

ACTIVATING EMPATHY!

TRANSFORMING SCHOOLS TO TEACH WHAT MATTERS



Dear Network Partners,

Thank you for your help in promoting the [Activating Empathy! Transforming Schools to Teach What Matters](#) competition. In order to connect with leaders in the field and to spread the word about the competition, we rely on your help.

We appreciate any outreach help you can provide:

- 1) **Nominate** specific ideas, programs, and learning models from to enter the competition around the world in order to advance empathy in education. Nomination forms are available on the competition's website: changemakers.com/empathy
- 2) **Email** information about this opportunity to any potential candidates and/or relevant mailing lists that you have (draft email text included below)
- 3) **Include** our announcement in your newsletters (long version and short version included below)
- 4) **Tweet** and **Facebook** about the *Activating Empathy!* competition (example Tweets included below)
- 5) **Blog** about *Activating Empathy* – we would be happy to connect you to the right people if you are interested in creating some content for your publication(s)

Key dates for the competition include:

- January 19: Competition launch
- February 23: Early entry deadline
- March 30: Entry deadline
- May 29 – June 12: Online voting for competition finalists
- June 14: Winners announced

Thank you so much for your help to spread the word about the *Activating Empathy! Transforming Schools to Teach What Matters* competition. We look forward to partnering with you to ensure that every child is equipped with the skill of empathy.

Warm regards,

The *Activating Empathy* Team

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Email: *Activating Empathy!* A global online competition with more than \$70,000 available in prizes!

Dear **XXYY**,

As a network partner of Ashoka Changemakers, it is our pleasure to announce that *Activating Empathy! Transforming Schools to Teach What Matters*, a global collaborative competition, is now open for entries.

The competition seeks the best ideas, programs, and learning models from around the world that equip students with the skill of empathy by:

- Encouraging social and emotional development
- Unlocking new ways of viewing problems, opening the door to a new world of potential solutions
- Addressing bullying or aggression in ways that advance understanding of others' perspectives
- Promoting community diversity and a respect for differences
- Championing children as real-world problem solvers rather than simply bystanders

By launching this online collaborative competition, we're challenging teachers, principals, parents, students, and other innovators to share ideas—whether it's a project, a program, or a new learning experience—for advancing empathy in education.

Apply online now to win support for your initiative, to share your idea, and to connect with others contributing to this important and exciting movement.

There is more than \$70,000 in prize money available, including Special Prizes for ideas that enhance empathy through play or use empathy to address bullying. Entries submitted before February 23, 2012 are eligible for an Early Entry prize, with a final deadline of March 30.

Please visit changemakers.com/empathy for more information and to enter the competition.

Warm regards,

XXYY

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Newsletter Content: Long Version

Ashoka Changemakers is excited to invite you to participate in its newest global competition in education, [Activating Empathy! Transforming Schools to Teach What Matters](#). More than \$70,000 in cash and in-kind prizes will be awarded to the best ideas, programs and learning models that ensure children master empathy, enabling them to be effective citizens, leaders and trailblazers.

Solutions that help young people learn and practice empathy in schools include those that:

- Encourage social and emotional development
- Unlock new ways of viewing problems, opening the door to a new world of potential solutions
- Address bullying or aggression in ways that advance understanding of others' perspectives
- Promote community diversity and a respect for differences
- Champion children as real-world problem solvers rather than simply bystanders

By launching this online collaborative competition, Changemakers is challenging teachers, principals, parents, students, and other innovators to share ideas—whether it's a project, a program, or a new learning experience—for advancing empathy in education.

Apply online to share and win support for your idea, and to connect with others contributing to this important and exciting movement.

The final deadline for entries is March 30, 2012. Entries submitted before February 23, 2012 will also be eligible for an Early Entry prize.

The competition is part of Ashoka's newly launched [Empathy Initiative](#), a collaborative platform for social entrepreneurs and others who share the vision of a world where every child masters empathy, and who have the insights and innovations that will make that vision a reality.

Please visit changemakers.com/empathy for more information and to enter the competition.

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Newsletter Content: Short Version

Activating Empathy! Transforming Schools to Teach What Matters

Ashoka is seeking solutions that help young people learn and practice empathy in schools so they are equipped to succeed in a rapidly changing world.

Visit us online until March 30 to enter or nominate an individual, organization, or partnership that is equipping students with the skill of empathy.

More than \$70,000 in prize money available!

Innovate. Collaborate. Be a changemaker.

<http://www.changemakers.com/empathy>

Tweets

Join @changemakers in helping young people learn, practice and #StartEmpathy
<http://bit.ly/xzBUx4>

More than \$70,000 available for #socent who #StartEmpathy <http://bit.ly/xzBUx4>

Activate empathy! Transform schools to teach what matters <http://bit.ly/xzBUx4>
#StartEmpathy

Enter @changemakers new competition in education and #StartEmpathy <http://bit.ly/xzBUx4>

Do you (or someone you know) help young people learn & practice empathy? @Ashoka wants to hear your ideas <http://bit.ly/xzBUx4> #startempathy

@Ashoka & @Changemakers want all schools to activate #empathy. Ideas? Apply for over \$70K in prize money! <http://bit.ly/xzBUx4> #startempathy

Empathy has the power to transform society. Agree? Share ideas on how to cultivate it. Apply today. <http://bit.ly/xzBUx4> #startempathy

For those who schedule in advance, a few time-specific variations:

February 29: Got ideas to transform schools? Hurry! Entries 4 @Changemakers Activating Empathy competition close 3/30 <http://bit.ly/xzBUx4> #StartEmpathy

March 23: Calling all teachers! Last week to submit transformative ideas to unlock empathy. Visit @Changemakers: <http://bit.ly/xzBUx4> #StartEmpathy