

CHANGEMAKERS ONLINE GROUPS GUIDE

OCTOBER 2009



changemakers®

groups

COME CONNECT WITH OUR COMMUNITY AND A WORLD OF POSSIBILITIES

CO-PRODUCED WITH:



www.Changemakers.com 



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1 OVERVIEW



WHAT'S A GROUP?

Groups support the long-standing core mission of our community: collaborating to make positive change. There's power in numbers. Not to mention a lot more fun. Our groups are an open house, a place to: Debate the big issues. Float your ideas. Find and be a mentor. Hash out solutions. Connect with people far and wide. Discover ways to get involved. Plan events and get together to take action – online and off. It can all happen in your group.

HOW GROUPS INTERACT WITH CHANGEMAKERS.COM

Groups are related to the other parts of the Changemakers site in the following ways:

- You can join a group and it will appear in your profile.
- *Related content* is presented on the right hand side of the page. You can find other groups that are committed to similar *issues*, *stories* about people and programs around the world, and *competitions* where you can submit your ideas and find inspiring solutions.
- You can also share a group with other people on Changemakers, such as your friends.
- Find relevant groups by *issue* or *place*. Interested in sustainable agriculture? The *Issues* page collects all the relevant pages. Located in Washington DC and interested in finding other people with similar interests? Look under *Places* to see what's hopping in your areas of interest.



2 HOW TOS

SIGN IN

You must *sign in* before taking any action on the website. Click on *sign in* at the top right hand corner of any page.

If you have not yet created a Changemakers profile, it only takes 30 seconds. After you've clicked *sign in*, enter your e-mail, a username and a password.

That's all you have to do, but we encourage you to share a little detail about yourself. You can use your profile as a professional and personal marketing tool to attract stronger connections and possible opportunities linked to the Changemakers and donor community.



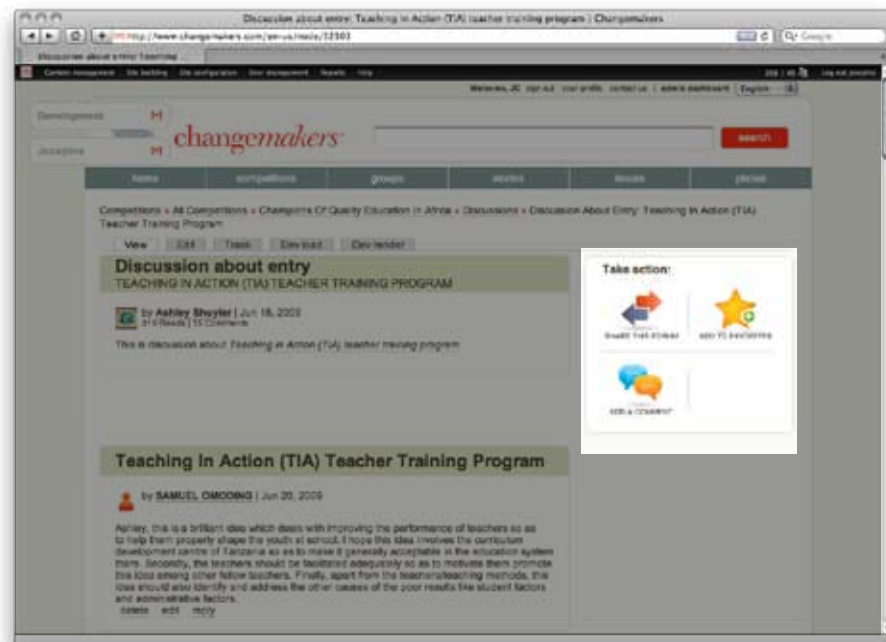
FIND AND JOIN GROUPS

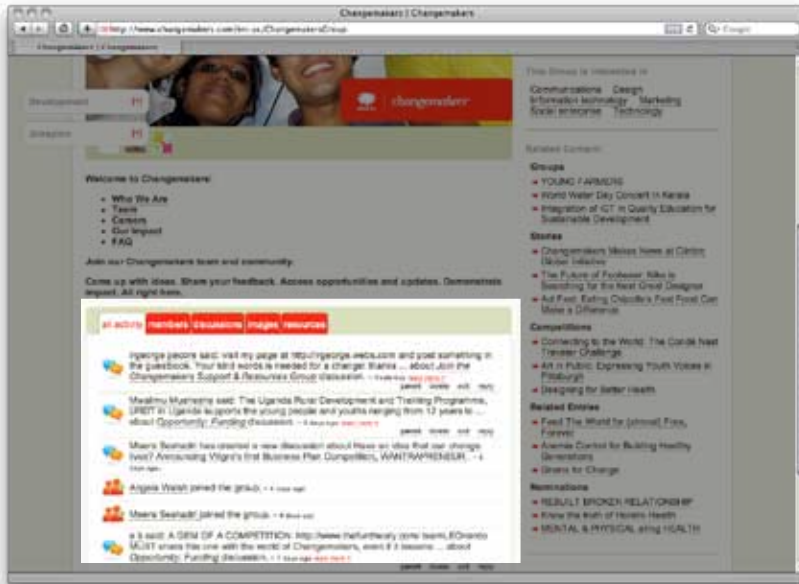
You can find and join groups in a number of ways:

- Use the *search* box at the top of the site to enter what you are looking for. The search results will point you to groups and issues.
- Go to the [groups home page](#) and click on the tab that says [find a group](#). There's also a tab for [featured groups](#) that might be of interest to you.
- Go to a [competition home page](#) and see which groups are related to that competition's topic in the right hand column.
- The [issues](#) and [places](#) pages have a direct link to groups.

TAKE ACTION

Once you find a group that's of interest to you, just click on the icons in the *Take action* box in the top right corner to: join the group, start a discussion, add to your list of favorites, or share the group with your other social networking sites such as Facebook, Twitter and MySpace.





EXPLORE THE GROUP

Basic information about a group can be viewed under an array of central tabs. Here you can find out about the group's *activity*, its *members* and *discussions*, as well as check out the added *resources*, *images* and *videos*.

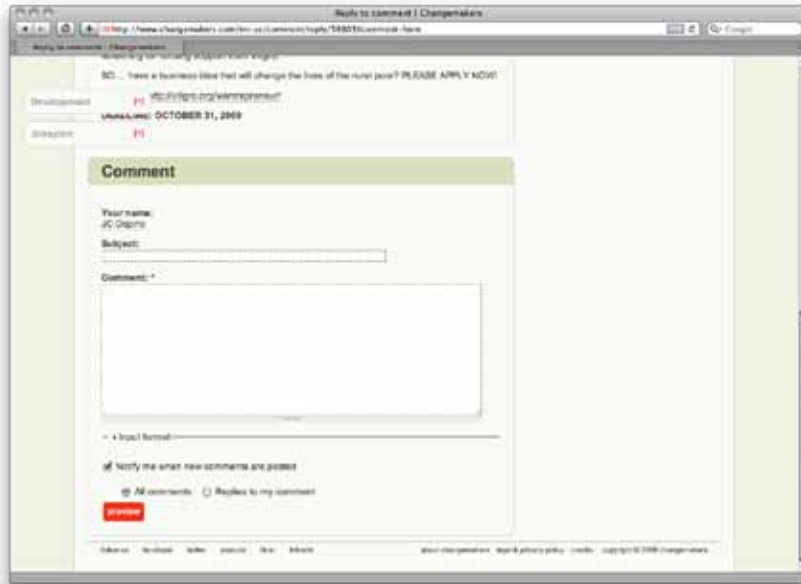
Explore what's going on and who the members are. To learn more about others, simply click on their name to view their profile. You can also take the following actions: add them as a friend and send them a private message.



START A GROUP: 3 EASY STEPS

Groups are conversations. If you haven't found a group that addresses your interests, it's easy to start the conversation yourself. On the groups home page, click on the link marked *start a group*. All you have to do is give it a name, describe it and click on the button marked *create it!* It's as simple as 1-2-3.

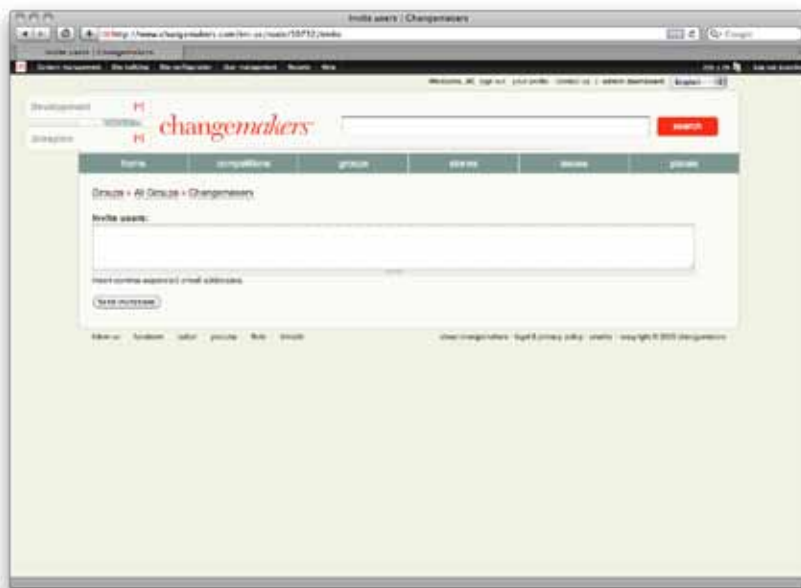
As the group's creator, you have access to certain administrative abilities. And now that you've started, here are some more actions you can take:



If you'd like to be notified when comments or replies are posted, check those boxes; selecting these will also allow you to follow the group's developments and stay connected to members.

START A DISCUSSION AND POST A COMMENT

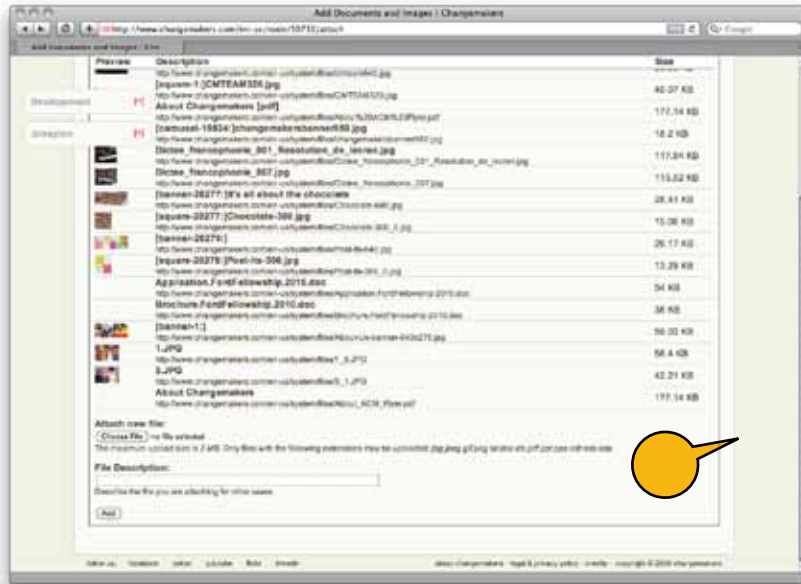
- **To start a new discussion**, in the *Take action* box, click on *discuss* which will take you to the discussion space and then click on *add a comment*. Add your subject title and comment, then *preview*. If you are satisfied with your comment click *save*. Or, if you want to revise your comment before publishing, make revisions then *save*.
- **To post a comment to an existing discussion**: Click on the title of the comment you'd like to respond to. Next, click on *add a comment* in the *Take action* box. Add your subject title and comment, then click *preview*. If you are happy with your posting click *save*. If you'd like to *edit* some more, go back to your comment and click *edit*. When you're happy, press *save*.



INVITE OTHERS TO JOIN

In the *Take action* box you can click on *invite someone* to send an invitation to people you'd like to have join the group. In the *invite users* field you can enter up to 50 email addresses, then click on the *send invitations* button. Each contact will receive an invitation, which they can accept or reject.

Both members and administrators can invite people. However, administrators (group creators) also have access to the following admin tabs that allow them to view and manage details of invitations, membership requests and memberships.

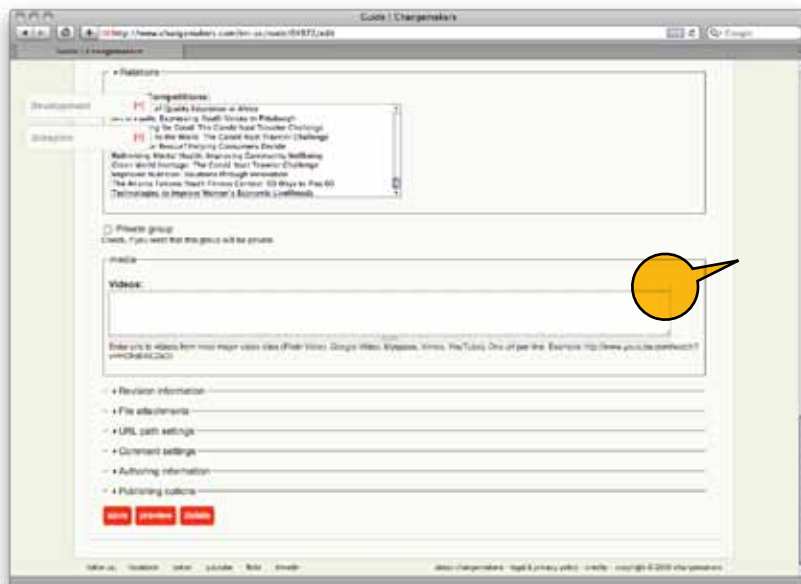


UPLOAD DOCUMENTS AND IMAGES

To further enhance your group, you can also *add documents and images* by clicking on this button in the *Take action* box.

Documents will appear under the red *resources* tab on the main page and may include things such as informative brochures, work documents, flyers, background papers, etc.

Images that are added will appear under the red *images* tab and could include items such as PowerPoint presentations, PDF files, and extra pictures that you would like to share with the group.



ADD VIDEO

Group creators/ administrators may also add video to the resources by clicking on the admin *edit* tab that appears when you are signed in, then inserting a video link from most major video sites such as Flickr Video, Google Video, Myspace, Vimeo and YouTube. When you are done, scroll down to the bottom and click the *save* button. Your video will now appear under a red *video* tab on the group's main page.

ENHANCE YOUR GROUP

There are many ways for a group creator to enhance and raise the profile of the group. Here are three suggestions:

Select the main pictures for your group:

There are three main images that will visually represent your group on the site: the gallery banner, the listing image, and the featured carousel banner. They have very specific size requirements.



- **The featured carousel banner** is the long rectangular banner that you see on the website's carousel of moving images. Changemakers uses these spaces to give community members and groups extra visibility. You can help Changemakers promote your group on the website's home page carousel or the featured groups carousel by adding a featured carousel banner image that is 950 pixels wide x 300 pixels high. You can contact us if you'd like to have your group featured.



- **The listing image** (also referred to as the results and thumbnail image) is the square image that appears on the central listing page which shows all the Changemakers groups on the website. This image appears next to the group's name and must be 275 x 275 pixels. Having a listing image is one way to make your group stand out among many.



- **The gallery banner** is the main image that appears at the top of your group's page – it's located under the group title and must be 640 pixels wide x 275 pixels high.



Connect & collaborate with the community

There are many ways you can connect with the Changemakers community. These are just a few suggestions:

- Find and offer mentorship among others in your field by joining groups that focus on your interests
- Share resources – post PDFs, Power Points, documents, videos and links under the *resources* tab of the group
- Expand both your online and off-line networks. Members can find organizations to partner with on new initiatives and find supporters who help them expand and thrive.
- Discuss ideas and solutions where like-minded changemakers congregate.
- Broadcast your successes and share new developments.
- Find and post opportunities. The community shares information about grants and other support for social action organizations. You will find this in individual groups, the [Changemakers Group](#) and/or the [Changemakers Support and Resource Group](#).



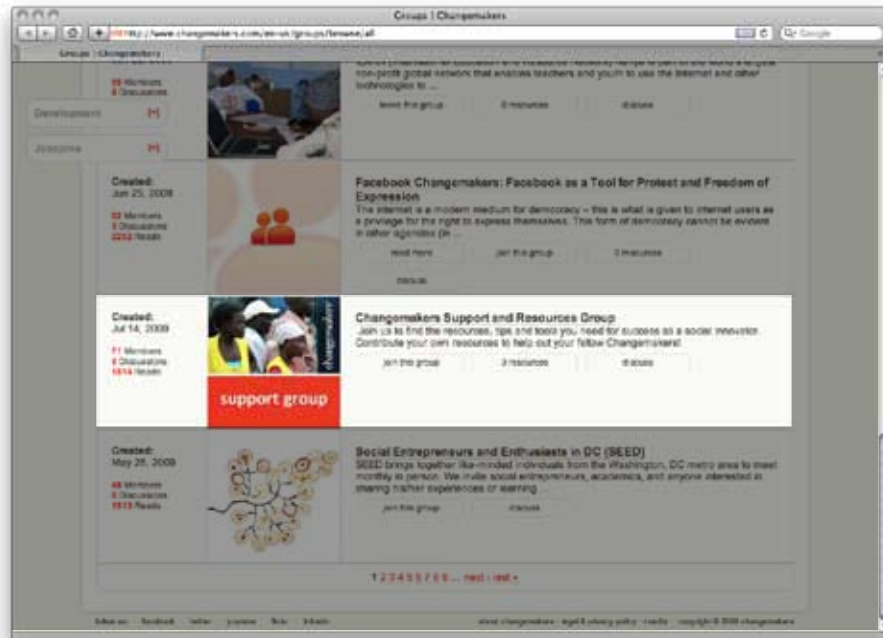
3 TIPS & SUPPORT

MARKET YOUR GROUP AND BUILD MEMBERSHIP

- Use the *invite someone* feature in the *Take action* box to send friends, family or colleagues an invitation to join the group.
- Pull in your other networks by using the *Share this group* function in the *Take action* box to link to social networking communities and sites, such as Facebook and Twitter.
- Mention the group and link to it in an email, on your website, in a newsletter, mailing list or press release.
- Add your group name and URL to your e-mail signature.

CONNECT WITH US

- Join the [Changemakers Support and Resources Group](#) to find the guides, resources, tips and tools you need for success as a social innovator.
- You can also get in touch with us by clicking the contact us link on the top right hand corner of the site or by sending an email to: connect@changemakers.com





4 ABOUT THE CREATION OF THIS GUIDE

THE GUIDE CREATION PROCESS

This guide was created by Ashoka's Changemakers and Adaptive Path in order to give our community a better sense of how to benefit from our online groups, and to help individuals and organizations achieve their social change goals more effectively, using this tool.

We would like to thank the group creators and members that participated in the [collaborative online process](#) that we used to collect feedback and insights. Thanks to their gracious contributions we arrived at a better understanding of what type of information should be reflected in this guide and how we can work to improve the community's online experience.

CHANGEMAKERS

[Changemakers](#) is an initiative of [Ashoka](#), an organization with over three decades of finding, funding and expanding the work of social entrepreneurs across the globe. The Changemakers online community builds on this history and expands the Ashoka vision by creating an "Everyone a Changemaker" world through networking and relationship-building. Changemakers creates opportunities for those who want to be at the centre of social change by offering competitions that are supported by philanthropic organizations. The competitions and the community connect those who are passionate about change and make ideas come to life.

ADAPTIVE PATH

Adaptive Path designed the entire Changemakers' web site from the ground up with the goal of creating a category-defining user experience for the Changemakers community. You can read more about the redesign process [here](#).

Adaptive Path is a user experience strategy, research and design firm that helps companies deliver great experiences through their products and services. Widely recognized as thought-leaders in the emerging field of experience design, Adaptive Path has worked with leading organizations such as MySpace, Flickr, Citysearch and the United Nations. For more information on Adaptive Path please visit www.adaptivepath.com or contactus@adaptivepath.com.