



## What is a Social Movement?

Social movements for good support the interests of a community whose lives are affected by an issue. This group of people is often unable to overcome this issue without the additional support of dedicated community activists and donors.

## Four Phases of Social Movements for Good

Building  
and Gathering  
a Group of  
Believers

Letting the  
People Take  
Action with  
One Another

THE PINNACLE  
ACTION!

Sustaining  
the  
Movement

## Empathy

Happiness is linked to our empathetic side to help one another. There are good effects one receives when supporting a social movement or an act for good.

Social movements need to incorporate ongoing acts of good to maintain the level of interest and internalized happiness that one can obtain.

## From Belonging to Owning a Movement

Belonging is not as important as believing in the purpose and values of the social movement.

Social movement builders must ensure the principles of purpose, authenticity, and self-realization are present.

Without these features, individuals cannot see the power of the movement in real time or their impact on the movement. This results in less sharing, less expressive measures that make social movements what they are.

## Creating a Message to Believe In

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Movements are derived from a single narrative built around the person's ability to affect change.

The narrative of any social movement depends on a narrative where people can read, witness, and feel other people being affected by issues.

When an individual is able to make that personal connection to the challenge or the message of extreme pain, it transforms the individual into a state of concern and support.

The biggest driver to any movement will be the resounding interest of a populace in not just taking action online through social media but also driving change with further actions through the organization and not just for it.

The work and message of the movement are not about the organization or for its success, but rather for the people affected and their success.

## The Creative Behind a Social Movement for Good

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Sharing messages, spreading opportunities for change, and being a part of something bigger takes a message, a sender, and the ability to feel like you can truly make a difference.

Social movement builders need to help the audience understand their opportunity and power to change while not degrading the audience itself or separating them from others because of a lack of involvement.

Creating a narrative that makes anyone the master of the movement through their actions is the power of a strong social movement and the opportunity creative can have to move people from inaction, to understanding, to participant, to organizer.

## The Power of Peers

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As people engage their own close ties, we must recognize that for a movement to truly build and gain the attention of the public, we have to help those go beyond the individuals closest to them.

Long-term social movements for good through peers require the social movement builder to embed the concept and values of action into the peer's actions each day.



### Social Movements for Good

How Companies and Causes Create Viral Change

by Derrick Feldmann

**Social Movements for Good** is a guidebook for driving change, by taking advantage of the social "currency" that makes movements go viral. Derrick Feldmann has spent a career showing organizations how to best reach donors, activists, and employees, and engage a new generation of supporters. In this book, he shares his secrets alongside the stories of today's most successful social good movements by companies and nonprofits.

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