

The Campaign for GRADE-LEVEL READING

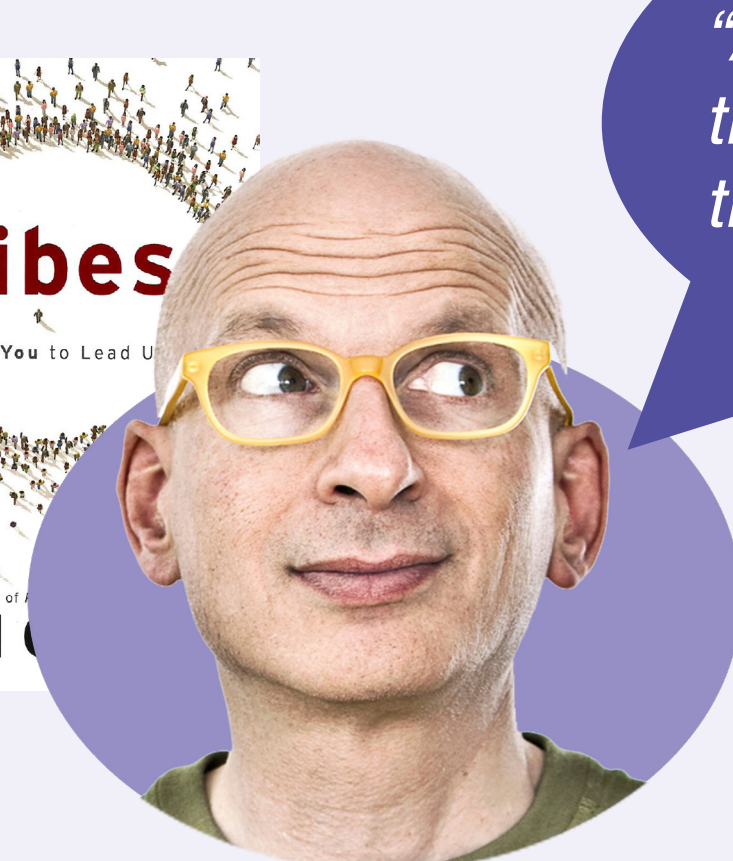
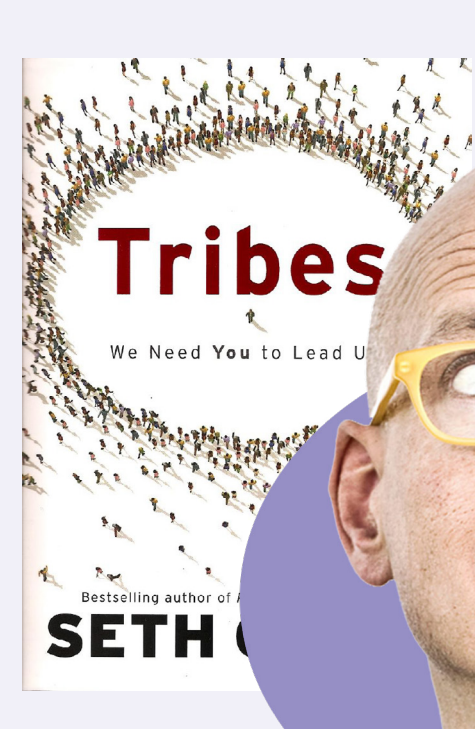
Fueling Modern Movements In The Digital Age

How to Ignite the Power of Passion, People and Digital Media

1 PASSION

Passion is the only prerequisite for creating a movement

Something stirs in you, causes you to take action and build a movement. Become the passion person. Teach others about your movement and create a way for people to act out their passionate feelings.

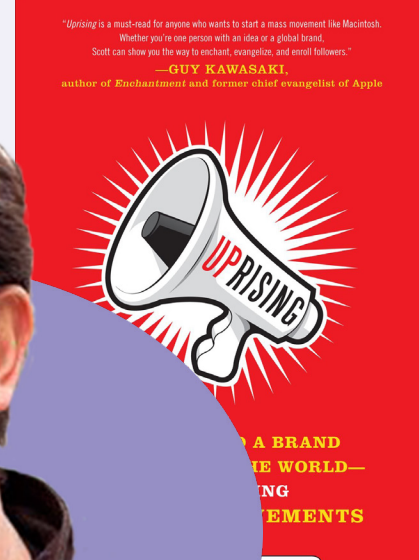


"A Movement is an idea that spreads with passion through a community."

Seth Godin
Founder of Squidoo.com and author of 17 books

"Passion enables movements to grow and have a significant impact on culture."

Scott Goodson
Founding partner of StrawberryFrog



For Every Passion

Raising healthy kids

Ensuring all children have access to arts education

Creating brighter futures for children and their parents

Ending childhood hunger

Increasing investment in children

Helping children around the world survive and thrive

Ensuring children succeed in school

There is a Movement

Let's Move

Any Given Child

Ascend

No Kid Hungry

Children's Movement of Florida

Save the Children

The Campaign for Grade-Level Reading

Adapted from Scott Goodson's Uprising

2 CONNECT EMOTIONALLY

Powerful storytelling ignites emotion

"In the end, as First Lady, this isn't just a policy issue for me. This is a **passion**. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and nutrition."

- First Lady Michelle Obama

Let's Move

Passion: Raising a healthier generation of children in America

Purpose: End the problem of childhood obesity within a generation, by empowering parents, increasing physical activity and fostering environments that support healthy choices, so children will grow up healthier and able to pursue their dreams.

Results: The prevalence of obesity among children aged 2-4 dropped 43 percent between 2004 and 2012. Schools have transformed into healthier environments, more Americans have access to healthy, affordable food and businesses are offering healthier products.

"This is a passion. This is my mission."



The Campaign for Grade-Level Reading

Passion: Ensure that children succeed in school and have brighter futures

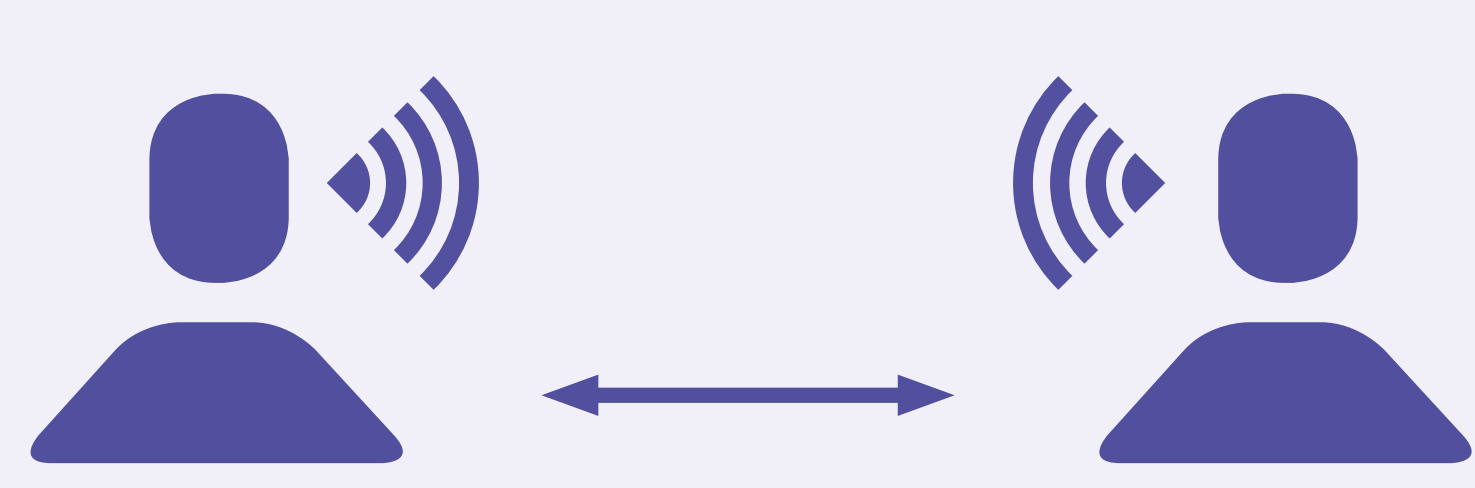
Purpose: Increase the number of children reading at grade-level by the end of third grade to put them on a path to high school graduation, successful careers and active citizenship.

Results: The GLR Communities Network currently includes more than 168 communities and continues to grow. More than 32 states have put a "stake in the ground" around third-grade reading through legislation, executive order or other policy action.

3 ENGAGE ADVOCATES

Advocates are key to spreading the movement

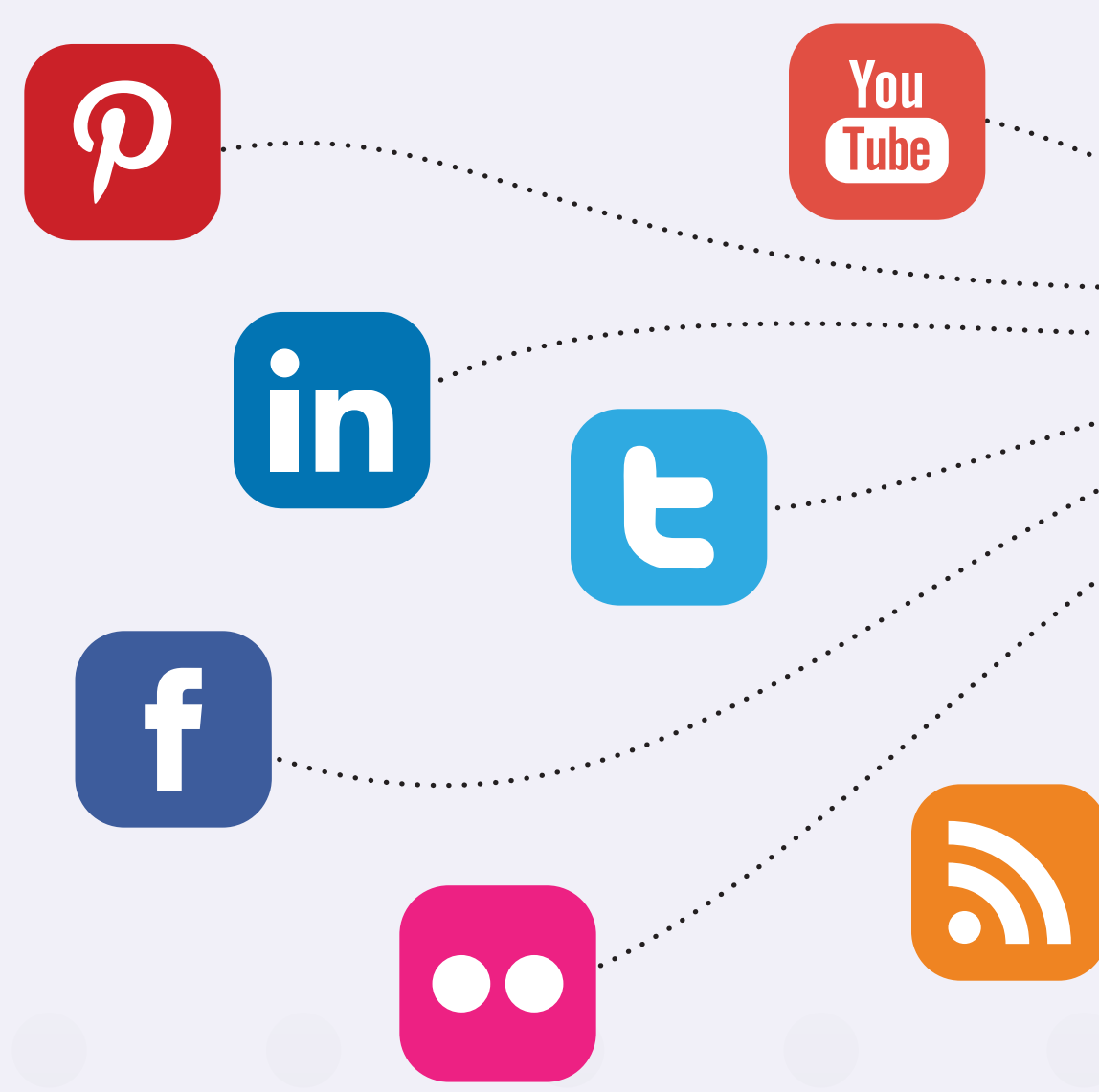
Know who you're talking to when building a movement. Create advocates by being where they are and using their voices. Once you've created your advocates, ensure your movement is self-sustaining and rewarding for your most passionate evangelists.



4 FUEL THE CAMPAIGN

Keep fueling the movement

Spread your story quickly and effectively. Create strategic communications and develop a recognizable brand with consistent messaging through appropriate channels – Empowering Volunteers and Building Leaders.



Modern movements are digitally connected. Through an online hub, social media channel integration makes it easy for advocates to participate and spread the movement.

