



I am Africa™
This is My Story...

“I am Africa. This is My Story...” Field Program Guide

Sponsored by



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www.richardclose.com <http://globallearningframework.ning.com>



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Dear Friend of Africa's youth,

This guide was developed to help "I am Africa. This is my story..." key sponsors and country program leaders to launch marketing, training, and program material that will help the contest. It is also meant to help those organizations that help African youth be Internet literate and grow.

The launch of this program in your country or community is much more than a contest. In every way it is designed to be an educational tool to empower African youth and supporting groups to use and leverage the resources of the Internet.

This contest, sponsored by UNESCO Power of Peace Network, is also a rare event in that it does not benefit any one NGO or group, it actually benefits all African organizations working together for Africa's youth.

Storytelling is a tradition in every culture. It is used for everything from farm training to news between tribes. Storytelling is the classic testimony on how someone's life was transformed against the odds and forces of life.

The contest stories are placed in a public YouTube format so they can be used by organizations and storytellers with unlimited flexibility. A storyteller will use it on his or her own blog, Facebook page, or organizations can use them to seek out funding that will help Africa's next generation of youth. Schools can do multiple YouTube stories in educational work groups and have school wide voting. What countries or organizations can do with the fruits of this contest is intended to be endless.

This guide uses with the training materials available on the contest web site. This guide is divided into a series of "How to" sections.

- How to market
- How to train StoryTellers and CyberGuides
- How to grow your organization
- Contest background information

The guide does not cover how to "tell" and "produce" digital stories. This is information you can find in the "Training" tab on the contest web site: <http://i-am-the-story.ning.com>.

Please use the community Ning web site "Forum" for your questions and solutions. We will be responding in that forum enabling everyone to share in the same information.

Never forget that this contest is not about our organizations. It is about African youth and the remarkable spirits they have. This is about encouragement, empowerment, and educating the world.

Let's save some lives,

Richard C. Close
Servant – CEO
Chrysalis Campaign, Inc.

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ORGANIZE

“I am Africa. This is my story...” is more than a contest. It is an educational movement. It is African youth making a statement that will bypass the negative images of the press.

In addition the program is an educational curriculum that will not only empower African youth to get their story online but also an empowerment of many African agencies and companies to help youth tell their stories.

We will succeed only if many organizations and youth are made aware that they can place their story online for free and that we will support them with an Internet platform, social communities, and training for a digital age.

GROW YOUR ORGANIZATION

Finding Internet resources, training organizations, and encouraging youth is critical to your agency’s and school’s future programs.

This Guide will help you:

- Organize and plan how to mobilize African youth
- Find resources that will help you leverage the Internet
- Show how to set up free training programs and events
- Teach how to build awareness on the Internet
- Empower African Youth with global research and learning skills

You will succeed in your community’s contest when you see:

- Youth feel pride in what they have accomplished
- Youth empowered with Internet skills
- A community of successful African Youth and agencies exchanging idea
- A new image of the face of African youth
- You have fun

OUTREACH

Outreach is how we get the word out about the contest and encourage youth to create and upload their digital stories. On the Internet this is called viral marketing.

There are three steps to your outreach program:

1. **Learn:** Download, read, and produce your own YouTube digital story with an African Youth

Step: Find a youth and work with them to create, publish, and upload their story before offering training programs.

Tip: For organizations that want to become a Certified “I am Africa. This is my story...” CyberGuide Training Center, email training@i-am-the-story.org with the link to your first YouTube contest and we will send you a certificate. This file is also in an Outlook format.

2. **Network:** Use the Target audience table in this guide to identify youth and CyberGuide resources in various groups.

Tip: Download the Microsoft Excel lead tracking spread sheet for finding, identifying, and contacting resources: “I-am-the-story Contacts Tracking.xls”

Tip: Download the “I-am-the-story contest copy.doc” and edit the copy to be in your own words.

3. **Training:** Download and use the two training guides and presentations on how to Tell and Produce YouTube digital stories off the “Training” tab of the contest web site and use them for public and private training.

Tip: CyberCafe’s, Schools, and NGOs can use the training materials and posters to have special Internet Empowerment Day Events that teach youth and organizations how to create, publish, and network on the Internet while using “I am Africa. This is my story...” as content, publishing, and networking learning experience.

4. **Follow up:** Use the contest Ning social community, physically check up on your groups and have teams that are producing videos work together. You might want to establish user groups that can meet at a local cyber café.

Tip: Encourage more people to join the “I am Africa. This is my story...” Ning by placing contact information in your email signatures and send invites through the community. Also use the Invite tab on the contest to invite more friends. Posters can be downloaded from the “Press” tab.

Tip: The Ning is open enough for you to create your own groups under members. You can also set up your own blog and chat with members. Schools can create their own groups as well as youth or country groups.

HOW TO MARKET

YOUR MARKETING KIT

“I am Africa. This is my story...” marketing kit is a series of downloadable files from the “CyberGuide” tab of <http://i-am-the-story.ning.com>. The kit is a full series of marketing tools you can use with this Guide to help you promote and manage your “I am Africa. This is my story...” country or town campaign.

The marketing kit with this guide has a second purpose in training you and your organization how to market your own organization with successful Internet campaigns.

TOOLS

Your Marketing Kit Too	File Name	Usage
Field Program Guide	Field Program Guide I-Am-the-story.PDF	Step-by-Step guide on how to promote and leverage the I-am-The-Story campaign.
Brochures	I-am-the-story Sponsor Brochure.pdf	Help recruit sponsors
	I-am-the-story Schools Brochure.pdf	Help recruit schools
	I-am-the-story CyberGuides Brochure.pdf	Help youth on the web
	I-am-the-story Educator Brochure.pdf	Help recruit teachers
	I-am-the-story Press Brochure.pdf	Help educate and involve media
Posters & Signs	Boy Poster Color 8 by 11 I-am-the-story.pdf	Contest Poster Small
	Boy Poster B-W 8 by 11 I-am-the-story.pdf	Contest Poster Large
	Business referral Cards Sheet doc	8.5 by 11 sheet of cards
	Business referral Card Single.jpg	Single card JPG
Certificates	StoryTeller Certificate.pdf & doc	After contestant uploads YouTube
	CyberGuide Certificate.pdf & doc	After helper uploads YouTube
	CyberGuide Training Center.pdf & doc	After organization uploads YouTube

HOW TO PARTNER AND FIND RESOURCES - WHO SHOULD YOU CONTACT

- One of the objectives of this program is for African youth to find resources and work as a team to produce a story. In this section we will help you identify people and organizations and how to approach them.
- This contest is beneficial for both African youth (StoryTellers) and the people who helped these individuals transform their lives (CyberGuides). Just as there are false impressions of African youth there are many misconceptions about what organizations are doing in the field of Africa. These YouTube videos will change negative impressions to positive ones.
- This contest was designed to shatter the barrier to the Internet for small organizations and schools with no money. After going through some basic training, the smallest mission and government agency will be able to have a multimedia story to tell, including web pages for free. This is the empowerment strategy of the contest.
- The first thing you tell people is: “That through this contest people all over the world will be able to discover the work African organizations are doing.” Additionally, you should inform them that the contest provides these organizations with the skills tools to do this for free.
- **Note:** Sometimes there are even small groups working for large multinational organizations that have no voice. These digital stories will give them a voice as well.

Tip: Download “This is my story Web copy.doc” from the “Training” tab of the web site and send it via email or through blogs to these groups. Whenever possible personalize your emails and include what steps to take such as attend meetings or training. Always ask them to join the Ning Community.

HOW TO GO VIRAL

The phrase “viral” is a cyber phrase referring to the process that will allow your ideas, pictures, or videos to be shared across the world. It is the first spark that creates a forest fire, or the minor event that transforms into a news phenomenon. This contest was designed to go viral in the very same way. “I am Africa. This is my story... “ is like one person crying out on their own news channel. We will have thousands of YouTube stories and that will create a massive movement.

The internet is thousands of online communities with common interests. If your story has to do with working in a Telecentres, there are international online communities waiting to hear from you – try www.telecentre.org . If you are an educator there are thousands of teachers around the world who will connect your classroom to theirs, such as on www.learncentral.org and www.flatclassroom.org. Once you have your contest video up, it is a powerful tool to share with the world.

NETWORKING TIPS

Go to the Forum tab on the community contest site and we will post regular tips on how to increase you networking.

Tip: If you do not have a web site you can build one in a day with no programming on www.wordpress.com or www.google.com/Blogger. Do this before you join communities so people can learn more about you at the community’s private page and your web/blog site. Blogs act just like personal web sites.

Tip: Each time you join a web site use the same copy and fill out all their questions in the community. Always place your YouTube address, contest personal page, and Blog/web site in the profile areas so people can find and communicate with you.

Tip: When you join online communities they will ask if they can send you information on a daily or weekly basis. Always set it at weekly or longer and limit communication to you. They send you way too much junk mail and eat up plenty of Internet time.

HOW TO FIND SPONSORS.

TYPE OF SPONSORS

There are two basic types of people who will sponsor this campaign.

- Those who will help African youth tell and produce their story on YouTube - CyberGuides
- Those who will help fund, advise, or market the campaign – Donors and Sponsors

WHY SHOULD SPONSORS GET INVOLVED?

In both cases there are key reasons why sponsors and donors will want to be involved.

- To demonstrate to the world that African youth are bright, innovative, hard workers worth investing in
- Companies can promote leadership and ethical standards
- To demonstrate that their organization is actively involved in supporting African youth
- To demonstrate they have faith in Africa's future
- To educate the world on the positive values of African youth against a sea of negative one the press has highlighted
- They know someone personally and want to give them credit for their achievements

CYBERGUIDES

The people who will help African youth tell and produce their story on YouTube. There are several types of people and groups that will extend a hand and help African youth to produce their stories online:

- Organizations that provide services that help youth. They will want to demonstrate the positive impact of their work
- Educational organizations that will see the contest as an opportunity to teach students how to use and leverage the resources of the internet. Keep in mind that everyone that enters receives a certificate. YouTube can also help with donor awareness and raise funds. The YouTube videos would also help increase school applications
- Cyber Cafés and ICTs will profit greatly from more youth knowing how to use the social media and multimedia of the Internet. More time on the internet means more revenue and users. In addition those businesses that participate as CyberGuide Training Centers will increase the value and reputation of their business

SPONSORS

There are two types of sponsors we are looking for:

- **Influencers:** Influencers are media, press, bloggers, tweeters, and people who will promote the contest. All of these individuals will link to and show the YouTubes. These are not financial arrangements but co-operative marketing partnerships
- **Financial:** These will be organizations that will want to be seen backing the contest and educating African youth on positive work ethics. These are referred to as the Chrysalis Campaign for marketing projects

FINDING RESOURCES TABLE

Person	Who	Their motivation
Gov. Youth Ministry or Organizations	County youth ministries	Youth are motivated by having a voice and youth groups want to show that the work they are doing is sustainable and worth investing in.
	NGO Youth organizations Mission Youth organization Youth music based groups	Keep in mind that one of the contests awards is a music video. This is a great youth project
Cyber Cafe's, ICTs and Telecentres	In all towns are Cafes	Cyber cafes make their money through good customer relationships and Internet time. This contest provides them with a multi-media certification "I am Africa. This is my story... CyberGuide Training Center" along with powerful event marketing program kit. It will also build their web site and community building business for new customers.
	ICT , Telecentre and Cafe Associations	
Schools	Public	Awareness and funding. Video increases chances for funding. This also opens the door for international classroom training.
		Teachers can use the training material for classroom curriculum and as a way for workgroup learning and literacy education.
NGO	Multinational NGO	NGOs must demonstrate concrete results to acquire additional funding. The public YouTubes can be used on the NGO pages.
	Small NGOs Small African projects of major NGO	A big benefit for small NGOs or a small group from a large NGO can receive global exposure from their private page in the community, Facebook, and twitter... all for FREE
Missions	Religious groups	Religious missions have evolved since the colonial days and provide many micro-economic services, well drilling education, and health services. Storytelling videos allow them to change perception and demonstrate results.
Gov Agencies	ICT, Telecentre, Education, health and agriculture	Most agencies have a link to NGO and Government funding and must demonstrate sustainable results to maintain funding, but do not have big web development budgets. This empowers them to tell their story

TYPES OF SPONSORSHIPS

Sponsorship will be on the following levels:

- A. Associations:
(Such as e-Brain – College groups – Local technical groups – Health-business associations)
 - a. Contest community personal page with organization branding
 - b. Group in the other community Ning
 - c. Promotion media kit with training downloads for free
 - d. Award event table free of charge
- B. Not-For Profits:
 - a. Promotional media kit with training downloads for free
 - b. Various marketing programs to participate in (local events)
 - c. Request for funding support
 - d. Medium size banners on the contest's web site with links to the not-for profit's web site (not a donation button) for a full year
 - e. University that donates award space logo on banner etc.
 - f. Award event table free of charge
- C. Computer Company:
 - a. Must donate at least six new laptops or award money
 - b. Large size banner on the contest's web site for full year
 - c. Promotion media kit with training downloads for free
 - d. Various large marketing programs to participate in
 - e. Request for funding support
 - f. Award event paid marketing opportunities
- D. Commercial Company:
 - a. Promotional media kit with training C downloads for free
 - b. Private page on the contest's web site for a full year
 - c. Various large marketing programs to participate in (T-shirts, billboards, TV ads)
 - d. Request for funding donation
 - e. Awards event logo
 - f. Award event paid marketing opportunities
- E. Training Opportunities:
 - a. There will be many opportunities for local groups to get involved with training
 - b. Any organization can be a CyberGuide Training Center by entering a contest YouTube video.
 - c. Schools will be provided with training downloads
 - d. Telecom companies can also be provided with training downloads
 - e. Cyber cafes and schools can link to training pages

HOW TO PUT ON A “I AM AFRICA. THIS IS MY STORY...” TRAINING EVENT

There are three types of events you can run.

ENCOURAGEMENT EVENTS

Events are the best way to spread the word that African youth have a voice and have the rights and resources to speak out globally. Campaign events fall under three categories:

- **Awareness**, of what “I am Africa, This is my Story...” is about and the positive use of social media. These events are designed to promote awareness and recruit people and organizations to help Africa’s youth tell its story.
- **Educational**, how to tell and produce YouTube digital Stories.
- **Media**, events will happen where African youth post their stories that will allow both mass media and Internet press to show the stories in their blogs and shows.

1. AWARENESS EVENTS WHY AFRICA SHOULD TELL ITS STORIES

There are two purposes for awareness events: to recruit more youth “StoryTellers” and recruit more organizations to help as “CyberGuides,” which the StoryTellers will need to tell their stories online.

This contest is about the African spirit bypassing corporate news in order to show the world a new encouraging image.

Both the “StoryTeller” and the helping organization (CyberGuides) will receive credit at the end of the YouTube. This way smaller organizations and independent individuals can receive credit for what they are doing.

FINDING CYBERGUIDES AND SPONSORS

Look for people and organizations that help African youth. These can be Cyber Cafes, NGOs, missions and schools. It can also be companies that take youth on and train them to do company jobs. In both cases all management know of a few key hard working individuals who have made great progress and are assets to the company, community, and family. In addition, government workers and health professionals should be recruited to help youth tell the youth’s story.

Remember that you will have training materials that will train all these groups on how to leverage the Internet.

Note: Please have caution in selecting religious groups with political or divisional values. Religious groups and missions are encouraged to place individual stories online, but not as fundraising ads. In addition groups that have hidden political agendas that are not peace-orientated, or divisional cult-like behavior (such as enforcers) will be rejected. YouTubes can describe what services helped that specific youth but cannot request for funds or place commercials before or after the three to four minute story.

FORMAT

We encourage you to team up with the leading CyberCafe's and ICTs to sponsor and set up educational training meetings. The motivation to help will be two-fold: offer more Internet services, and receive more traffic. Government Telecentres have those motivators plus the need to demonstrate the success of the local Telecentre. Also keep in mind that all these businesses have youth with stories to tell. Recruit them to become "CyberGuide Training Centers."

Tip: To become a "CyberGuide Training Center," all the organization or company has to do is produce and upload a contest story onto YouTube. CyberCafes generally have youth under 35 employed, and they can have these individuals tell their stories.

Here are some recommended formats to build awareness:

- Viral marketing in emailing links to recorded webinars and PDF brochures covered later in this document
- CyberCafe and ICT holding meetings and inviting local NGOs, missions, and schools
- Meetings with school administration and setting up local training events and competitions
- Meetings with local town business groups on how to use the Internet to promote themselves with training events

PROMOTION

Promotion of the events can be by word of mouth, meeting handouts, email, and viral marketing using the contest online community.

- Set up meeting with local NGOs, schools, and missions. Use emails and handouts

Tip: You can create an invite on the social community Ning. The community event feature will allow you send bulk email invites to your email contacts on Outlook, Yahoo, Gmail, and AOL for free. Note: We do not capture and retain these lists.

- Email to friends and colleagues about the contest training events. You can also invite them to join the contest Ning using one of the email templates or the "Invite" tab in the social community.
- CyberCafes can post training event date signs in the store. You may want to link up with a public meeting place, church, or school for the training session. See handout sheet in appendix.

2. EDUCATIONAL EVENTS – HOW TO TELL DIGITAL STORIES

"I am Africa, This is my Story..." training is designed to be completely flexible. Because of bandwidth issues in Africa you can download the training material in one location (a city cyber café) and use them in a remote location. You can even download Microsoft MovieMaker in the city and use it in a remote location, create the video, and then upload it in the city.

Education materials are also created in older versions of Microsoft Word and PowerPoint so they can be customized by educators and NGO trainers. We ask that you respect the contest's copyrights and do not remove them from the documents.

- To get started download the two guides on how to tell and produce simple digital stories for YouTube.

- The “How to tell a YouTube digital story” work book guide can also be downloaded in a Word format for you to use the storyboard templates in the back of the guide.
- The “How to PRODUCE a YouTube digital story” guide will also take you step by step through the production on a digital story and placing it on YouTube.
- Please also note that the contest site has a community "Forum" tab for your recommendations on the telling and producing of digital stories.

Tip: YouTube.com is filled with hundreds of educational “How to...” videos on how to use multimedia software and storytelling... Goto the Search box in YouTube and enter “How to Camtasia” and you will see many step by step videos.

Tip: Teaching StoryTellers how to search and learn “How to...” on the internet is a critical empowerment tool to learn how the Internet is a resource for their success.

TRAINING MATERIALS

Tools	Location and name	Usage
Field Program Guide	Field Program Guide for I-am-the-story.PDF	Training guide for campaign field guide for operations and sponsors
Training Guides	Digital Storytelling Guides Guide: How to TELL a YouTube Digital Story - I am Africa This is my Story by Chrysalis Campaign Inc.docx Guide: How to PRODUCE a YouTube digital story. PDF Black and White	These are critical step-by-step guides that both solo individuals and workgroups can use to tell and produce digital stories. “How to Tell a YouTube digital story” document has a template that will help the storyteller collect their ideas and write them down. These should be printed out and used as teaching and project control tools.
Training YouTubes	On YouTube http://www.youtube.com/user/ThisIsMyStoryAfrica On Contest Ning http://i-am-the-story.ning.com/video	Email CyberCafe’s and educational organizations to inform them that training materials are available for web media training as encouragement to join the contest. Webinars and YouTubes are also in instructor PowerPoints that can be used in classroom training sessions All training tools that you can use have “How To” videos either online for stand up class use.
Webinars	Located on the Ning Social Network Calendar	Email invites to CyberCafe’s and educational organizations informing them that training materials are available for web media training. Webinars can be schedule for special audiences such as Universities.



Place: _____ Location _____

Date: _____ Time: _____ Website: _____

Local Contact: _____ Email: _____ Phone: _____

ORIENTATION

Registration and people networking

1. PROGRAM OVERVIEW

Overview of program definition, structure, tools, and purpose

2. EXAMPLE OF DIGITAL STORY

Examples of YouTube Digital Stories

3. HOW TO TELL A I" AM AFRICA. THIS IS MY STORY..." YOUTUBE DIGITAL STORY

Step-by-Step walk through of "How to Tell a YouTube Digital Story" Work book

Practice: Draft personal story board and interview

LUNCH

4. HOW TO PRODUCE A I" AM AFRICA. THIS IS MY STORY..." YOUTUBE

Step-by-step of "How to Produce a YouTube Story Digital Story" MS MovieMaker and Workbook

Step-by-Step How to Join and Leverage the Ning Community

5. HOW TO PROMOTE A I" AM AFRICA. THIS IS MY STORY..." CAMPAIGN

Presentation, discussion, and small groups on how promote the campaign on a local level.

Registration by joining <http://i-am-the-story.ning.com/> Join: "Group" "CyberGuides"

Course Materials Download: <http://i-am-the-story.ning.com/page/free-curriculum>

HOW TO USE “I AM AFRICA. THIS IS MY STORY...” IN THE CLASSROOM

The online community web site “Training” has several training guides you can use in the classroom

TRAINING MATERIALS

We will continue to expand our training materials over time.

- To get started, download the two guides on how to tell and produce YouTube digital. Whether you are doing this alone or working with a group they will help you develop and tell a great digital story for the entire world to see. If you are remote or do not have a color printer you should download the black and white version.
- The “How to tell a YouTube Digital Story” guide can also be downloaded in a Word format for your to edit and use the storyboard forms in the back of the guide.
- The “How to PRODUCE a YouTube Digital Story” guide will also take you step-by-step through the production on a digital story on YouTube including the contest upload process.
- Please also note that this site has a "Forum" that you can share your recommendations and tips on the telling and producing of digital stories process.

Note: If you are working in a school group you can have the camera person practice by recording how the YouTube digital story was made.

DIGITAL STORYTELLING WORKBOOK GUIDES

1. Guide: [How to TELL a YouTube Digital Story - I am Africa This is my Story by Chrysalis Campaign Inc.doc](#)
2. Guide: [How to PRODUCE a YouTube Digital Story – I am Africa This is my Story PDF Black and White.doc](#)

EDUCATION METHODOLOGY

The contest evolved out of a global Internet education methodology called the [Global Learning Framework](#). The contest leverages methods from “[Adult Learning](#),” “[UNESCO Life Skills](#)” “[Constructivism](#),” “[Flat classroom project](#)” and various Web 2.0 methods. However, to keep things simple the best practical method to use would be “[Project Based Learning](#)” and developing a team to create and produce each digital story. Teams use the methods of Project Based Learning that promote critical life skills for African youth to learn.

In the downloadable guide “How to Produce a YouTube digital story” you see a section on “Working in a team.” Each team member is assigned a part or task in developing the YouTube digital story. You can make up your own team; the guide explains the roles of each person as follows:

- Project Leader – Director
- Story Writer
- Video and Photography
- Audio
- Editor

You can use the same approach in working with a youth group or NGO. You editor could even be someone at a cyber café. The key is to teach youth team building skills and everyone sharing in the final product.

YOUR ORGANIZATION

HOW TO JOIN GROUPS

There are many Internet social communities you can join for free and gain access to people you normally could not have access to. This is a very powerful tool, though it is time consuming.

There are many books with instructions on how to use online social networking and we will provide more tips in the community Ning. For now here are some basic tips.

Internet Tools	Description	How to use
YouTube	Social Community www.youtube.com	Search for similar interest video and click the "like" button Search for other similar groups and show what you have done. You can respond to other interesting videos with your own and comment to that person.
Nings	Special Interest Groups social communities, www.ning.com	There are thousands of Nings of interest to Join. Hundreds of educator Nings and large Telecentre Nings. Examples are www.telecentre.org and www.learncentral.org if you are and educator. Chrysalis Campaign's Ning is http://Globallearningframework.ning.com
Twitter	ww.twitter.com	Twitter consists of very short statements and links on the internet that people share with one another
Organizational Web sites	Google Search: " NGO Agriculture Africa Staff"	You would be amazed how many executives answer email from people around the world. Google will look for a web site you are interested in with a staff page that often has executive email. You can simply send them an email of what you are doing, a link to your YouTube, and request for advice. That is how we launched this contest into UNESCO PPN!

HOW TO LEVERAGE YOUR GROUPS YOUTUBE STORIES

The contest is designed to train African Youth and organizations in how to use the resources of the Internet. Once you have a YouTube of your story it can be used in many ways to network with people of common interests, help organizations raise funds, and educate others. Here are just few ways to leverage your YouTube story and build a presence on the Internet.

Internet Tools	Description	How to use
Cyber Copy	Networking Copy I-am-the-story by Chrysalis Campaign.doc	This contains a series of edited emails and copy to help invite people to contest events, the online community and view your work.
Ning Private Page	http://i-am-the-story.ning.com your private page and organizations private page	Invest the time to fill out the form and add links to how people can find you. You can customize the colors and images of the page by going into "setting" and "appearance."
Ning Community	http://i-am-the-story.ning.com/forum	Introduce yourself to the community on what you do and what resources you need. http://i-am-the-story.ning.com/forum Comment and submit ideas in the public Forum.
Invite friends	http://i-am-the-story.ning.com/main/invitation/new?xg_source=tab	Once you have set up your page and uploaded your YouTube you can invite others involved in your story to join. The organization that helped you should join.
Contest YouTubes	http://www.youtube.com/user/ThisIsMyStoryAfrica	Other contest YouTube can promote cause you share or education information worth sharing.
Facebook	Contest Chanel: http://www.youtube.com/user/ThisIsMyStoryAfrica Your Account: http://www.youtube.com/user/	The contest has a YouTube Channel that captures your YouTube for voting. You can communicate with anyone on YouTube to learn and share your story with them. When you uploaded your YouTube you created your own YouTube account to start sharing and featuring your own favorite YouTubes.
Twitter	Contest Twitte: @iamafricastory Your Twitter Account: www.twitter.com	Twitter is like online texting however it is often used to "Link" the reader to lager Internet copy like a blog or a YouTube. It is also a fast way to connect people of similar interests. You can use twitter on your cell phone to communicate with people on the Internet.
Building a free Website with no programming	www.wordpress.com and www.google.com/Blogger	A blog is the easiest format for building a free web site that you can edit frequently. You can place your YouTube story right on the front page of your Blog and write about it.

HOW TO USE “I AM AFRICA. THIS IS MY STORY...” FOR YOUR COMPANY – NGO – ORGANIZATION

If you want to leverage the contest to create greater awareness of what your organization is accomplishing on the internet we recommend that you review to “Internet Tools” section of this document.

If you are new to the Internet or are training small organizations, here are some steps we recommend taking.

ESTABLISH YOUR INTERNET REAL-ESTATE

Take up free residence (by joining) on the Internet these permanent locations, without programming tools or costs (See Internet tools)

- a. Web site such as a blog like WordPress or Google Blogger
- b. Join YouTube
- c. Join Twitter
- d. Join Facebook
- e. Customize (settings) your contest page on the Ning

START YOUR NETWORKING, MAKE FRIENDS AND COMMUNICATE

Once you have joined and stated who you are with your web site you need to find people with similar interests, resources you may need, and services you may provide. Keep in mind that social networking is not a process of making a lot of contacts you will never use. Your goal is “sharing” what you have to offer to others who need it.

HERE ARE SOME BASIC TIPS ON HOW TO NETWORK

1. Search for common interests on all the sites. Make “friends” with people who share common interests
2. Search on Google for groups of common interests. Example: Ning Education Africa
3. Make sure you use “Tagging” so others can find your common interests
4. Make positive and informative comments on community forums. Link back to your sites for more information
5. On twitter search for common interests and then click to “follow” them. Look at other people who are following who have common followers to people you are interested in.
6. When you “follow” or “friend” someone try to share what you know to get their interest.
7. Reach out to your friends with information on what you are doing at least once a month

WHAT NOT TO DO.

The internet is a living social community. Just like a live party if you walk up to everyone and try to sell or get something, you will not be invited back. On the Internet if you ask everyone for funding you will be considered “spam” and can be “banned” from that community. Always keep network communications polite like when talking with someone in person. Do no abuse it.

Do not:

- Send the same message to many people in a community
- Never be negative in Blogs, forums, or emailing other people
- Do not sell or pitch for funding
- Be 100% honest

WEB TECHNOLOGY PROGRAM

The contest consists of the integration of a Ning Social Community with a YouTube Channel. This is a “In the cloud” solution managed 100% by the Chrysalis Campaign, Inc.

NING SOCIAL COMMUNITY (DELIVERABLE OF PHASE 1)

Basically the Ning acts as the home web site for community registration, display, collaboration, contest communications.

I AM AFRICAN NING SOCIAL NETWORK FEATURES:

- | | |
|--|---|
| <ul style="list-style-type: none">• Personal Pages• Contest Questionnaire• Forum for Self-Help and advice• Forum for writing and poetry• Forum for Story Teller comments and encouragement• Training page from Contest Guides | <ul style="list-style-type: none">• Calendars• Chat• Video posting and featured Videos• Pictures• Sponsor Banners• Meta Tags |
|--|---|

I AM AFRICA YOUTUBE CHANNEL FEATURES

The YouTube system will host the video and convert them for uploads. Voting is done on this system and not the Ning.

- YouTube Stories
- Voting
- Response videos to YouTubes
- StoryTeller, Guide and organization contact information
- Meta Tag “i-am-the-story” will be used to find YouTubes

OTHER FREE SYSTEMS

The contest will educate StoryTellers and CyberGuides about technologies that will help them develop their stories and their lives. We will make this as low budget as possible. In the guidelines to win it is all about the individual and their story. It is about how well the story is told and NOT the quality of the multi media. This way a youth with a cell phone movie can beat out an Emmy award winning film maker.

We will have professional filmmakers in the contest. In their case we are instructing them that they must train a Youth telling the story and then have the youth handle ALL equipment, including mixing and editing.

Anything video or slide format that can upload into YouTube is acceptable.

For this first contest it will be in English, however either voice overs or screen print translation is acceptable. Tip: YouTube has a feature that allows sub titles.

Editing Software we recommend are:

- SlideShare.com
- Microsoft Movie Maker or Camtasia... 30 day free trial
- Audacity for audio
- We also will encourage more advanced tools such as voice threads

DONATIONS AND SPONSORSHIPS

PROGRAM SCOPE

The I am African campaign is for all African Youth of any African Nation. An American or European African can enter the contest however the time line of the story must completely in the Africa.

DONATIONS

IMPORTANT: Chrysalis will not accept donations for StoryTellers or Cyber Guides or organizations such as schools. We will direct these donors to those organizations directly and not assume any risk.

Donations to ZAA-ICT and Youth Action Forum for Networking will not pass through Chrysalis Campaign, Inc and be directed to those organizations. It is not Chrysalis Campaign, Inc's goal to be a distributor of donation funds.

SPONSORSHIPS

Chrysalis Campaign, Inc will accept sponsorship "fees" that will go to enhancing the program such as social community banner ads or helping us with the awards ceremony or field training programs. In this way Chrysalis will act as any commercial event marketing company for a sponsor being clear that sponsorship is not a charitable donation. However sponsor gifts such a PCs can be give directly to not for profits in stories and be handle as charity in that format.

Chrysalis Campaign, Inc. may barter some of the sponsorships. A barter may be IT services to winning schools or magazine or association collaborative marketing.

Sponsorships will explore funding such items as:

- Banner ads
- Awards and award ceremony
- Additional training and travel
- T Shirts etc..
- Special events

CHRYSALIS CAMPAIGN, INC.

MISSION

Provide safe community learning centers, safe social communities for collaboration and global Web resources in collaborative ways that transform the poor into self-sufficient communities with new possibilities.

ABOUT CHRYSALIS CAMPAIGN. INC.

Chrysalis Campaign, Inc. is a non- stock holding Incorporation in Connecticut, USA. We are applying for 501 C3 status with the US IRS. All sponsorship fees will not be considered tax deductible until 501 C3 is granted.

CONTEST PRINCIPLES

The digital story telling contest "I am Africa. This is my story..." is a global education project based on the principles of UN Life Skills, Adult Learning, Flat Classroom and the Global Learning Framework.

MISSION

To provide safe community learning centers, safe social communities for collaboration with global Web resources in order to transform individuals into self-sufficient communities of purpose.



FOUNDER

Founder Richard C. Close has 25 years of experience in learning technology, management consulting and development programs for companies such as IBM, Microsoft, Oracle and helped launch a number of eLearning companies. He has published white papers and several books. He is an International conference speaker, industry strategist and developer of the Global Learning Framework at: <http://globallearningframework.ning.com> Richard designed and built, in the US, its first profitable commercial Technology Center in New York City called the Netlan Technology Center. Currently developing Community Learning Center in US rescue missions and assisting Africa and China.

In his missions to Africa, he has developed two photographic writings books for Kenya and Zambia. He continues his work to show the mercy and the beauty of the poor by building Web based social communities, photo galleries, lecture and press for partnering missions. Donation books are available at Amazon.com

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