11 Tips for Sparking the Activist in YOU!

(because everyone does 10 tips)

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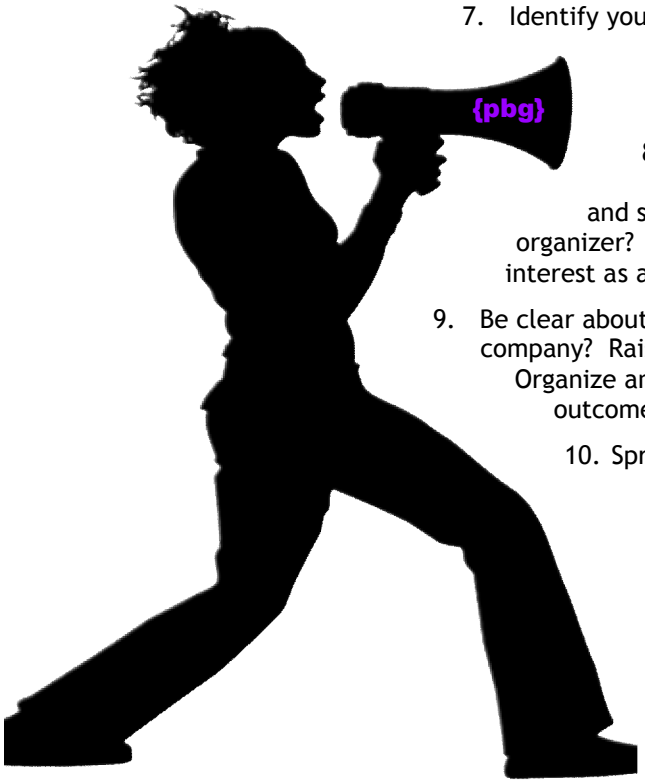
1. Wanna get active? Step one is to figure out what you're passionate about by asking yourself these questions: What fires you up? What pisses you off? What do you wish you could change?
2. Keep your eyes open and be a conscious consumer. Once you've identified your cause, you'll start to notice more things: i.e. the separated pink and blue aisles at toy stores, the recycling program (or lack of) in your school, or the number of strays in your neighborhood.
3. Don't be afraid to be critical, angry or upset about the way things are. Anger is the key to making change – and you can harness it as energy to move your cause forward.
4. Once you've identified your cause, take a look around and see what other activists for the same cause are doing. No sense going it alone. There's strength (and resources) in numbers!
5. Do your research, gather information, and get informed about any energy or movement already in motion around your cause. Who might support you? Where are the potential links and connections to people and places? Can you share information? …which leads to:
6. Find supporters for your cause! Activism is most fun when you've got a cadre of friends and allies working alongside you. They can lend moral support, share the workload, and help move your cause forward.



7. Identify your target, get specific. Who are the major offenders of your cause? Is it a corporation? A group of people? A marketing campaign? Until you can put your finger on a target group, it'll be hard to take action.
8. Consider your means of protest. What will you do? How you choose to protest can speak directly to your interests and strengths. Are you an artist? A musician? A writer? An organizer? Whatever you like to do, think about ways to leverage that interest as a means of protest.
9. Be clear about your goals for your activism. Do you want to petition a company? Raise money for a cause? Create awareness for an organization? Organize an event? Whatever your goals are, if you're clear about your outcomes, it'll make it easier to reach them!
10. Spread the word about your work. Social media (blogging, Facebook, MySpace, Tumblr, Twitter) are all great (FREE!) outlets for your message and all provide ways to find people who'd be interested in your cause. Concerned about the sexualization in the media? Check out the Facebook groups doing this work and promote your cause there.
11. Celebrate your success and have fun! Whether you hit your goals or not, it's always important to take time to recharge, remember why you got excited about this cause in the first place, and strategize your next steps to making the world a better place!

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