute comment:

Some young people today have difficulty figuring out how to connect themselves to the political system. They have no real sense of the entry points—no idea of how to draw lines between their lives and the kinds of changes that are needed in government to improve those lives. A big part of the reason for this problem is the way we teach civics in our schools. There's little emphasis on the role that citizens need to play in driving change, influencing legislators, and organizing behind a cause. Instead, the focus is on the internal mechanisms of government: how a bill becomes a law, what the Supreme Court does, and so on. The implied message is very simple: the Founders were great, they created a perfect system, now all we have to do is go shopping and let the government handle everything for us.

Of course, this is the worst possible message for young people to absorb—and a big part of the reason for the troubles we face today.

Fixing this is a major challenge that Generation We must tackle. It starts with you, the individual citizen. Connect the dots in your own life. Recognize the links between the personal and the political. Look at how the food you eat, the work you do, the state of your health, the air you breathe, and the prices you pay are all connected to the political system we tolerate.



## Exercise Your Clout

As you learn more about the issues, share your knowledge with those around you. Reach out to family, friends, and neighbors. Start connecting with the people in your communities, including your geographic community (i.e., your neighborhood), your electronic community (your friends and acquaintances on the Internet), and your social and professional communities (fellow members of your industry, religion, or avo-

ation). Remember that politics is *not* just for elected officials or party operatives—it’s for every citizen.

Speak your mind about the issues you care about. Write letters, voice your mind at community meetings, join local action committees and citizens’ groups. In a world where many people are apathetic, the energized few can have surprising power. Take it and use it!

We’ve talked about how the power of technology is giving a voice to many people who previously went unheard, unable to gain a foothold in the centralized mainstream media controlled by the power elite. The Internet can be an effective tool for communicating with people around the neighborhood and around the world, and some of today’s most provocative and insightful writing on social, economic, and political topics can be found on websites and blogs. We encourage you to participate in this movement.

At the same time, it’s important *not* to get too comfortable sitting in front of your computer monitor all day, typing messages that float out into cyberspace and end up affecting and changing nothing. “Virtual activism” is fine—so long as it’s a launching pad toward the real thing!

## Make Your Message Visible, Audible, and Impossible to Ignore



The last big generation of political activists, the Baby Boomers of the 1960s, got some things right and some things wrong. One of the things they got right was when they took to the streets in support of their most important goals—claiming civil rights for all Americans (especially African Americans) and ending the war in Vietnam.

Some of the giant demonstrations the Boomers mounted—with support, of course, from people of every generation—were crucial turning points in the evolution of popular opinion. Images of peaceful marchers in the South having fire hoses turned on them and police dogs sicced on them revealed to millions of Americans the brutality of the segregation regime and the need to support the aspirations of Black citizens for freedom. The unforgettable words of Martin Luther King, Jr., when he addressed 300,000 demonstrators during the 1963 March on Washington in his “I Have a Dream” speech have inspired generations of people around the world. The antiwar marches of the 1960s and 1970s, in which moms and dads, college students and homemakers, ministers and nuns, veterans and pacifists, and working men and women of every age participated, gradually convinced the people of America that the cause of peace was a universal one, not just the province of a few “pinkos” or “hippies.”

Of course, marching in the streets isn't important for its own sake, although there is a value in simply getting people together to recognize and appreciate how large their numbers are and how great their potential power can be. Demonstrations must be smartly planned and creatively executed so as to maximize their publicity value, media appeal, and impact on public opinion. Millions of people around the world participated in protest marches against the impending Iraq War in February 2003, but those marches failed to even slow the rush to war, perhaps in part because the news media dismissed them as "just business as usual"—the same kinds of marches they'd seen hundreds of times before.

Our point is that one of the important challenges for the enormous creativity of Generation We will be to develop new forms of peaceful protest designed to be effective in today's world of 24-hour saturated news coverage via cable TV and Internet. It won't take a lot—just two or three people with a bit of media genius who can design events (even "publicity stunts") that will attract as much interest and attention as, say, the latest escapades of Lindsay Lohan or Paris Hilton, and then the mobilization of caring Millennials in support of those events.

Children of the electronic media age, Generation We should use their media wisdom to spread the word about the causes they believe in. And—importantly—they need to remember the lesson taught by Gandhi and King: that an absolute commitment to nonviolence is a prerequisite for any movement that hopes to generate public support for a cause.

We do not condone violence of any nature in this movement. Peace begets peace, and violence creates hatred. We must move past that world of divisiveness to a new world of kindness and togetherness. But never forget—that doesn't mean passivity in the face of evil. The willingness to take a public stand for what is right is the other essential legacy of Gandhi and King.



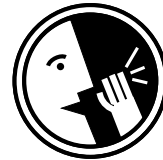
## Practice Consumer Power

Big companies have enormous influence on our world. But ultimately they are at the mercy of the customers who support them by buying their products. Exercise your power by becoming an educated consumer. Spend your money with those that have your best long-term interests in mind and demonstrate it through their actions, not just empty rhetoric. Learn about the environmental, social, and economic

practices of the companies you patronize; choose products and services that benefit society, not just a few shareholders or executives; and let companies know that you shop in accordance with your social and political values.

Of course, individual consumers can only do so much. Far greater power can be wielded when consumers band together to combine their influence. An economic union created by and for Millennials that will represent their interests and values, demand concessions and changes from big businesses, and promote inter-generational equity could be a crucial step toward many of the goals outlined in this book.

## Push for Change in Your Own Sphere of Influence



Are you a student or teacher? Look for ways to bring greater democracy and participation to the classroom and the campus. Are you a business person? Examine how your company influences the broader society, and try to shift that influence for the better. Do you support a church, synagogue, mosque, charity, or foundation? Use your influence to promote reform throughout our society. In combination, a million small efforts can produce a huge impact.

## Get Organized



A hundred and eighty years ago, Alexis de Tocqueville noted that the great strength of American democracy lay not in government institutions or even in the genius of our Constitution, but in the myriad of private organizations through which people expressed their opinions and shaped the world around them.

These organizations go to make up what scholars often call “civil society,” and their absence goes a long way toward explaining why otherwise great nations like Russia and China have been unable to make a transition to democracy, even after their old autocratic regimes have been found wanting. Civil society includes charitable organizations, foundations, religious groups, fraternal societies, service clubs, political groups, professional and business associations, and dozens of other kinds of organizations representing every conceivable socioeconomic grouping and point of view.



Millennials interested in promoting a change agenda need to create organizations of their own. There are plenty of powerful models to learn from. Look at how AARP has fought effectively for the economic and social rights of its 50-year-old-plus members; at how Jewish organizations have made certain the United States stands staunchly in support of Israel; at how the NRA has defended the prerogatives of gun owners; at how the teachers' unions have battled on behalf of the professional privileges of their members. You probably agree with the positions of some of these organizations and disagree with others. So do we. But all illustrate the political clout that an organized group of people can wield.

We want to see the day when spokespeople for Generation We can visit representatives and senators on Capitol Hill and say, "We're here to talk with you about our country's most pressing issues—and we represent the perspective of a hundred million voters." Don't you think a statement like that will get a politician's attention—fast?

The problems faced by America and the world are serious. But everyone has a solution—if we act together for the common good.

The time of Generation We is here. Let's seize it—now.





## 15 MINUTES FOR CHANGE

Everyone is busy. We have jobs to do, families to care for, homes to maintain, bills to pay. But that's no excuse not to get involved in the crucial task of creating our country's future.

➤ *Here's a list of actions you can take in 15 minutes or less that will contribute in a meaningful way to the Millennial movement we advocate. Why not copy the list and put it somewhere you can refer to it daily—on the fridge at home, on the wall in your office, or in your calendar or diary? Then, whenever you have just 15 minutes to spare, carry out one of the tasks on the list. You'll be well on your way to becoming the kind of engaged, empowered citizen that the power elites fear—and that makes our country great.*

➤ *Each of these steps is fast, simple, easy, and even fun. But cumulatively—through your own daily efforts, as well as those of thousands or millions of other people—they can have a huge impact on our world.*

✓ **Write a letter or an email to an elected official.** Names and addresses are readily available on government websites.

✓ **Phone a friend and talk about an issue that's important to you.**

✓ **Pick a nonprofit or advocacy organization** whose programs you admire and offer your support—in the form of a check or by volunteering to help when you have more time to spare.

✓ **Distribute information about an important issue—**hand out a few flyers to friends, post one at the local supermarket or town hall, or send an email with a link to an informative article to people you know.

✓ **Write a blog** post (on your own blog, or a friend's), presenting your opinion about some issue and backing it up with a fact or two.

✓ **Join a social-networking group,** and link to one or more subgroups that focus on social, political, or economic concerns.

✓ **Help someone register to vote,** and make sure he/she has a ride to the polls on election day.

✓ **Rewrite your shopping list—**read an article or website explaining which companies do business in environmentally, economically, and humanly sound fashion, and make them your suppliers of choice.

✓ **Write a letter to the editor of your local newspaper.**

✓ **Help to raise funds for a group or cause you support—**it can be as simple as calling three friends and saying, "I'm donating X amount—how about joining me?"

✓ **Educate yourself—**learn more about a problem or cause you're concerned about through online research or offline reading.

✓ **Nurture yourself—**do something to make yourself more physically, psychologically, or spiritually fit (through exercise, diet, or meditation, for example). The healthier you are, the smarter, stronger, and more effective you'll be as an agent of change.

✓ **Nurture your children—**if you have kids, take a few minutes to impart your values through example, shared activity, or simple conversation.

✓ **Give a copy of this book to someone** who may find it interesting, enlightening, or inspiring.

THANK YOU !



*"There are no constraints on the human mind, no walls around the human spirit, no barriers to our progress except those we ourselves erect."*

RONALD REAGAN