

BE THE CHANGE

Be the change you wish to see in the world!

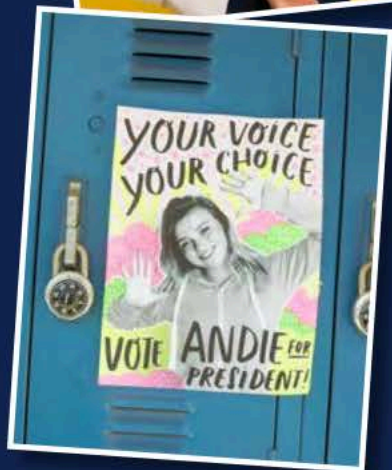
Do you want to advocate for an issue you really care about, but don't know where to start? *Be the Change* inspires and guides you to promote positive change within your community—one creative project at a time. Learn how to effect change and encourage those around you, from handling conflict diplomatically and embracing diverse perspectives to organizing your local community for action. With tons of creative projects to promote your ideas and events, such as protest posters and buttons, fundraising jars and stands, iron-on tees, and stenciled tote bags, you're sure to make an impact!

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BE THE CHANGE

THE FUTURE IS IN YOUR HANDS

By Eunice Moyle & Sabrina Moyle

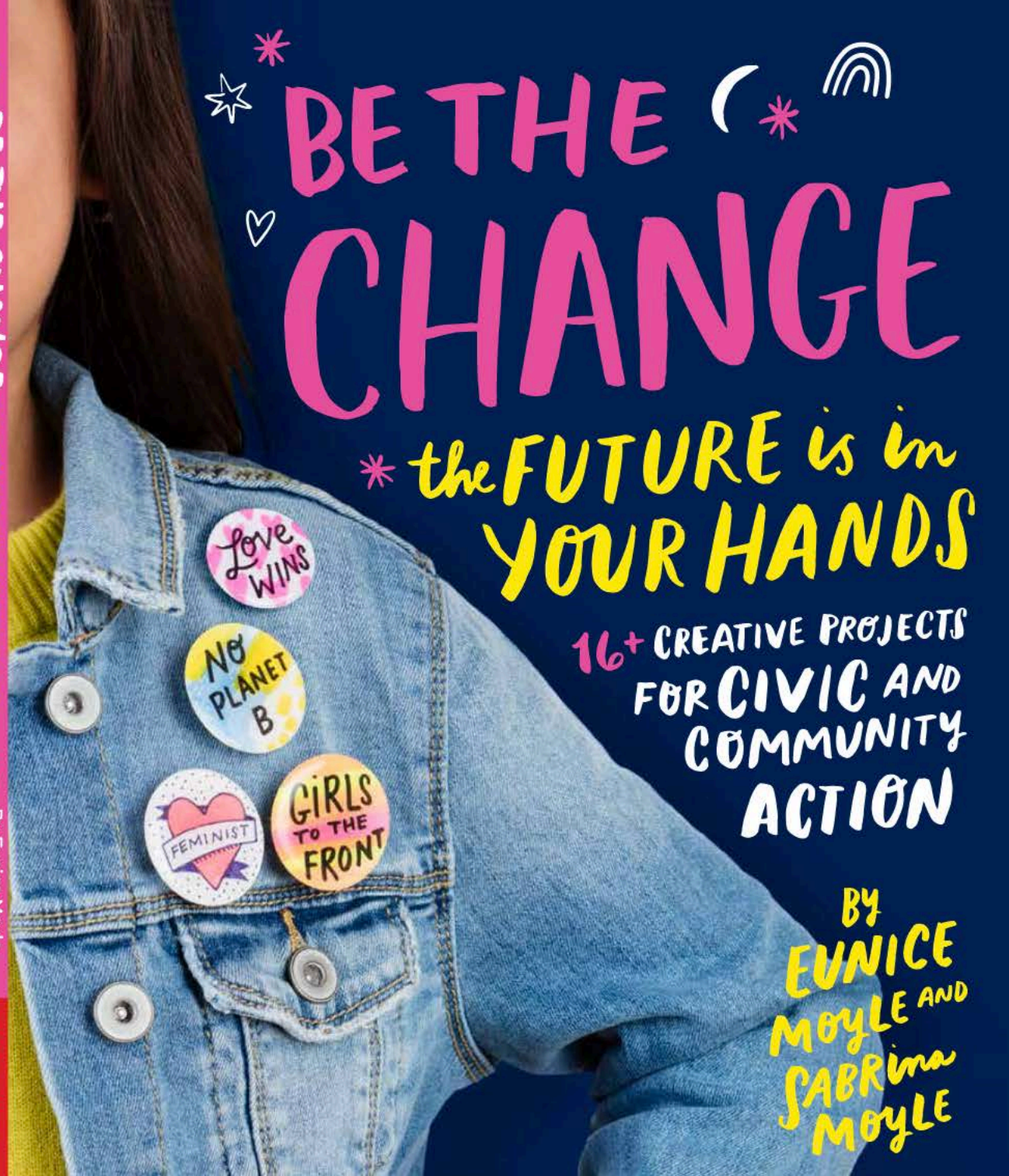
Walter Foster Jr.

BE THE CHANGE

* the FUTURE is in YOUR HANDS

16+ CREATIVE PROJECTS FOR CIVIC AND COMMUNITY ACTION

BY EUNICE MOYLE AND SABRINA MOYLE





A portion of the proceeds from this book will be donated to WE Schools, which empowers young people in North America and the UK to take action on local and global issues that spark their passion and gives them the tools to make a difference. WE

Schools is part of the WE movement, which makes doing good doable and inspires people to change the world. Learn more about the WE movement at www.WE.org



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"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."
-Margaret Mead

Being the change is a creative act. We create all the time through what we say and think, what we wear, and the actions we take. We do it through music, art, science, relationships, sports, you name it. Any time you mix your imagination with expression, you get creativity.

To create is to make something out of nothing. To be creative, you just need a little imagination. Author Amy Whitaker, an expert in creativity, calls this "inventing point B." As we imagine and work toward our goal step by step, we get from point A to point B. It's that simple.

Creative ideas are all around you, waiting to be discovered! You can turn ideas into reality using your talents, skills, energy, and time. You can even tap into your friends' talents and skills. Creative ideas happen when you connect the dots between ideas that normally don't go together to come up with something amazing and totally new. They can range from imagining a more beautiful world to innovating a way to get computers to kids who don't have them.

As the sister-team behind Hello!Lucky, we love the visual arts for expressing creativity because it's a universal form of communication. No matter what language you speak,



you can understand pictures (true fact!). Pictures can instantly connect you to others who share your vision and speed up the time it takes to make it a reality.

You might be thinking, "But I'm not creative!" That's definitely not true. No matter who you are, **you can strengthen your creative powers through practice.** A lot of times, creativity is made synonymous with artistic talent. But creativity is so much more than just being good at art.

You can connect creative ideas by daydreaming. (During school might not be the best time. Trust us, the info you learn at school will give you raw material for your creative ideas!) **Be curious and look around for inspiration.** Take in the world, talk about what you observe with friends, and then express it by writing, doodling, or even doing the projects in this book. With time, you'll be able to tap into your creative power and make positive changes in ways you couldn't even imagine!

So let's get started. No matter where you begin, or how big or small a starting point you choose, you can use your creativity to be the change! The future is in your hands, and we're excited to see what you create.

Be powerful. Be kind. Inspire and be inspired. Work alone or together. Keep going. And most importantly, have fun!

XOXO
EUNICE AND
SABRINA

"If you can dream it,
you can do it."
-Walt Disney



OUR STORY

As sisters, we grew up living in countries radically different from our own, all over the world. We marveled at how people create happy and fulfilling lives in conditions ranging from extreme poverty to extreme wealth. As filmmaker Yann Arthus-Bertrand observes in his documentary *Human*, whether the glass is half empty or half full, it's a beautiful glass.

After we started our company, Hello!Lucky, in 2003, we learned several important lessons that helped inspire us to write this book.

1 If you can dream it, you can create it.

When we were kids, we had no idea that someday we'd be able to work together doing what we love, having fun, and giving back to our community. That said, we also didn't believe that it was *not* possible. Our parents encouraged us to be pragmatic while following our passions. Step by step, we built our company, and today we are still imagining the future and taking the next steps to make it happen.

2 Small actions can make a big difference.

In 2015, our friends at Egg Press had the simple idea to challenge ourselves and our friends to write 30 letters in 30 days during April, National Letter Writing Month. We posted the challenge and got an amazing response! The Write_On Campaign now has over 10,000 members. This amazing community helped to inspire our book *Happy Mail*.

3 When you speak out with a clear, positive vision, people listen.

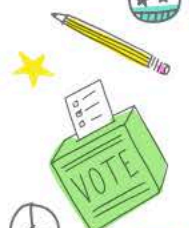
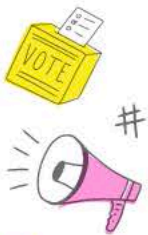
In 2015, Sabrina realized that products like our greeting cards can help people connect to positive values such as creativity, human connection, and fair labor standards. She decided it should be easier for small creative businesses to sell their goods internationally. She expressed her views at a local meeting for small businesses, and through a series of surprising connections, she was invited to become a small businesses trade advocate—and to have dinner with President and First Lady Obama at the White House! Sometimes, when you articulate a positive vision based on personal experience, like-minded people—and people in power—pay attention.

4 Creativity can unify people and give them a voice.

Any time you gather a group of people to make change, there are bound to be differences that slow you down. This is known as the “collective action problem,” a.k.a. herding cats. That's where creativity comes in. Powerful images and words can help people clarify what they collectively want and take decisive action.

We believe that creativity is a powerful tool for political good—for fairness, respect, and inclusion of everyone. After the 2016 U.S. presidential election, we created *The Future is in Your Hands* campaign, which used fun T-shirts, totes, and mugs to inspire people to vote. We created posters for the Women's March on Washington, which were downloaded over 2,000 times, and designed enamel pins that have raised thousands of dollars for good causes.

We love being the change, and we hope you do too. Enjoy the journey, and watch your creativity unfold into real, positive impact!



THE BODY POLITIC

No matter where you live, there are three main areas where you can have influence:

CULTURE

Culture is our collective beliefs, traditions, experiences, assumptions, likes, and dislikes. Every country has a culture. So do different groups, schools, and even families!

Often, culture is the first thing to change. Once culture changes, other things follow—such as laws and the way businesses operate.

Questions to consider:

- ✿ What are your culture's dominant values or beliefs about issues you care about, and how do they make you feel?
- ✿ How do these values or beliefs affect how people treat one another? How do they affect what people watch, buy, wear, listen to, or read?
- ✿ What would you like to change?
- ✿ What would you like to learn more about?

Ways to make change in culture:

- ✿ Post about an issue you care about on social media
- ✿ Design or wear a cause-related T-shirt or button
- ✿ Write a song, article, story, or speech
- ✿ Make a video
- ✿ Organize a club or action group
- ✿ Run for office at your school
- ✿ Have a conversation about an issue you care about with someone who has a different culture or viewpoint



ECONOMY

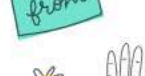
The economy is the means by which resources are distributed locally, nationally, and globally. Players in the economy include governments that create money supply and set the rules for trading, businesses that make and sell goods and provide jobs, and nonprofits that carry out social missions. Workers play a role, and so do you, by what you choose to buy, eat, and wear!

Questions to consider:

- ✿ What companies do you purchase goods from?
- ✿ How do these goods make you feel and why?
- ✿ How do the companies that make these goods treat customers, workers, suppliers, the environment, and their communities?
- ✿ What are some companies that are acting in a way that makes you feel good?
- ✿ How can you encourage more people to support these companies?
- ✿ Are there any needs that are not being met by companies or nonprofits in your community, and what could you do to help meet these needs?

Ways to make change in the economy:

- ✿ Buy from companies whose actions—not just their products—make you feel good
- ✿ Boycott businesses whose actions don't make you feel good
- ✿ Post on social media about companies you support
- ✿ Donate to nonprofits whose work you believe in
- ✿ Start a business or nonprofit yourself!



CHANGE MAKERS



MARDY MURIE

Mardy Murie was born in 1902 and was the first woman to graduate from the University of Alaska. She and her husband Olaus dedicated their lives to environmental conservation, and their small acts and testimony before Congress helped to create the Arctic National Wildlife Refuge. There were days when they made no progress at all, but that didn't deter them. It was only when she was 96 years old that Mardy was recognized by President Bill Clinton with the Presidential Medal of Freedom, the United States' highest civilian honor!



NELSON MANDELA

Nelson Mandela was a South African revolutionary and political leader. He served as President of South Africa from 1994 to 1999, the country's first black head of state. Inspired by the stories of his ancestors during the wars of resistance, he vowed to fight for the freedom of his people. His government focused on tackling apartheid, a system of segregation based on race. He never wavered in his devotion to democracy and equality. He was regarded as a controversial figure for much of his life, having spent 27 years in prison. Through his life's work, he eventually gained international acclaim and received more than 250 honors, including the Nobel Peace Prize.



MARTIN LUTHER KING JR.

Martin Luther King Jr. was a passionate, positive champion for civil rights. While he did a huge amount to end segregation in the United States, he was assassinated just days before the passage of the landmark Civil Rights Act of 1968. Even today, the struggle for civil rights continues with a disproportionate number of African Americans in prison or living in poverty. His work continues to inspire millions worldwide.



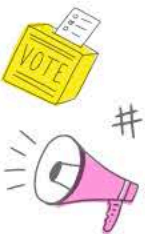
DOLORES HUERTA

Dolores Huerta is a lifelong community organizer and champion of economic justice. In 1962, she co-founded the National Farm Workers Association to help farmworkers have better lives and wages. Dolores started out as a dedicated member of her local Girl Scouts chapter; her dedication and willingness to serve soon gave her huge responsibilities and opportunities to lead. While she at first planned to be a teacher, she realized she could change more lives by organizing them to stand up for changes they wanted to see. To this day, she is an activist for improving the lives of the working poor, women, and children.



THE DALAI LAMA

The 14th Dalai Lama was born Lhamo Thondup in 1935 in Takster, China to a peasant family. He became the spiritual and political leader of Tibet at age 15, just before the invasion by the People's Republic of China. As the exiled political leader of Tibet, he has worked towards the peaceful liberation of Tibet, and regularly speaks and writes about a wide range of topics, including peace, compassion, women's rights, preserving the environment, interfaith understanding, and the science of happiness and maintaining a healthy mind.

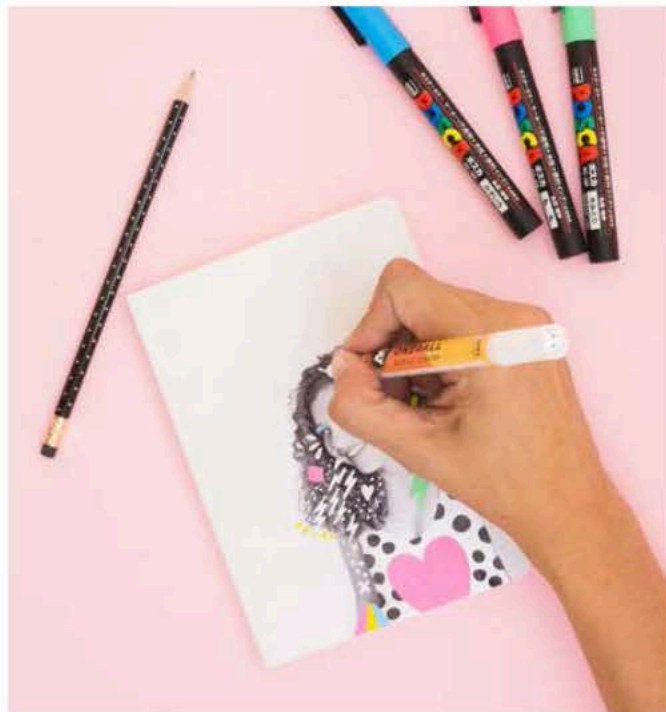




1 Cut out your selfie so it lines up with the corner of the notebook, and then glue the photo to the front of the book.

2 With a pencil, lightly write out your inspirational quote.

3 When you are happy with your sketch, ink the quote with a black Sharpie®, and then decorate the rest of the notebook with a variety of pens.



TIP

To have your selfie fit the cover perfectly, line the photo up to the corner of the notebook. Flip the notebook over and trace the corner onto the back of your photo with a pencil, and then cut the photo to size.



VOTE YES/VOTE NO

POSTCARD TO YOUR REPRESENTATIVE

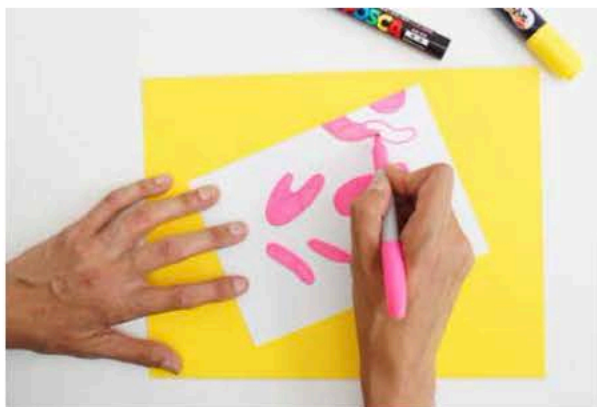
Legislators are busy people! They are more likely to listen and respond to a short, simple, and bold statement about a bill they are actively working on. "Vote No" or "Vote Yes" makes a clear statement, and a bright pattern makes your message really pop. Representatives keep a tally of the number of calls and letters they get, so why not throw a postcard making party? There's power and creativity in numbers!

WHAT YOU'LL NEED

- * 8½" x 11" sheet of heavy white card stock (we used 110 lb)
- * Neon fine point Sharpie® markers
- * Sakura Permapaque® markers
- * Posca medium tip paint pens
- * Craft knife
- * Cutting mat or magazine
- * Ruler
- * Pencil
- * Postage stamp

INSTRUCTIONS

- 1 Make your postcard! Trim down white card stock to 5" x 7".
- 2 With a neon pink Sharpie®, draw abstract blobs across the card.
- 3 Add yellow blobs in between the pink to create an all-over pattern. We used a yellow Sakura Permapaque® marker.



WILD FEMINIST

STENCILED TOTE BAG

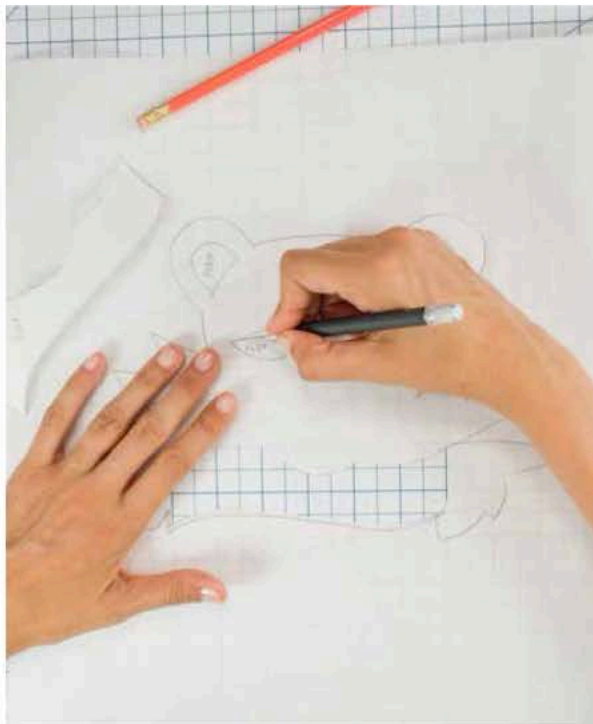
Nigerian writer Chimamanda Ngozi Adichie said it best with her definition of a feminist: a person who believes in the social, political, and economic equality of the sexes. Feminists believe girls and boys should be equally powerful, free, and respected, and that they shouldn't shrink their voices or their ambitions to fit a stereotype. Many feminists also believe that, all things being equal, girls should support each other instead of viewing other girls as competition. So find your voice, use it, and support girls and women leaders who you believe in. Girl power!

WHAT YOU'LL NEED

- * Blank tote
- * Wild Feminist stencil (page 109)
- * Freezer paper
- * Pencil
- * Scissors
- * Craft knife
- * Cutting mat
- * Iron
- * Ironing board
- * Neon pink Jacquard® textile paint
- * Black Jacquard® textile paint or Black Posca® Pen (we used a Posca® Pen)
- * Medium size paintbrush
- * Small round paintbrush (optional)

INSTRUCTIONS

- 1 Put the Wild Feminist template under a piece of freezer paper (plastic side down) and trace the outline, eyes, inner ear, and inside banner shape with a pencil.
- 2 Cut out the main shape and set it aside. Cut out the interior ear shapes, eye shapes, and inside banner shape. Discard the rest.



HOW TO USE THIS SECTION

In the following pages you'll find templates you'll need for the projects on pages 74 and 82.

We've also included postcards, letter-writing sheets, button designs and more that you can tear out and use right away.

**HAVE FUN
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THE FUTURE IS IN
YOUR CAPABLE
HANDS!**

