

SOCIAL CHANGE WHEEL

All of these strategies can contribute to social change.



Source: Minnesota Campus Compact

Social Change Wheel from Minnesota Campus Compact

Advocacy - supporting an idea or cause through public and private communications, and collecting evidence to support one's position

Examples:

- Speaking or writing to individuals, groups, or elected officials on behalf of a cause
- Sharing a video about your cause on social media

Charitable Volunteerism - addressing immediate needs most often through social service agencies, churches, or schools

Examples:

- Tutoring a child or an adult once a week
- Serving food or registering people at a soup kitchen or a shelter

Community & Economic Development - acting to provide economic opportunities and improve social conditions in a sustainable way

Examples:

- Developing marketing plans websites or other supports to help small businesses grow
- Providing microloans or training to aspiring entrepreneurs

Community-Based Participatory Research - conducting research in partnership with members of a community with an intention to benefit the community

Examples:

- Defining a research agenda and implementing each aspect of research projects with local stakeholders
- Jointly publishing results to ensure they reach public as well as academic audiences

Community-Building - strengthening through interpersonal connections the capacity of local residents and associations to work together

Examples:

- Creating local history projects profiling both long time and new residents
- Organizing neighborhood cleanups or National Night Out activities

Community Organizing - bringing people together to act in their shared self-interest

Examples:

- Mapping the skills, interests, relationships, and other assets of residents to inform work on particular issues
- Developing an issue campaign to call for change in a troubling practice such as the overuse of school suspensions

Deliberative Dialogue - exchanging and weighing different ideas, perspectives, and approaches around particular issues in a public setting

Examples:

- Organizing ongoing local discussion circles
- Using a National Issues Forums guide to prompt a group to consider multiple options on an issue

Informal Associations & Mutual Aid - unpaid collaborative work or sharing of resources by people seeking to improve their collective quality of life

Examples:

- Starting a support group around an issue of concern
- Participating in the disaster relief efforts or opening your home to a displaced person

Philanthropy - donating money to increase the well-being of humankind or advance another social good

Examples:

- Holding a fundraiser for a nonprofit organization
- Providing cash or in-kind donations yourself

Protests & Demonstrations - expressing public disagreement with its situation or policy in a visible nonviolent way

Examples:

- Participating in rallies or marches in support of a cause
- Creating public visual or performance art intended to draw attention to an issue

Social Entrepreneurship - creating a new venture or using entrepreneurial principles to change an existing one

Examples:

- Launching a business with a clear social benefit
- Developing a new product that affordably provides clean water to people in areas without it

Socially Responsible Daily Behavior - acting on one's values and civic commitments in one's personal and professional life

Examples:

- Challenging racist and sexist words or behavior
- Buying from locally owned or socially responsible businesses

Voting & Formal Political Activities - mobilizing others to influence public policy through formal political channels and participating yourself

Examples:

- Organizing a voter registration drive
- Running for public office or working or volunteering on another candidate's campaign