



Roles in a Community

Strong communities have different roles for different people. For an NGO supporting the growth of a social change community, developing these roles is key to creating a sustainable group that exists and takes action independently of the NGO's continuous intervention.

The Change.org Foundation is building a community of women to lead social movements in India. There are 120 women in this community so far, who have all been trained in starting and growing their own campaigns. At the end of 2019 there will be 180 in the community.

The Three Leadership Roles in a Social Change Community:

- 1. Social Change 'Champions'** - These women run strong national campaigns. Like Srilekha, who champions rural women's rights in the tribal Jharkhand region and is running a campaign to secure menstrual hygiene services for young girls. Women like Srilekha provide inspiration and motivation to the group.
- 2. Community Leaders** - These women don't lead a specific campaign, but organise and offer leadership to the community. For example, Namita encourages women to start campaigns and connects them to supportive buddies. She also helps to mobilise support for the right campaign at the right time.
- 3. Experts** - They provide expert guidance on key strategic skills. For example, lawyer Sagina provides legal advice to campaigns that are looking for the right policy ask.

When these three roles come together in a supportive community they can go on to create change in ways that were not fathomable before.

How does a community become a social movement?

We started building this social change community by looking at the characteristics of a 'Champion' leader. The Champion would mobilise support for her campaign, building momentum and escalating the issue. We started a 'She Creates Change' training programme to find and develop these 'Champions'.

But, we also understood that Champions need a community to support them. They needed to belong to a 'sisterhood' with a common purpose. This would open up access to a larger networks and provide social and emotional support when they faced the many barriers on their journey.

As the community evolved we realised that the community members also needed to take on specific roles to sustain it. This community would need to be self-sustaining in the long run and not dependent on external support.

Instead of focussing on creating only Campaign Champions, the community is now a space where Change.org Foundation staff and the Champions, experts and leaders all contribute to the learning, impact and therefore the sustainability of the community.



From Communities to Movements

#METOO IN INDIA



Within days of #MeToo becoming big in India, Archana had started a petition asking 93.5 Red FM to broadcast a special segment dedicated to #MeToo in the evening primetime for a week, inviting listeners to share their stories.

The community members supported Archana with her petitions - with some members leading complimentary petitions and some offering their expertise on social media. One of the most interesting roles has been community leaders, who have helped

guide the internal narrative around #MeToo being a first step in awareness-raising, with more concrete measures making workplaces safer coming next.

The radio channel RJ has responded and will be running this programme on her own show.

CHALLENGING SOCIETAL NORMS

Muna from the community is constantly speaking out against regressive and casteist notions of beauty. She was shocked when she found out that her favourite brand of jewellery - Tanishq uses only fair-skinned models in their advertisements. Muna was encouraged by the community to start a campaign asking Tanishq to commit to representing all skin tones in their advertisements.



Muna was helped by various Changemakers who acted as motivators, spoke to Decision Makers on her behalf and helped her mobilise support on social media. Her petition was eventually a victory, with Tanishq's senior marketing head personally speaking to Muna and making a commitment to showcasing diversity in their ads. Muna's campaign in turn inspired Pranay, another Changemaker, to start a campaign directed at ICICI bank.

To learn more about this work, reach out to:



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