

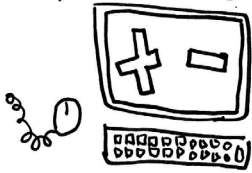


## Steps Activists Took Take to Make a Difference

1. Decide on an actionable  
cause



2. Research to develop a considered  
opinion and to know the pros and cons



3. As part of the above, decide  
on critical questions and answer  
them.

4. Think about who needs to hear the argument,  
and how to reach them.



5. Write in ways that are compelling