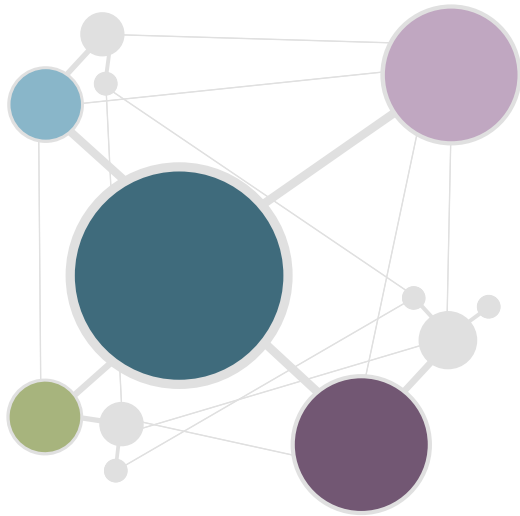


# 5 Elements Needed for a Movement



## COMMON MOTIVATOR:

*Previously unconnected individuals or groups unite around a common belief or motivator.*



## RECRUITMENT:

*Individuals as well as organizations use their social networks to recruit friends and family to the cause.*



## COMMITMENT:

*Strong connection to the cause fueled by personal experience.*



## SYNERGY:

*Diverse groups learn about each other and join forces.*



## FIGHT:

*Real or perceived opposition.*



Gerlach, L. & Hine, V. *Power of Change: Movements of Social Transformation*. (Indianapolis: Bobbs-Merrill, 1970, pp.xvi-xvii).