



Act as a Catalyst: Petition

Overview

There is no shortage of opportunities to improve the world we live and work in. But how exactly do you go about catalyzing change? A classic method is the petition, which used to involve standing on the sidewalk and trying to get signatures from passersby. Now platforms like Change.org make it easy to create and circulate a digital petition and get data on its effectiveness. Of course, there's no guarantee your petition will be successful.

Directions

1. Go to the [Change.org](https://www.change.org) platform and examine the different types of petitions that have been submitted. Focus on which ones have achieved victory and which ones have not.
2. Choose one petition that has been successful in creating change. Analyze:
 - a. What about the headline grabbed your attention?
 - b. What was the petition designed to do?
 - c. Who (individuals or organizations) created it?
 - d. What kind of decision-maker did they target?
 - e. How did the language of the petition help mobilize people to sign?
3. Now it's your turn. Choose a cause you care about and focus on a change that needs to be made in order to advance the cause. Make sure there is not already an existing petition for the same cause and decision-maker.
4. Write up a petition designed to get signatures and convince a decisionmaker to make a change. Your petition should include:
 - a. Concise, attention-grabbing headline
 - b. Name of an appropriate decision-maker who actually has the power make the change you are seeking
 - c. Compelling story
 - d. Graphics or video that will bring the issue to life.
 - e. How you will use digital media to publicize the issue and garner signatures
5. You do **not** need to submit your petition through the platform but if you do, good luck!

Rubric

Criterion	Description	Yes	Not Yet
Provides analysis of successful petition	<i>You explain what made this petition successful</i>		
Creates attention-grabbing headline	<i>You get people interested</i>		
Targets appropriate decision-maker	<i>You've done your research</i>		
Presents the issue in a clear and compelling way	<i>You make people care</i>		
Uses graphics and videos effectively	<i>You tell the story with pictures as well as words</i>		
Explains how digital media will be used to garner support and signatures	<i>You explain how and why you will use social media</i>		