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## “What is Change?” Campaign

In this election year the word “change” seems to be on everyone’s lips. From coast to coast and across party lines, everyone knows that Americans are craving change, and all sides insist they’re the ones to give it to us. Project: Think Different’s “What is Change?” Campaign wants to ask you what change really means. We’re not asking you to choose a candidate or a party, but we are asking you to think about what changes would make your community better, and what you can do to make it happen.

The “**What is Change?**” website will link together the various arms of the campaign. It will feature online polls, links for donating to the campaign, videos from the community, and an online contest where we ask the community what change means to them. In order to achieve our goals of 1) increasing civic engagement especially by traditionally disenfranchised populations 2) give the people a voice 3) empower them to be change agents we have divided our Campaign into the following parts:

### 1) **What is Change? Contest**

The “**What is Change?**” **Contest** will provide a \$500+ cash prize to the person with the best strategy for change in their community. The contest is open to anyone over the age of 13 and living in the city of Boston or Greater Boston communities: Chelsea, Lynn, Waltham, Cambridge, Brookline, Revere, Somerville, Malden, Everett and Medford. This contest is designed to shift the power balance; instead of telling our communities what change they need and how they should make it happen, we are asking them to **tell us** what their priorities are. Through our grant, we will empower them to be leaders and manifest the needed change and mobilize their community. Our Media Watch team will select the top 10 videos based on their content, not artistic merit. The top 10 contestants will be featured on our site and the final Winner will be determined through online voting. The winner will be announced and his/her work shown during our Boston Commons Voter registration event. Contestants can view the contest rules and instructions at Project: Think Different’s Electronic Community at <http://whatischange.ptdec.org>.

### 2) **What is Change? Documentary**

#### *Movement Pictures Video Program*

In partnership with CDIABU, PTD will produce a 4-6 minute documentary asking “What is Change?” to you. Specifically in the context of the 2008 election, young people will discuss why change is such an important issue this year, and what change is most appealing to them. This will allow young people to define change in their own parameters and not those set by politicians or other adults. We invite them to think big and dream of a world they want to see. This will be showcased during our Boston Commons Voter Registration event.

Outcomes: 4-6 minute video volunteers and community members.

### **3) What is Change? Voter Registration Event**

#### *Empowerment Music Program*

An afternoon long non-partisan event of socially conscious, solution-oriented music, poetry, speakers and spoken word will be the canvas to a voter registration drive. Held on Boston Common, this event will register at least 300 people to vote, and will feature local artists doing empowering music and key local figures discussing the importance of change. We wish to create a true movement of civic engagement within the Boston Community. We realize that this movement needs to start with us: the Third Sector needs to show that we are united and ready to support our community in their efforts. Nonprofits are invited to participate, provide information on their programs and their organizations. Together we can!

Outcomes: Register 300 voters, expose over 2,000 people to empowering messages of social change

### **4) What is Change? Civic Engagement Classes**

#### *Youth Media Institute*

Our in-school programs will have a special focus on civic engagement. As part of this, our instructors will engage 12-18 year olds in a mock election. We will align the election with lessons on civic engagement, the Electoral College, the rights and responsibilities of voting, the branches of government. Students will also learn about the candidates that are running, and the different issues that are important to the campaign. PTD students will create posters, PSAs and campaign materials to inform their peers about elections.

Outcomes: 300-600 students will receive the information necessary to make educated decisions and vote for the next President of the United States of America.