



**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: MANIFESTO BUILDER

References:

Writing a manifesto (with your team) and sharing it makes those intentions tangible and actionable.

Complexity: Medium
Time required: 90 minutes
Material required: Manifesto worksheet, A4 papers, pen (optional: markers, post-its)

What is it for?

These days, brands do more than just represent a product or service. They also personify a set of beliefs and lifestyles, a list of rules and goals. Increasingly, consumers are interested in the values represented by their hard-earned purchases. And companies are responding with manifestos. A brand manifesto, done well, is more than a catchy way of identifying what makes your brand unique. It's your plan for a better world, a declaration of independence, and a moral compass that will guide and define your brand.

How to use it?

A manifesto outlines your intentions and motivations and serves as the foundation for a strong brand culture. You can't write a manifesto without showing your personality. Some brands are very formal, diplomatic or institutional. Others are pragmatic. Some are radically outspoken. Great manifestos don't beat around the bush. Great manifestos have a tone of voice that becomes an unmistakable, inimitable part of the brand. Ask yourself: What's the essence of your social innovation? What does it want to accomplish? What is the driving force behind it? Who will it help or what will it improve? What kind of world do you want to live in? What are the key truths you believe in? Start by mapping out what's most important for your social innovation, then finishing the sentences in the worksheet using the elements you mapped and then continue with writing down stream-of-consciousness style. Select the most impactful and memorable lines and synthesize it into a one-page manifesto.



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	FINISH THE SENTENCE
We are	
We want	
We believe in	
That's why we	
We strive for	
We want to live in a world where	
We embrace	
We want nothing more than to	
We care about	
We hope to one day	
We nurture	
We need	
We will be responsible for	
We will show the world	
We demand	

EXAMPLE MANIFESTO

NEXTDOOR:

"We are for neighbors. For neighborhood barbecues. For multi-family garage sales. For trick-or-treating. We're for slowing down, children at play. We're for sharing a common hedge and an awesome babysitter.

We're for neighborhood watch. Emergency response. And for just keeping an eye out for a lost cat. We believe waving hello to the new neighbor says, "Welcome" better than any doormat.

We believe technology is a powerful tool for making neighborhoods stronger, safer places to call home. We're all about online chats that lead to more clothesline chats. We believe fences are sometimes necessary, but online privacy is always necessary. We believe strong neighborhoods not only improve our property value, they improve each one of our lives.

We believe that amazing things can happen by just talking with the people next door.

We are Nextdoor. We are simply you and your neighbors, together."