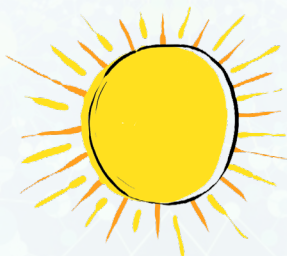




THE PEOPLE'S REPORT



What's your story?

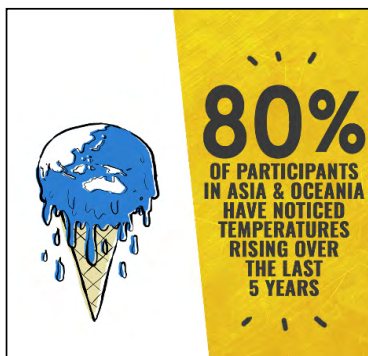
Translated into 43 languages and counting,
The People's Report is a Catalyst 2030
collaboration that aims to use data and insights
as a catalyst for discussion, representation and
decision-making at the United Nations in 2021.

THE PEOPLE'S REPORT CAMPAIGN ACTIVATION TOOLKIT

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The People's Report soft launch has already begun, data has already been flowing in, and so it's time to amplify the message to reach more voices.



The world is changing
before our eyes.



For many, a lack of food
is an uncomfortable and
disturbing reality.



COVID-19 has brought new
challenges for people and
continues to stress an already
stressed health infrastructure.



WELCOME TO 'THE PEOPLE'S REPORT' CAMPAIGN ACTIVATION TOOLKIT

This campaign kit is designed for you to tell your stories of your own organisations and missions **across the media** – on radio, on TV, in community newspapers, social media and on news websites. So **please make some noise**, share and shine light on our work and this mission and together we can increase the knowledge, awareness and contributions to the **field of social change**.

You, me and us.

From fires and floods caused by climate change to the **unprecedented health crisis** of Covid-19, and extreme violence and war, people across the world are suffering. For meaningful change to happen that impacts all lives, **all voices need to be heard**.

This is why we developed **The People's Report**, the largest survey of life before and during the pandemic. We want to make sure the **voices of the people are heard** by world leaders - especially those in the last mile, and that the unpalatable truths of reality are spoken loudly and **cannot be ignored**.

If there is a single word that defines the relationship between social entrepreneurs and the communities that they serve, **it is 'trust'**. As a social entrepreneur, you have a uniquely deep understanding of the people you work with, and no one is better equipped than you are to ensure that **their stories are told**.

This is why we are asking you to **help us reach 100,000 people around the world**, so they can see a collective reality and join us to demand changes and accountability. This nine year project will shine a light on the reality of SDG progress and **inspire collective action and impact**, weaving our beneficiaries and networks together using data.

What's in it for you?

1

Data collected by social entrepreneurs and used by social entrepreneurs. Access for you and your network to the People's Report insights (potentially the largest SDGs data-base to date) to support your strategies, research, funding, programmes and advocacy work.

2

Be featured as a partner in the largest collective data-driven advocacy initiative.

3

Join a world-wide initiative promoting the democratisation of data as a catalyst for change.

4

Prove that when social entrepreneurs come together, they are the key players to deliver change!

We ask that you use the opportunity to highlight the importance of the People's Report and help us to **achieve our target of 100,000 participants**.

This toolkit will help you to do just that.

How to approach the media

If you already have a relationship with journalists in your community then we are asking you to reach out to them to explain **why the People's Report is important**.

If you don't already have a relationship with journalists, this is a **great opportunity to build one**. Remember, journalists are always hungry for information. They are looking for stories that will appeal to their audiences, and **you can help them**. Look at your local radio, TV and publications and identify the journalists who are most likely to share your story. **Prepare one or two brief points** to inspire them to find out more from you.

Defining the why

*What is the challenge that your organisation was established to solve?
Can the challenge be made more real by linking it to the story of a real person?*

Many social entrepreneurs were galvanised to action because of an encounter with someone who touched their heart. If you can **tell that story and share your passion**, you should be able to inspire a journalist to share it with their audience.

“By talking about what matters most to people, like whether they go to bed hungry, can send their kids to school, or feel safe in their communities, we are getting a very real reality check. There is power in numbers and truth in data.”

STEP ONE



Briefly describe the problem you're solving by talking about a real person. Here is an example that you can adapt with your own information. This toolkit also contains a press release that you can send as background information.

DEFINE THE CHALLENGE



Esther lives in a rural Kenyan village. She, like many women, has no access to information and is making major life decisions by guessing or asking someone else. She feels isolated and powerless.

OUTLINE THE SOLUTION



My organisation designs, manufactures and distributes solar and wind-up radios. We have distributed nearly a million to rural women like Esther since 1999.

CALL TO ACTION



I am a member of Catalyst 2030, a global network of social entrepreneurs who are working in communities and with governments and corporations to ensure that the Sustainable Development Goals are met by 2030. We want to ensure that world leaders hear the voices of people like Esther so we have partnered with Play Verto to develop a fun survey of people's lived experiences.

It's just 11 questions, translated into 44 languages, that will be used to inform and enlighten world leaders at the United Nations, shining a spotlight on where progress is not being made and offering proven real world and systemic solutions to catalyse positive social change. We encourage everybody to take part by visiting [this link](#).

SHARE WITH US



Once you have been interviewed by the media, share the coverage with us and we will make sure that it reaches a wider global audience through our social media and other network channels.

Just email lynne.smit@lesacommunications.org and she will spread the word.



Translated into 43 languages and counting, The People's Report is a **Catalyst 2030 collaboration** that aims to use data and insights as a catalyst for discussion, representation and decision-making at the **United Nations in 2021**.

This is a beautiful example of a Catalyst collaboration with over **100 social entrepreneurs** joining focus groups to help co-create and test the questions for this pilot year.



We are also **piloting new technology** to enable offline participation with many members downloading the survey on devices and going into rural and remote areas to play with their networks and beneficiaries. Each year we will build and get more comprehensive and **as the insights grow** we will demonstrate how data can serve the **field of social change**, the same way it drives growth and profit for organisations.

7 steps to communicate to your network

- 1 Email your network to invite them to take part, or share the survey with their network
- 2 Send a newsletter or email blast about the survey using #WhatsYourStory (See text for your newsletter or email on Page 3)
- 3 Engage members of the press to increase awareness of the survey. (Press Release release available [here](#))
- 4 Actively reach out to key people in the field or related fields of the survey topics.
- 5 Link to media influencers who may want to share the survey with their audience.
- 6 Blog about #WhatsYourStory and connect with bloggers to get them involved!
- 7 Follow the 5 steps below to promote the survey on social media.

ALWAYS ensure you are posting the link to the survey - we have one call to action for people and that's to play.

If you can, try to **engage with the comments and keep conversations going** - you may be encouraging new members to join Catalyst through your engagements.

5 steps to promote the survey on social media

- 1 **Download** the social media images and GIFs that we have prepared for you. You can also access the Catalyst [social media calendar](#) to amplify the posts we share and re-share them / personalise them for your networks.
- 2 Use in all your posts and publications:
 - the official hashtag of The People's Report **#WhatsYourStory**
 - and where possible, please add **#CatalysingChange #SDGs** and other relevant hashtags
- 3 Tag partner organisations, and other social impact partners. It is the best way to make other people aware of the survey who may have large audiences and networks that will benefit from playing, or sharing.
- 4 Share and comment on the posts of others - we may share yours too!
- 5 Use video to help spread the word. Instagram live, LinkedIn live, pre-recorded - shout about the survey with your networks, and remember to use the hashtag **#WhatsYourStory** in any shared media.

Email & newsletter template copy

We have drafted two communications for you. The first is one to send to your audience, to engage them to click the link and play the survey. The second one is for you to send to your partners, collaborators and other organisations, so they can be invited to the project and engage with their audiences.

Text Copy 1 - Direct to audience

Dear friends,

Our world leaders meet frequently to decide what's best for our planet - and I have one question for you. Is your reality represented? Join us, be counted and let's share a snapshot of our lives, so our leaders are accountable for the changes you desire.

I am working with Catalyst 2030, a group of social innovators dedicated to evolving our institutions and world leaders so they tackle the root causes that prevent so many people from having a safe, healthy and thriving life. Let's work together to create The People's Report.

It's easy, [click and play](#) 11 questions and see how you compare to others, anonymously. It's time for you to be represented and join social entrepreneurs and changemakers across the world to demand more from world leaders and decision makers.

Remember to add in the hyperlink / URL to your email and comms!

<https://client.playverto.com/catalyst2030/>

Text Copy 2 - For partners, collaborators and organisations

Dear xxxx,

I would like to invite you to join me and other impact leaders around the world to break records in our attempts to gather the largest global insight survey since the covid pandemic. The survey is in 43 languages and counting, and it will launch at the United Nations in September 2021.

[Click here to access the survey](#) and play now!

We're calling it the People's Report and we're targeting 100,000 participants, those that rarely have their voice represented and a further push for those in the 'last mile'.

Please join me in this pilot year. I am delighted to share with you that those who support the distribution of this survey will also have access to the anonymised results. Once analysed, these insights can support research, strategies, programmes and advocacy work.

Please find the link to the comms pack [please make sure the hyperlink to the comms pack is inserted] here and thank you for your time and support. Lets reach the 100,000!

Social media post templates

Use these sample social media post ideas, or create your own using the same hashtags! For more inspiration, you can access our [social media schedule here](#).

You, me and us. How unique are our stories? What can we do if we come together? Play today and play your part in holding world leaders accountable to changing the reality of those often left behind. [#WhatsYourStory](#) [#CatalysingChange](#) [#SDGs](#)

Our world leaders meet frequently to decide what's best for our planet - is your reality represented? Join in, be counted. Play and compare to other players today! [#WhatsYourStory](#) [#CatalysingChange](#) [#SDGs](#)

Translated to 43 languages and counting. The People's Report is aiming to be the largest survey of global citizens since the COVID pandemic began. So what's your story? Play now and compare to other participants. [#WhatsYourStory](#) [#CatalysingChange](#) [#SDGs](#)





Use our social media asset bank

We have prepared a variety of social media images for you to download to accompany your posts. Playful GIFs and fun static images will help engage your audiences and networks. The GIFs and the static images can be used in conjunction with the ready-made text on Page 6. To cater for our international partners, there are also language specific static images, so you can really connect with your audience.

Social Media Assets

You can access all of the GIFs and static images, in a square format in a Google Drive [here](#).

Remember - you can also access our [social media calendar](#) for more posts!



Got feedback for us?

You can still help us even after participating in the survey! Please share your constructive feedback with us surrounding the questions, visuals, and functionality of the survey [here](#).



Questions?

For more information, contact communicationsintern@catalyst2030.net

Connect with The People's Report

Connect with us and our collaborators!

www.catalyst2030.net/peoples-report

You can visit this page anytime to see daily updates of participant numbers across the 7 regions.



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Follow **Play Verto**

[Facebook](#) | [Instagram](#) | [LinkedIn](#)



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