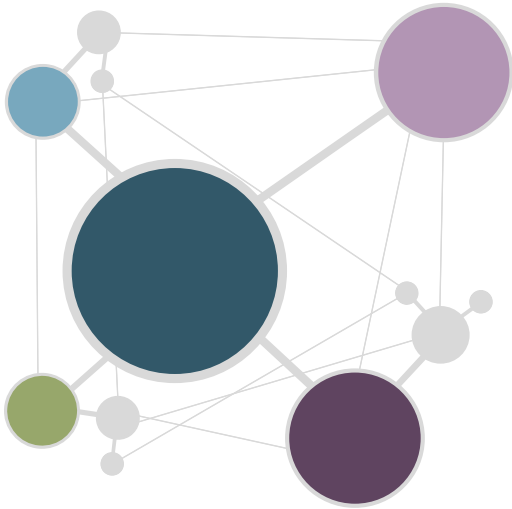


5 Elements Needed for a Movement



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).