

Resource
Toolkit



THINK unlimited

Table of Contents**

1. Storytelling (pg. 3-4)

- a. Facebook pages to follow
- b. Articles
- c. Exercises and Worksheets

2. Structure (pg. 5-7)

- a. Examples of Potential Structures
- b. Potential Leadership Positions

3. Events (pg. 8-10)

- a. Ideas for Events around Movies or Documentaries:
- b. Resources for Events around Activities from Solutionaries:
- c. Further Events Ideas and Links to Other Fundraisers:

4. Further Resources (pg. 11-12)

- a. Think Unlimited Logos:
- b. Think Unlimited Photos from Solutionaries:
- c. First Meeting Checklist:

** Each time we add additional resources and links are added to the toolkit, Think Unlimited will send out an updated copy to its Chapters to ensure that they always have the most up-to-date material.

Story telling:

The Facebook pages, articles, exercises, and questions below are here to inspire and help you further delve into the art of story telling.

Facebook Pages to Follow

Are you interested in learning more about the power of storytelling and relevant organizations who are doing it really well? Check out these different storytelling Facebook page.

Digital Story Telling: <https://www.facebook.com/TheStoryCenter>

Center for Story-based Strategy: <https://www.facebook.com/StoryBasedStrategy>

Working Narratives: <https://www.facebook.com/workingnarratives>

Narratively: <https://www.facebook.com/NarrativelyNY>

Articles:

A few articles that cover the basics of what goes into constructing and telling a good story.

[“Social media has evolved into the art of storytelling...”](#)

[“How to Turn Audience Emotion into Action”](#)

[“Telling good stories — communications expert Andy Goodman”](#)

Exercises & Worksheets:

Worksheets:

[Creating a Meme Activity](#): this activity is designed to help groups start the process of developing a creative concept that will inspire or be directly used for a campaign, a name, or a specific message frame.

[Influence Map](#): this worksheet is intended to help groups start thinking about ways to get your message heard by your target audience.

[FRAMES](#): is an acronym for a checklist of qualities that you will want to keep in mind use to create an effective message.

Exercises:

Tweet Your Story!

Just like the title suggests, try writing on a version of your chapter's story to fit in a tweet, 140 characters or less! Think you can come up with more than one? Challenge yourself to come up with as many different versions as possible.

Say it Aloud!

This exercise is exactly what it sounds like...tell your story aloud. Sounds pretty intuitive right? Well, it maybe but what most people don't realize is that the more times you say your story aloud, whether it is to an audience or to your bedroom mirror, the better you will get at telling your story.

After you craft your story and practice, try it out a few people, preferably ones who aren't affiliated with your chapter and afterwards ask them to give you pointers on how you could make it even better! If there is no one around, try recording your story and then playing it back to yourself. As you listen take notes on what you should focus on next time to improve your story.

Share your Story on Instagram!

This activity is inspired by [Project Pen's Instagram Stories competition](#). Invite everyone in your chapter to upload a photo they think represents some aspect of your chapter accompanied by an insightful story and hashtags. Regardless if you decide to make this activity a competition the content that your chapters members create will be perfect for not only Instagram (if your chapter has an account) but, also for your Facebook page!

Further questions to consider when constructing your story....

- What was the last unforgettable story you heard? What made it powerful? What about it still resonates with you? Can you apply these aspects to your own chapter's story?
- What are life experiences that have made you passionate about education? What were experiences that sparked your interest in innovation?
- Try to think about these experiences in terms of images, scenes, and moments. What were the challenges or choices you face? What was the outcome and how did the whole experience change you?
- Now, think how you can connect your own story to Think Unlimited's? How can you tailor your story so that it clearly shows why you are passionate about Think Unlimited's mission and vision?
- Finally why do you think now is so important? How can you convey the urgency of now?

Structure:

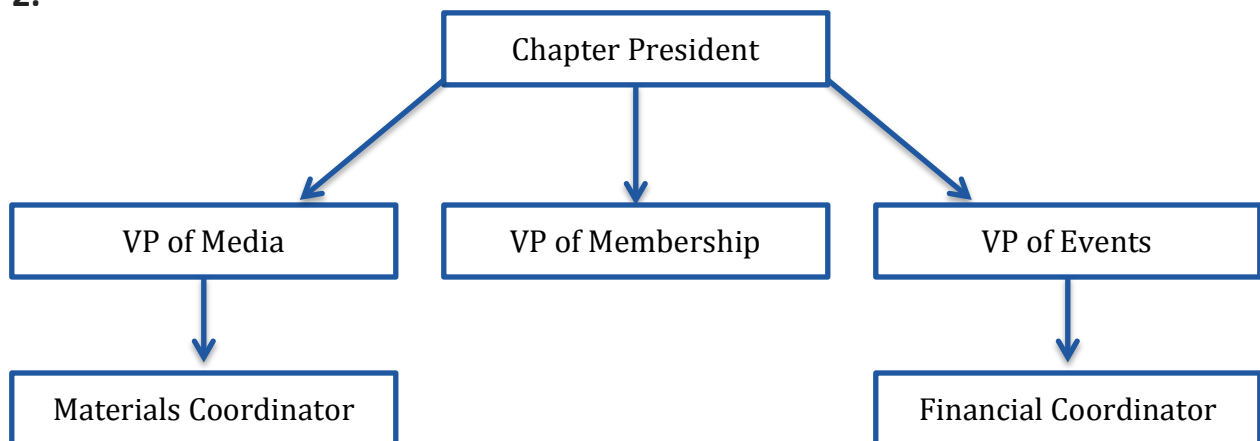
Below and on the following pages are three examples of basic chapter structures and potential Leadership Positions. Depending on the stage of your chapter you may choose to replicate one of these structures or positions entirely or adapt it to fit the unique makeup of your group.

Example of Potential Structures:

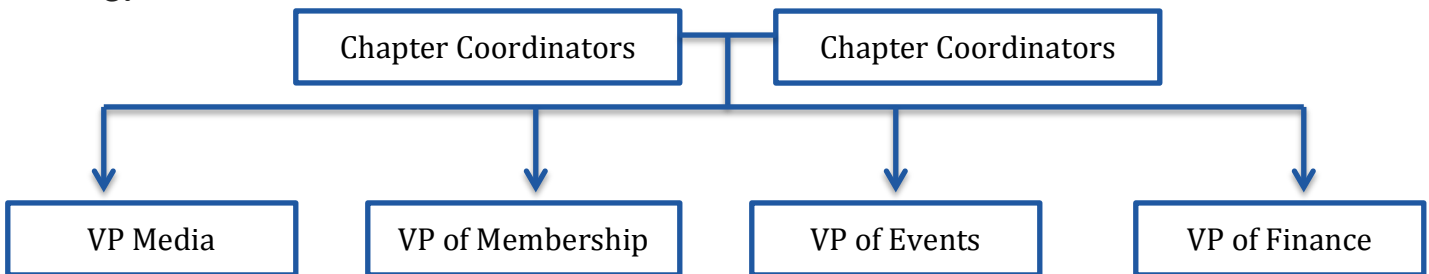
1.



2.



3.



Potential Leadership Positions:

The leadership structure of your chapter is up to you, but here are a few positions descriptions that many chapters use. This will give you an idea of the types of tasks that need doing as well as allow you can think about who will take them on. You can always do these things by committee, but it's important to establish some kind of point person/people.

Chapter Coordinator(s) / President(s): (Many successful chapters split this position between 2 people in order to make the responsibilities more manageable.)

- Schedule regular chapter meetings and mobilize the chapter to put on events
- Facilitate the setting of strategic goals, track progress towards these goals, and evaluate chapter tactics
- Work with chapter members and Membership Coordinator to establish and enforce membership norms or rules
- Develop new leaders by establishing new roles and filling vacancies, monitoring performance and follow through, and providing training
- Act as the official face of the chapter, when needed
- Broker and coordinate partnerships with other organizations

Membership Coordinator:

- Coordinate the establishment of norms or rules governing membership
- Recruit new members to the chapter
- Identify leadership roles for chapter members as appropriate
- Organize social events for chapter members to build relationships and keep it fun
- Send out draft meeting agenda as prescribed by President(s)
- Take meeting minutes and distribute minutes to relevant recipients

Events Coordinator:

- Coordinate planning and execution of all events including all logistics
- Maintain chapter's calendar and work with Media Coordinator to notify members and wider community of events

Media Coordinator:

- Facilitate outreach to any media outlets to get coverage of events
- Develop and implement a social media strategy, and track progress toward goals (number of FB group members, "likes," etc.)
- Provide talking points and outreach training to chapter members
- Develop creative content for display online and around community
- Maintain your chapter's Facebook group

Materials Coordinator:

- Collect photos and videos at meetings and events
- Collaborate with the Media team to design posters and advertising
- Quality-check materials created for message, accuracy, and timeliness
- Organize and keep inventory of existing materials, making sure they are available to chapter members as needed for events

Financial Coordinator:

- Establish and monitor any fundraising interface, such as a crowdsourcing website, a ticket purchasing interface, etc.
- Collect, document, and transfer funds collected on behalf of Think Unlimited
- Work with the events coordinator to manage any financial transactions related to putting on events (renting space, catering, advertising, etc.)
- Keep track of the chapter's own finances. Will the chapter maintain funds to use for its meetings and social events? This person would keep track of that money.

Events:

We want to make brainstorming and planning your chapter's events as easy as possible. Therefore, we have compiled a list below of Event and Fundraising ideas.

Ideas for Events around Movies or Documentaries:

[Who Cares?](#): A new, inspiring documentary about social entrepreneurship and showing how anyone can become a changemaker!

[The Square](#): a documentary that follows a group of brave revolutionaries daring to dream up a new future during the 2011 Egyptian revolution.

[Jobs](#): The story of one of the most well known entrepreneurs of our time. A classic film that shows how a world changing idea can begin with one man truly believing in changing the world.

[Moneyball](#): Is much more than a movie about the reinvention of baseball, it is a movie about innovation. In it you will see all the necessary steps need to carry out a successful innovation: need and lack of resources, a breakthrough concept, bold ideas, resistance to change, despair and then ultimately triumph.

[TED Talk on Entrepreneurship](#) (17:09): a funny and impassioned talk by Ernesto Sirolli about social entrepreneurship and how the first step to solving a problem is to listen to the people you're trying to help.

[TED Talk on Grit](#) (6:12): In this short talk Angela Lee Duckworth talks about her research on grit and explains her theory of grit as a predictor of success.

[TED Talk on Empathy](#) (18:07): Sociologist Sam Richards tackles the concept of empathy by walking his audience, step by step, through the process of how to empathize with- not approve of, but understand- the motivations of Iraqi insurgent.

[TED Talk on Imagination](#) (9:26): Jane Echelman found her true calling as an artist when she was forced to put her imagination to the test and create art from nontraditional, new art material.

[Ted Talk on Creativity](#): David Kelley, founder of leading design company, IDEO, discusses creativity and how it is not limited to certain people or spheres of work.

[TED Talk on Re-imagining Education](#) (19:24): In his entertaining as well as reflective talk, Sir Ken Robinson argues that today's current education system undermines creativity and advocates for the creation of a new system that nurtures the creative process instead.

[Click here for even more suggestions!](#)

Resources for Events around Activities from Solutionaries:

Course Reading:

While creating the Solutionaries curriculum, Think Unlimited compiled select reading that reflected particular attributes focused on in the course. All readings can be found in their designated files Introduction, Growth Orientation, Grit, Empathy, Investigate, Imagine, and Design, named after the seven different modules of the Solutionaries course. We hope that by supplying you with these readings you will not only gain a better understand about what Think Unlimited is teaching, but will be inspired to create an activity or hold an event that centers around one or more of these attributes.

[For Readings, Click here!](#)

Further Events Ideas and Links to Other Fundraisers:

Jeffersonian Dinners:

Jeffersonian Dinners are...

A dinner party with a twist! To learn more [click here](#).

Why host one?

While Jeffersonian dinners aren't traditional fundraising events, they are nonetheless an excellent way to spread information about your organization; make new, valuable connections; expand your network; and come up with great, ground breaking ideas!

More useful links:

[Jeffery Walker's TED Talk on Jeffersonian Dinners](#)

[Step-by-step guide for planning your Jeffersonian Dinner](#)

Links to List of Potential Fundraisers:

<http://www.gofundme.com/fundraising-ideas/>

<http://www.giveforward.com/p/fundraising-ideas>

<http://www.wellspring.ca/Niagara/Get-Involved/Host-an-Event/101-Fundraising-Ideas.aspx>

Crowdfunding Campaign and Potential Platforms:

What is Crowdfunding?

Crowdfunding is the process of collecting money from many different people all around the world in order to make an idea become a reality. The great thing about crowdfunding is anyone with a dream can do it! All you have to do is decide on a crowdfunding platform and create a campaign. To learn more click on the four crowdfunding sites below. Each one takes you through the process of setting up a campaign and what it takes to run a successful campaign.

Listed below are four of the top Crowdfunding websites:

Kickstarter: www.kickstarter.com

Indiegogo: www.indiegogo.com

Crowdrise: www.crowdrise.com

Further Resources:

Below are a series of links to further resources your chapter will no doubt find useful!

Think Unlimited Logos:

[Click here!](#)

Think Unlimited Photos from Solutionaries:

[Click here!](#)

We have provided you with some of the best photos from our course, Solutionaries and encourage you think of creative ways to use them to promote your chapter and Think Unlimited. If you need to get some inspiration check out Think Unlimited's Facebook page or one of your fellow Chapter's pages. In the past Think Unlimited and chapters have used these as backdrops for inspirational quotes, call to action, and general promotional materials.

Check this folder regularly as we will continually be updating it with photos of our facilitators and students in action!

First Meeting Checklist:

On the following page is a printable worksheet meant to walk you through planning your first meeting.

Planning your First Meeting

Don't know where to begin planning your first meeting? Here are some tips that can help you get started!

- ❑ Beginning the meeting off with a bit of inspiration is always a great way to kick it off! Share a story about one of our Solutionary students, or perhaps your own story of how you became involved with Think Unlimited. Anything you think will motivate people to get or be involved!
- ❑ It's a good idea to spend some time reviewing our mission and current work, especially if this first chapter meetings has many people who are not very familiar with Think Unlimited. In general it is a good habit to start each meeting with a brief summary of Think Unlimited to make sure that everyone in attendance is clear about who we are and the work we do. This will also supply attendees with language they can then use when speaking about Think Unlimited and your chapter!
- ❑ Review briefly not only what you want to accomplish in this meeting but also as a group. It is also a good idea to discuss early on leadership and positions you think you'll initially need. Do a brainstorm with the group to get a sense of people's interests and abilities.
- ❑ We also recommend that if you have time that you begin walking through Section I of the chapter manual. While your story, goals, structure, and norms will change over time, now is a good time to start thinking about these things together as a group as you will want to ensure that everyone there is on the same page
- ❑ Finally, don't forget to pass around a sign up sheet to document how many people attended your meeting and get a rough idea of their level of inters and availability. Some will be more interested in than others and want to take on a leadership positions; others may only be interested in serving on a committee or showing up to events or simply supporting your chapter via Facebook. While its good to have members committing to different levels, you will still want to know this information up front as it will help you plan your next meeting and upcoming events.