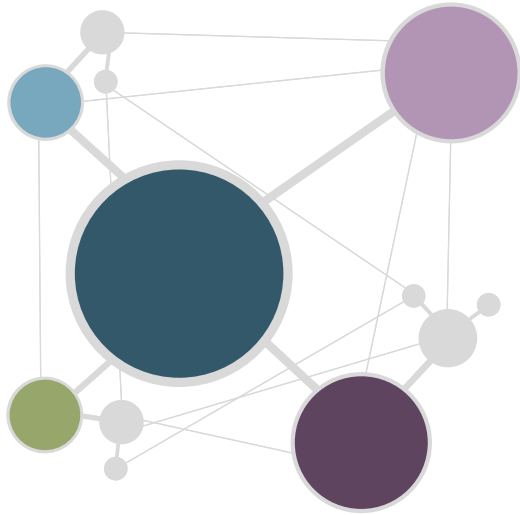


5 Elements Needed for a Movement



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).