

# Exploring a New Model of Global Citizenship: An Evaluation of the Fourth Estate Leadership Summit

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## Executive Summary

In August 2013, Invisible Children hosted the second Fourth Estate Summit, designed for millennials and educators to share stories, inspiration and information about important social issues. The Summit was held on the campus of University of California, Los Angeles (UCLA) and featured keynote addresses by distinguished leaders from the business, government, and non-profit sectors, a series of smaller breakout sessions, evening entertainment and a Common Good Exchange which brought together over 60 organizations and brands devoted to social change. The Summit also included an “Educator Track” that included three sessions designed specifically for educators, as well as pre- and post- summit communication and materials with participants, focused on supporting fundraising efforts for the Fall 2013 #ZeroLRA campaign.

The overarching goals of the Summit were to recruit 200 educators and 1000 millennials to attend, teach them about the IC cause as well as social justice more broadly, and deploy them to raise funds for IC’s #ZeroLRA campaign. Through this, they aimed to lead millennials to become more aware of and involved in global societal issues and to make a difference in their communities and the world.

A total of 1193 millennials and 119 educators attended the Summit. Impacts on millennial participants included increases in awareness, knowledge, and interest in issues related to Invisible Children specifically and social justice more broadly. Participants also reported increased social capital in the form of new relationships, enhanced social capacity, and identity formation. The three most prominent youth outcomes included:

1. **Confidence:** By in large, the biggest impact on Millennial participants was a boost in confidence. Participants felt validated that they are important and that their story is important. Jason’s message that “Your life is bigger than your best dream” resonated strongly and they were empowered by the stories shared by speakers who overcame personal and professional obstacles to do great things for others. The message that “you can do something extraordinary with your life” also resonated and provided a sense of self-efficacy. One person can make a difference and Fourth Estate fortified their passion for social change and the part that they can and will play in this fight.
2. **Commitment:** Many reported a renewed commitment to IC. Some commented that the Summit changed their worldview. Accompanying this change in worldview is a responsibility to do their part in the war against social injustice. Many commented that they feel motivated to find their mission, find their life pursuits and go after them with passion and conviction. With the new information about the LRA and other social justice issues, many commented that they are considering or have been inspired to revise their career paths based on the calling to blend personal passion and social justice. Many also shared a strong sense of hope and belief in a better future, with more opportunities to make change happen, and a reinforced belief that change will happen.
3. **Connection:** Many commented that one of the most rewarding aspects of Fourth Estate was the sense of community that they felt. Participants formed new relationships, rekindled old ones, and quite a few mentioned that they finally feel like they are not alone in their interests, values, and passions. The organizations featured at CGE also increased the size of the Fourth Estate community. Their minds have been opened and they see themselves as a part of a larger global community. In addition, since many of the summit’s messages were aimed at activating their passion for social justice and social change, many Millennials now see themselves as change-makers. A few responded that they now have the courage to be who they are and are not afraid of deviating from the social norms.

We also found evidence that these outcomes can be funneled back into Invisible Children. Armed with new knowledge, many Millennial participants reported feeling an increased capacity and increased confidence in their ability to become better advocates for IC. As a result of the summit, Millennials also reported being more socially confident in their ability to talk to strangers, to form new relationships, and to fundraise. This is also evidenced in the fact that Summit participants raised just over \$400,000 and also reported contacting additional partner organizations they met during the Summit.

## Introduction

### Evolving Models of Global Citizenship

Technological innovation has led to an increasingly connected world. Industrialization has connected global economic and energy systems in unprecedented ways, including growth in international exchange and interdependence as well as shared climate and environmental impacts. “No one doubts that some very significant global processes—economic, social, cultural, political and environmental—are underway and that they affect (nearly) everyone and (nearly) everything” (Najam, Runnalls, & Halle, 2007).

As industrialization connected the world in terms of political, economic, and energy systems, digitalization allows for connections in terms of information, social ties, and engagement. The rise of new media and technology have led to new types of connections; issues in what were once remote areas can now be seen and responded to at a global level.

When direct experience is not possible, indirect experience via media and technology can serve as a proxy (Kahn, 2011). The creation and distribution of video content enable people to experience remote environments that would otherwise be available to only a select few. Such sensory experience can reduce psychological distance and make salient connections between subject and viewer that would otherwise be difficult to see. New platforms for publishing (e.g., Youtube, Wordpress), sharing (e.g., Twitter, Instagram) and aggregating (e.g. Reddit, Delicious) content enable multi-directional movement of information that was once controlled by formal actors (e.g., journalists, broadcasters, politicians). This “network society”, allows two-way communication between the individual and the media source and enables nearly any individual to serve as both consumer and producer of information (Valtysson, 2010).

Technology can also be used to create and enhance connections between people. Using web-based platforms, people are able to share their ideas, photos, and films with others across the street or across the world. They can connect and find like-minded people that they may never encounter in “real life,” in communities like Second Life and chat rooms. Such social ties can be nurtured almost immediately and are easy to maintain. And various online connections can and do nurture real-life social ties e.g. Meetup.com. These changes in information and connection pave the way for new forms of collective advocacy – e.g., Arab Spring, Occupy Wall Street.

While traditional conceptions of citizenship focus on traditional actors (e.g., governments, voters, physical boundaries, documentation), newer models are emerging which view all people as global citizens. They invite and often compel people from all areas of the world to embrace this conception and act on behalf of all people, regardless of boundaries. Rather than focus on voting as the sole method of engaging as citizens, they identify ways that anybody of any age can take action on any issue that matters.

It is under this conception of global citizenship that questions of civic capacity, or the “the ability to participate in public life with the result of more democratic governance at various scales” (Saegert, 2004, p. 4) take on new meaning. It is important to observe how community-building efforts work toward their shared civic objectives and how they increase participants’ social capital.

With this increased collaboration among people and groups working toward social change has come a body of research seeking to understand the nature of such collaborative groups. However, the research on this topic has largely focused on evaluating intended outcomes rather than any benefits that can be derived the collaborative process itself (Koontz & Thomas, 2006; Provan & Milward, 2001). Bardach (1998) suggests an alternate approach that moves beyond the specific goals of a project to the development of *collaborative capacity*, or “the potential to engage in collaborative activities rather than the activities themselves”. This potential, which includes both objective (e.g., organizational structure) and subjective (e.g., abilities and connections of participants) components, can be seen as an equally important function of collaborative processes.

Youth are an especially interesting demographic to study in light of this potential. A report by the Forum for Youth Investment present a vision of youth action: “young people making a difference in their communities — often in partnership with adults — to effect changes in things that are important to them and the community at large.” (Ferber, Irby, & Pittman, 2001, p. 2). Historically in the US, college-aged youth have been key in many social movements (e.g., Vietnam, Civil Rights) and new technologies enables even younger demographics to get involved in social issues. While many have derided online civic activity as “slacktivism” or “clicktivism”, there is opportunity here. American youth (8-18) spend up to 8 hours a day using media, more than any other waking activity (Roberts & Donald, 2000).

Costanza-Clark (2012) recommended three ways to support youth movements: (1) respect, (2) representation, and (3) real talk. In the first, she suggests that adults “start from a place of respect for young people’s autonomy, opinions, desires, and actual capacity to take part in and lead powerful social movements”. Her second suggestion is to share examples of youth leaders in social movements “or even better, help create opportunities for youth activists to share their own experiences”. Finally, she suggests having “open conversations with youth about systems of power, oppression, resistance, and liberation...without trying to impose one “correct” way of understanding them.” (p. 4-5)

It is important to study the ways in which these organizations are engaging audiences to solve faraway problems, how this re-conceptualized model of global citizenship is impacting those who get involved, and the ways in which these “global citizens” are engaging and acting for social change.

Invisible Children (IC) is one organization that has successfully engaged a primarily youth demographic in global citizenship, using a combination of film/social media as well as place-based lobbying and educational efforts to engage youth in the western world about social justice issues in central Africa. Started by three young men attempting to tell and share a story about a single issue in 2004, it has grown to become a movement of millions people working, first to “see a permanent end to LRA atrocities”, and in doing so, inspiring a generation of others to work toward global justice more broadly.

In August 2013, Invisible Children hosted the second Fourth Estate Summit, designed for millennials and educators to share stories, inspiration and information about important social issues. This report analyzes the 2013 Fourth Estate Summit and seeks to answer three primary questions:

1. What are the innovative dimensions of the Fourth Estate experience? How is Invisible Children redefining civic engagement and citizenship for millennials?
2. Does participation in Fourth Estate lead millennials to become more aware of and involved in global societal issues and to make a difference in their communities and the world?
3. Does participation in Fourth Estate lead educators to increase content about global societal issues and to engage millennials in advocacy, philanthropy, and civic engagement?

The first question assesses the process of the Fourth Estate Summit and associated materials and activities. The second and third assess outcomes related to the millennial and educator tracks at the summit, respectively.

This section will provide a brief history of Invisible Children and introduce the Fourth Estate model and program. Subsequent sections will focus on the 2013 Fourth Estate Summit and its impacts, concluding with suggestions for future directions.

## Invisible Children: History in Brief

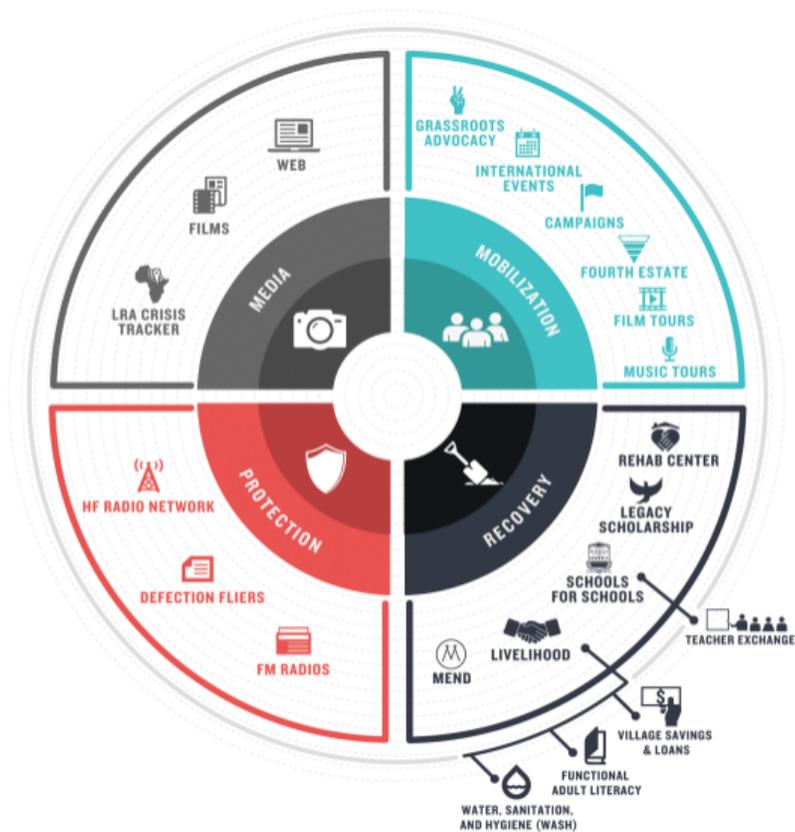
Invisible Children (IC) started as a story filmed in 2003 by Jason Russell, Bobby Baily, and Laren Poole. It highlighted the atrocities of the Lord’s Resistance Army in Northern Uganda and its impacts on the youth of the region. They call the subjects of their film Invisible Children – “invisible because they roam distant battlefields, away from public scrutiny; invisible because no records are kept of their numbers or age; invisible because their own armies deny they exist” (Invisible Children: Rough Cut, 2004) and seek to make these children and their story visible to viewers throughout the world through the film.

The goal was not just to inform, but also to engage viewers. The film concludes by saying that “the credits were supposed to start here but the story is not over. The war wages on... and so will we”. They invite viewers to join them in three specific ways:

1. “Take the TIME to tell everyone you know about these invisible children.”
2. “Use the TALENT inside of you to think of creative ways you can aid these invisible children.”
3. “Go to InvisibleChildren.com and become a part of the movement that has already begun.”

(Invisible Children: Rough Cut, 2004)

Thus the call to action was imbedded in the film, which sought to bridge the gap between understanding and action around this issue. It first screened in 2004 and garnered not only viewers but supporters. Their first employee (and current CEO), Ben Keesey, attended one of the first screenings of the Rough Cut in 2004 while still a UCLA undergraduate. Another student who saw this early screening, Adam Finck, now serves as Director of International Operations. They became a 501(c)3 nonprofit the following year, taking the name of the film – Invisible Children – and focused on a simple, yet difficult mission: “to see a permanent end to LRA atrocities.”



Toward those ends, they embarked simultaneously in two types of efforts - direct service work in the affected regions and creation of media and advocacy campaigns to raise funds and lobby for political solutions. This four-pronged model strives to address the LRA problem in terms of immediate needs and long-term effects.

In the decade since its founding, Invisible Children has raised over \$50 million and has funded schools, a rehabilitation center, the establishment of the LRA CrisisTracker, and distribution of over a million defection flyers informing combatants how to escape.

Invisible Children has not only seen success in their ground efforts in central Africa, but in raising the funds to meet this need, they have created a global movement. In the 10 years since the release of their first film, they have produced 12 films, 433 campaign videos viewed collectively by 129,660,524 people, reached 5 million people face-to-face in screenings and held 923 lobby

meetings. They are the most “liked” nonprofit on Facebook and have carried out 11 unique fundraising campaigns with affiliated events around the world.

A key aspect of the Invisible Children's success is its organizational culture, which focuses on fun and celebration as much as it does on suffering and social justice. Their models for branding are not the Red Cross and United Nations, but Disney Pixar and Lady Gaga – they aim to “take cool and add an element of human rights”. Likewise, they modeled the Fourth Estate Summit not on academic or humanitarian conferences, but rather on social events/experiences like SXSW, ComiCon, Broadway theater, and Redbull Flugtag. This intersection of culture, technology, and human rights makes them unique in the non-profit space.



The use of celebrity endorsements is also common practice. Much of the public feels personally connected to celebrities and therefore such endorsements “serves as a signal of global quality in the market” (Choi & Berger, 2009).

Invisible Children has an Artist Relations department that specializes identifying and recruiting “Artist Ambassadors” for endorsements and/or donations to the cause ( Invisible Children, 2013). People like Kristen Bell, Rachel Bilson, and Ryan Gosling are on the list of celebrities who support Invisible Children (Look To The Stars, 2013). It has been suggested that the celebrity presence at events like The Rescue and Displace Me helped Invisible Children gain public support for the Lord's Resistance Army Disarmament and Northern Uganda Recovery Act campaign (Ross, 2010).

Invisible Children also focuses on strong images for branding of the organization and its campaigns. There is the official black and white “Invisible Children” logo, a signature logo for The Rescue, a Schools for Schools logo, a MEND logo, and of course the now iconic KONY 2012 color scheme and imaging. Supporters know and love these images and recognize them as a strong part of the Invisible Children “brand. Invisible Children’s graphic design abilities are well known among peers. The United Nations even asked them to design the deflection flyers that encourage LRA members to stop fighting and come home (Invisible Children, 2012b, 2012c).



When asked to define Invisible Children, participants responded not only about their protection and recovery work in Africa but also about their media and mobilization work in the western world, stating that Invisible Children is “a community of people determined to leave a positive footprint on this planet” and “a platform that allows ordinary people to make a dramatic difference in the lives of others halfway across the globe.”

By mobilizing millions worldwide toward ending to LRA violence, Invisible Children has galvanized an active membership that now transcends the film’s content. These young people sleeping outdoors, marching on Washington, and raising millions of dollars in amounts averaging less than \$25/person began to show the world the potential of a massive global, proactive community who could mobilize on specific issues to enact change in far-away regions.

A study conducted in 2011 on the organization found that those engaged in the organization “reported increased motivation to engage in social justice, enhanced leadership and organizational skills, and improved relationships within and beyond their communities” and that “this capacity is being at least partially channeled back into the organization through fundraising and high levels of social diffusion of their message” (Karlin et al., 2012, p. 29). The report concluded that, “Invisible Children seems to be helping to create a mobilized force of educated, engaged, empowered youth who can successfully communicate, fundraise, and lobby on behalf of issues of social justice, not just for Invisible Children but for other issues as well” (p. 29).

## Fourth Estate: Ethos and Background

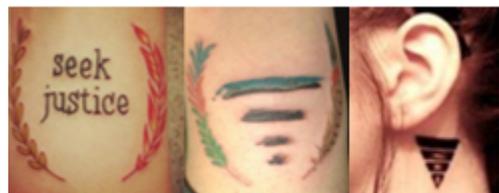
Realizing that they were “proving the universal” (a belief in the equal and inherent value of all human life) “through the specific” (working to address the LRA conflict), Invisible Children created a new program in 2011 to reflect the underlying universal ethos of their work. They call this program Fourth Estate.

The goal of Fourth Estate is “to build an advocacy and fundraising model that will improve engagement with Millennials, encouraging and enabling them to become more globally-minded citizens.” (Invisible Children, 2011). Thus, Fourth Estate refers not only to the leadership summits that take its name but also the underlying ethos of global equality and responsibility and the people that make them up. Thus, there are three parts of Fourth Estate: the ethos, the summit, and the membership program.

### Ethos

The Fourth Estate Ethos is: “We believe in the equal and inherent value of all human life. We believe that a worldview bound by borders is outdated and that stopping injustice anywhere is the responsibility of humanity everywhere. We call this ethos the Fourth Estate<sup>1</sup>.”

The Fourth Estate logo was designed to reflect this ideal. In the center is the liberty triangle, representing the flipping of power from the few to the many. “Indifference is eroding under the weight of what really unites us: our common humanity. The Liberty Triangle represents this.” (Invisible Children, 2011). Surrounding the triangle are two feathers, designed “to create a look that was clearly influenced by tribal patterns but not ... tie back to any specific people group or region.” (Invisible Children, 2013).



Participants’ enthusiasm and self-identification with Fourth Estate logo is evident in regular use of phrases (in social media and the like) such as, “I AM FOURTH ESTATE” and in the number of Invisible Children supporters who have gotten tattoos with part or all of the Fourth Estate logo on their bodies (Invisible Children, 2012).

### 2011 Summit

Fourth Estate was unveiled in an invitation to attend the first Leadership Summit in August 2011 in San Diego:

*Just as the French Revolution saw the Third Estate government rise up to defend the rights of the common people, the time has come for a new generation to stand up for the rights of the invisible. A new estate founded on the belief that all men and women in the world are created equal, and that Justice for all is not a fantasy. A generation that will fight for justice and peace in the most remote corners of the world.*

*In August of 2011, we will come together to map out a new revolution. We will discuss impacting public policy, international justice, our role in global humanitarian efforts, effective fundraising, what it means to be an empathetic citizen, and other relevant topics that will challenge and inspire you.*

*Join us and awaken the powerful leader and advocate that resides inside of you.*

*You will say it all started at the Fourth Estate, because it will.*

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<sup>1</sup> They also created a longer Fourth Estate Manifesto – see Appendix A.

The conference, attended by 579 attendees, “was designed for Invisible Children’s core supporters as a broad educational conference about global justice. Young people from all over the world came together with experts in the fields of film, business, journalism, economics, and international justice to discuss the millennial generation’s role in global justice and international humanitarian efforts.” (Invisible Children, 2013).

### **Membership Program**

After the 2011 summit, Invisible Children re-organized their recurring donors programs, calling it the Fourth Estate Membership program. Fourth Estate Members are those who donate on a monthly basis to Invisible Children, either through what was previously called the TRI program, or who have joined as Fourth Estate members. There are currently 10,265 active Fourth Estate Members.



### **Defining Fourth Estate**

When asked what is Fourth Estate, in their own words, many participants reflected this broad ethos, saying that Fourth Estate is, “a celebration of social justice victories and a foreshadowing of positive change in the future” and “a commitment to be a force for positive social change in the world.”

Others, however did refer to the summit specifically, calling Fourth Estate a “Politically active proletariat gathering and resource-sharing” or “a meeting of people who care about the world and want to do something about it, not just sit around and wait for others to take action”.

Finally, some defined Fourth Estate in terms of its community, defining it as “people taking charge and caring for not just themselves, but for others”. Another participant defined it as follows: “The Fourth Estate is “WE.” We came together as individuals and left as individuals, but the message, the learning, the growth of awareness brings us together as a group of individuals marching and demanding the change we want to see the world.

### **2013 Summit**

The second Fourth Estate Leadership Summit was created in 2013. The conference’s broad aim elaborated on and extended the goals of 2011: to identify *new specifics* through which Fourth Estate participants can be engaged to see what they can do together and empowered to see what they can do on their own. It set out to be a venue for students and educators to meet people, learn skills, and gain experiences to help them make a difference in their own communities and around the world.

The 2013 Fourth Estate Leadership Summit included not only presenters and opportunities to network with fellow people in the social justice space, but also integrated aspects of the organization’s culture that it had been establishing over the years, building in opportunities for film, dance, celebrity, art, and celebration. The following sections will describe the 2013 Fourth Estate in more detail, followed by a discussion of its impacts on participants, on partners, and on Invisible Children.

## The Summit: Event and Experience

The 2013 Fourth Estate Summit was held at University of California, Los Angeles (UCLA) from August 8-11. It featured keynote addresses by distinguished leaders from the business, government, and non-profit sectors, a series of smaller breakout sessions, evening entertainment and a Common Good Exchange which brought together over 60 organizations and brands devoted to social change. The following sections detail the Summit Experience as well as general feedback from millennial participants regarding the event.

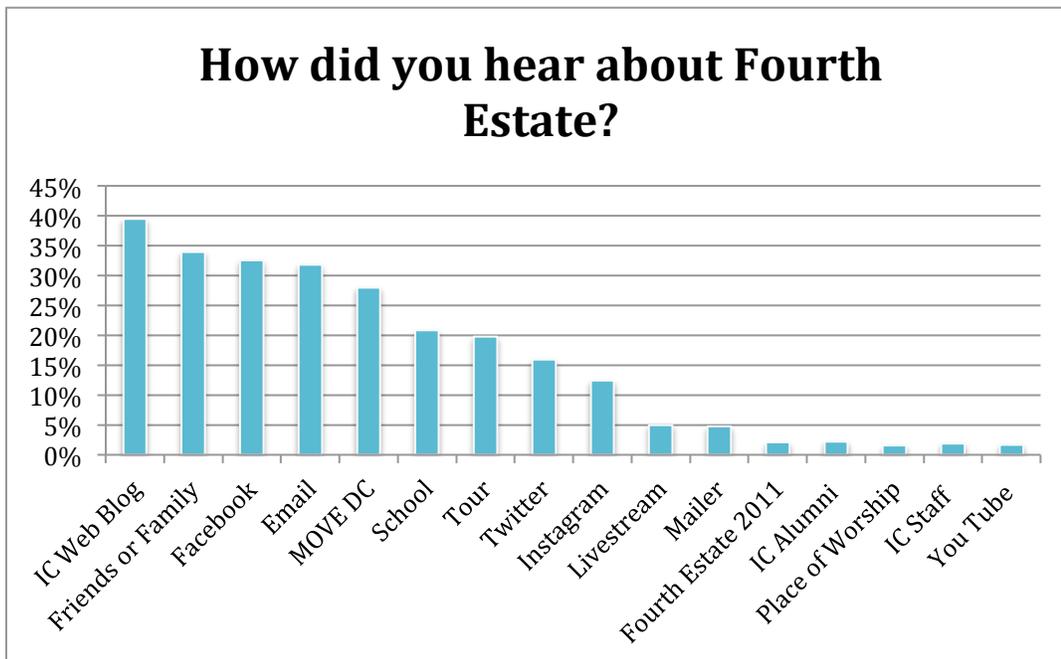
Prior to the summit, participants received a series of pre-summit phone calls and emails from event organizers. The summit was also promoted through various communication chains, and a Facebook group was created to facilitate communication between attendees..

Engagement with attendees continued after the event. Invisible Children’s Movement department encouraged attendees to fundraise and kept in touch via email, phone calls and via social media. Every Fourth Estate fundraiser was assigned an "IC Support Contact" that had consistent outreach/contact with them about their fundraising efforts throughout the campaign. They also had the opportunity to book a screening if they lived in an area where the organization was touring in Fall 2013.

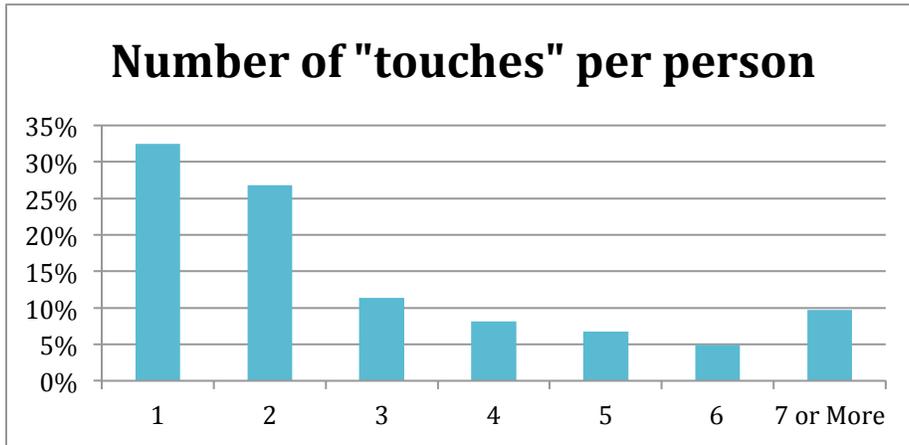
## Marketing

Invisible Children recruited people in various ways to attend the Summit, including web, social media, and personal invitations. They received a total of 2317 applications and 1315 people ended up attending the Summit - 119 educators and 1196 millennials.

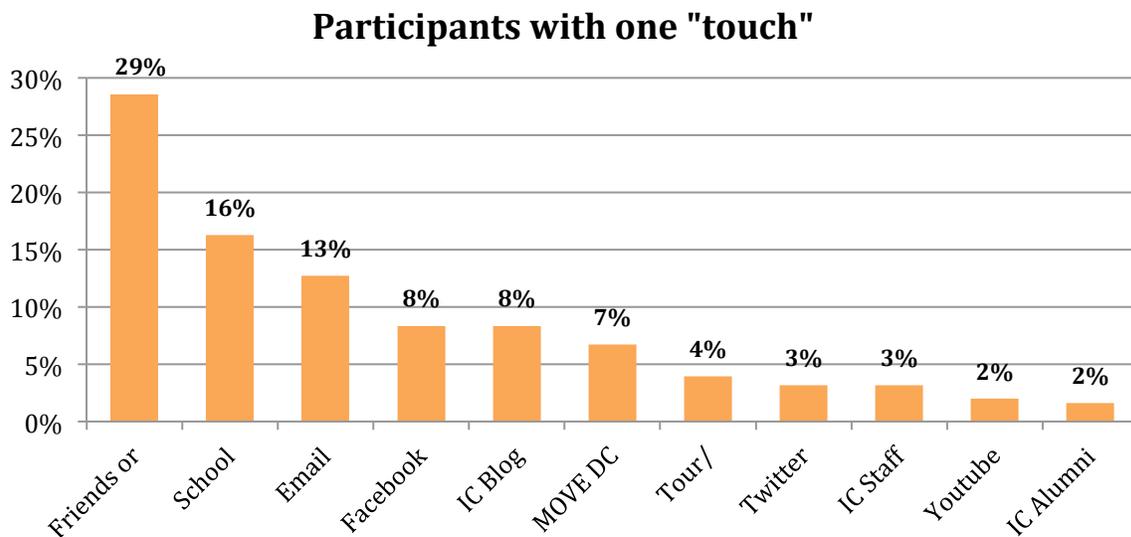
Program organizers leveraged the significant social capital they have developed over the past decade to market the 2013 Fourth Estate Summit. The figure below shows the primary channels which participants reported hearing about Fourth Estate 2013. Among the most successful were those which involved a direct personal invitation, either from friends or family or via email. Other channels reported included past Invisible Children events (e.g., Move:DC, roadie tours, Fourth Estate 2011) as well as social media sites (e.g., Facebook, Twitter, Instagram). Not included in the figure are news stories and celebrity endorsements, each of which were reported by 1% of respondents.



Marketing theory suggests multiple exposures are vital to engaging consumers (Krugman, 1977; Lancaster, Kreshel, & Harris, 1986). and that multiple channels (e.g., personal contact, email, ads) can also increase engagement (citation). As such, we evaluated the number of exposure channels reported by attendees and found that many reported multiple sources of exposure to Fourth Estate marketing (see figure). The majority of attendees heard about Fourth Estate from more than one channel, but nearly two thirds reported three or less channels, or touches.



A full 32% of participants reported only one information channel where they heard about the summit (see above). Again, friends and family occupy the top spot, with nearly 30% of respondents reporting; School and email were also frequently cited (see below).



### Social Outreach

Since over a third of participants heard about the summit from friends or family, we also asked attendees if they invited anybody to attend. 54% said that they did and shared the methods they used to invite others. Attendees used when inviting others. Most common was face-to-face (89%), followed by email (56%), and social media (49%). Phone (38% includes both texting and calling others, and 24% referred people to Invisible Children.

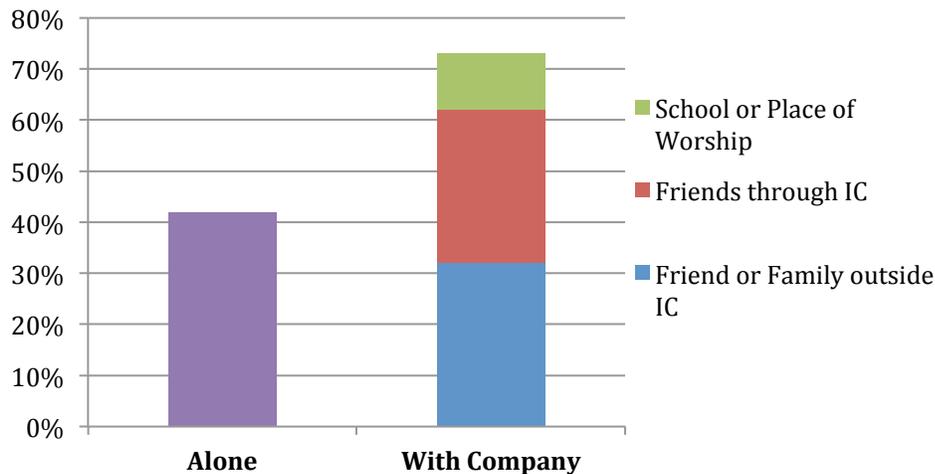
## Participant Profiles

Fourth Estate Summit attendees came from a wide array of backgrounds. A total of 1315 summit people attended - nearly a third were from California but participants came from 17 different countries and 47 states. The 119 educators are described in the educator experience chapter; the remaining 1193 millennial participants are described below.

Variable		%	Variable		%
<b>Race</b>	White	82%	<b>Political Ideology</b>	Liberal	36%
	Hispanic/Latino	9%		Moderate Liberal	28%
	Pacific Islander	5%		Middle of the road	23%
	African American	3%		Moderate Conservative	10%
	Native American	1%		Conservative	3%
<b>Religion</b>	Catholic / Christian	52%	<b>Education</b>	Less than high school	21%
	Agnostic	34%		High School	20%
	Atheist	7%		Some college	38%
	Jewish	3%		Associates Degree	6%
	Buddist	3%		Bachelor Degree	14%
	Muslim	1%		Graduate Degree	1%
<b>Gender</b>	Male	20%	<b>Age</b>	14-17	20%
	Female	80%		18-22	58%
				23-28	22%

Further reflecting the social nature of the event is the fact that most participants came with others. 10% marked two types of friends, family or acquaintances and 3% marked that all types of company were present. 300 Invisible Children clubs had at least one member in attendance, with 525 total club members at the Summit.

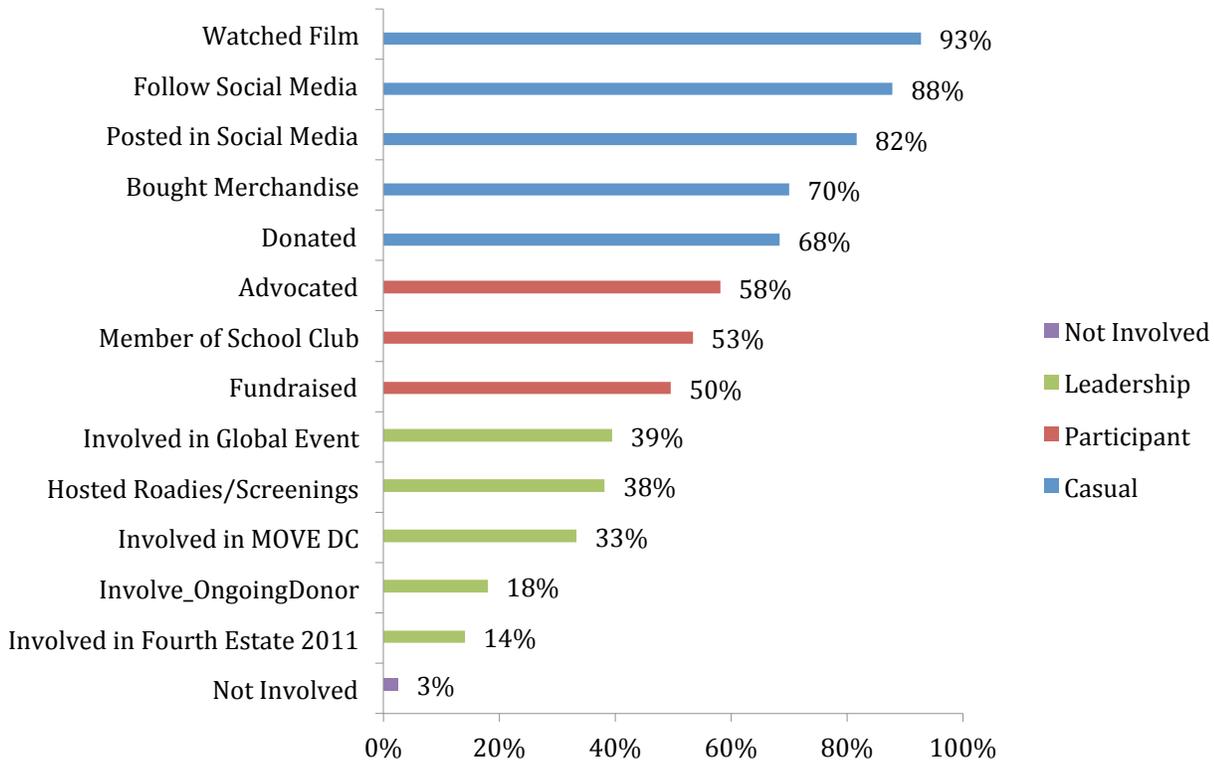
### Will you be attending with anyone you know?



### Past Involvement with Invisible Children

Most of the people who attended the Summit have already been involved with Invisible Children in some way or another; only 3% reported no involvement prior to the summit. Some were only casually involved with the organization, having seen a film, donated, made a purchase, or posted something related to Invisible Children on social media. About half had participated in local Invisible Children activities, either as part of a school club or via advocacy or fundraising efforts. About a third were what we define as leaders; these participants reported past participation in an Invisible Children global event, tour, or the 2011 Fourth Estate.

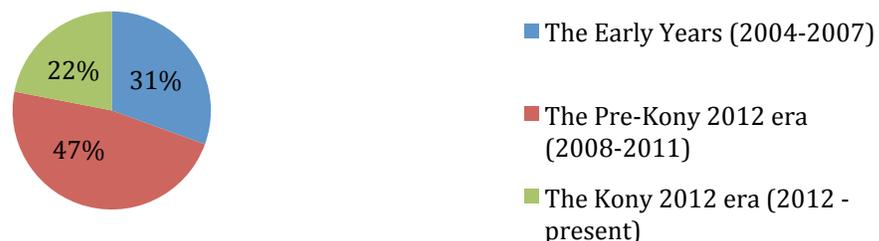
### Past Involvement with Invisible Children



Percentage of Participants that Reported Each Behavior

We also asked participants when they learned about Invisible Children. Nearly a quarter (22%) were relatively new to the organization, getting involved after the release of Kony 2102. About a third (31%) had been involved for over six years and the remaining half (47%) learned about the organization between 2008-2011.

### When did you learn about Invisible Children?



## Motivation to Attend

The Fourth Estate application asked participants why they wanted to attend the Summit. In general, they emphasized wanting to make a difference, being a part of something bigger than themselves, and meeting people. Responses grouped roughly into the following categories, or themes:

### Community

Mentioned more than any other reason, over two thirds of applicants sought to attend because they looked forward to joining, reuniting with, or strengthening the IC community. They reported wanting to gain contacts and meet “like-minded people”... “to help launch my career and engage the next generation of future leaders.”. Many participants already saw themselves as one with the organization and felt like part of the “IC family.” Said one returning attendee from 2011: “IC is home and I’m ready to come back and cinnamon roll hug every single one of you and dance until we can’t stand.”

### Social Justice

The second most common type of responses (just over half) posited a desire to nurture a call to social justice. Just over half of the applicants explained they wanted to attend because they felt a conviction to participate in issues of social justice generally, evoking sentiments such as, “I am a strong supporter of actively pursuing human rights for all.”

### Invisible Children/LRA Cause

About a quarter attended specifically because they wanted to work with IC to fight the LRA crisis. They came to learn where things are and how to bring their expertise in support of the cause. For example, one respondent explained, “I want to support IC in every way possible. I also want to be a part of History as IC defeats Kony and the LRA.”

### Information/Education

Another quarter reported a desire to gain information to take and apply elsewhere. In particular, they sought: to develop leadership skills, improve outreach strategies, and teach global citizenship to students. Responses ranged from broad, i.e., “I want to gain more skills and knowledge to take action in causes worth fighting for and empower others to do the same,” to specific professions, “I hope to have a career in International law and want to be a war crimes prosecutor. I believe that attending would be a wonderful opportunity for me to further educate myself, and by doing so educate others.”.

### Collaboration

Just under 10% were motivated by the desire to get plugged in with, or learn more about, other causes.

### Direction/Inspiration

Another quarter looked to gain inspiration for their own lives, career and/or education. One respondent described feeling “...stuck in my level of activism. I want to be more involved in making this world a better place and proving that my generation is not full of apathetic slacktivists. But often it's hard to know where to start and how connect with others who are just as passionate about social justice. I just know that Fourth Estate will inspire, motivate, and ignite the embers within.”

While the curated content defined the event, the community available there *itself* was a major draw for all types of respondents. They explained that this community provided emotional support, motivation, inspiration, guidance, and opportunities to collaborate.

## Pre-Summit Experience

The Summit experience began upon registration. Each registrant was given a "rep" in the Invisible Children office that was in contact with them and supported their efforts to attend. In addition, participants were invited to join a private Facebook Group for the Summit and were given homework on a private Tumblr page.

### Facebook

By far, the most communication with attendees took place on the Facebook page, a venue for general information about the Summit and a discussion board for members.

Invisible Children launched the Fourth Estate Facebook group, explaining in a video that, "some of your future best friends are on this site right now watching this video and wanting to connect with you."

IC suggested posts about where participants are from and shared interesting articles. Suggested content included words such as: Justice, Equality, Peace, War, Passion, Gandhi, Martin Luther King Jr., and Tony Bazilo. Then, a twitter list of Fourth Estate speakers and partners to "stalk" was created.



Summit hosts Jason Russell and Jedidiah Jenkins posted many pieces to encourage debate and discussion within the group. One series, called Offensive Fridays, were videos "intended to get you riled," featuring the two IC staff saying extremely one-sided commentary on an issue that was offensive, but wasn't their expressed beliefs. It expressly encouraged them "to pop off in debate below. Be respectful and bold." Although filled with debate, the videos were humorous as well. Each video garnered an average of 47 likes and 88 comments in which participants talked back and forth to each other.

### Homework

They also created Tumblr page with suggested readings, videos, and podcasts to prepare attendees and get them engaged with the material, speakers, and ideas being presented at the summit. The site also featured music from Summit performers and a frequently asked questions page.



There was also a "Summer Video Assignment" where attendees were asked to email a video of their story to [mystory@invisiblechildren.com](mailto:mystory@invisiblechildren.com). And "The 4e Diaries" was introduced to the group after a member wanted to make a collective diary of the Fourth Estate experience.

## Summit Experience

The Summit Experience was organized by a set program which consisted of large group sessions held in Royce Hall every morning and evening, afternoon Breakout Sessions (on Friday and Saturday only), social events (such as live concerts) following the evening Main Sessions, and the Common Good Exchange (a fair for Partner causes and vendors) on Friday afternoon. All attendees participated in the same large, group Royce Hall main sessions but had their choice of a variety of smaller group breakout sessions and post-Royce Hall evening social events. The Summit program featured five plenary sessions with 28 videos and 37 speakers, 15 breakout sessions with 47 speakers, a Common Good Exchange with 60 partners and seven IC brands, and 15 performers/bands. See Appendix B for Summit schedule.

Both the Royce Hall Main Sessions and the afternoon Breakout Sessions were presented in a lecture-based format. In the Main Sessions, a series of speakers shared their personal stories to the audience, and each session was focused on a common theme. Alternatively, the Breakout Sessions were conducted as panel discussions followed by a brief question and answer period.

The Common Good Exchange was an opportunity for attendees to become familiar with other organizations who are active in the social justice space. Each organization was delegated a specific area for their booth, and participants had the ability to explore the various booths as well as to speak with the volunteers and others associated with the organizations.

Following the evening's Royce Hall Main Sessions, social events were also held for the participants. On Thursday and Friday night attendees were assigned to different small music events, and on Saturday, the final night, all of the attendees participated in a dance party in Royce Hall.

## Plenary Sessions

Plenary sessions took place every morning and every evening of the Summit, beginning on Thursday evening. All attendees gathered in the auditorium where the best and brightest of the Summit's speakers and featured guests spoke to inspire the audience with their performances and personal stories of success, failure, and perseverance.

The Royce Hall General Session speakers were clustered along the following areas:

1. Information about IC or the LRA conflict
2. Personal narratives of inspiration and change
3. Information about other issues
4. Social or entertaining content
5. Personal narratives of IC participants

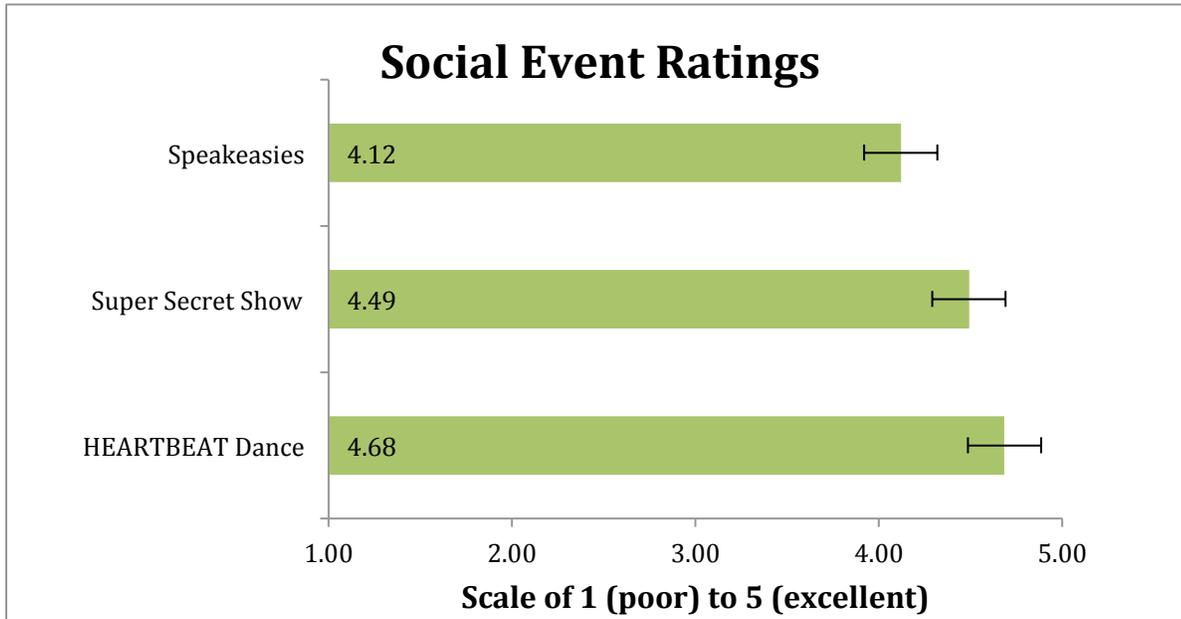
Personal narratives comprised almost half of the plenary addresses; about a quarter were dedicated to describing IC's accomplishments and challenges relating to the ongoing LRA conflict.

In general, Millennials commented positively on all the speakers. Millennials described that they were entertained, inspired, and empowered by the messages from each. Highlights from the Summit's Main Sessions were the screening of *Blood Brother*, *What IC is Doing on the Ground?* with Adam Finck and Patrick Munduga, *The Dan Eldon Story*, the *Lifeclass* with Jedidiah Jenkins, Samantha Power, and the closing dance/music performance. Many Millennials also said they enjoyed learning the glow stick choreography during Saturday morning's main session which was performed in the closing dance performance later that evening.

Themes of new knowledge, personal story, change, and celebration resonated with the majority of participants. The majority of Millennials really enjoyed the different events but a few felt that at times, the content strayed from the overall message of the Summit; specifically the emphasis on fundraising and the scavenger hunt video. Some attendees commented that the speakers should have had more time on stage, and that the time limitations limited the depth and substance of each presentation. Some felt that the main events would have been a great time to discuss strategies for action moving forward. Others suggested that a meet and greet with the speakers and performers would have been a great addition to main events.

## Social Events

As a continuation of the evening’s main speakers and performances, social events which served as an “after party” to the Royce Hall events were provided to the Fourth Estate attendees. These social events featured musical guests and on Thursday and Friday night the musical guests were not revealed to participants until the concert/show started. On Saturday, the closing night of the summit, a dance party was held in Royce Hall following the final speaker.



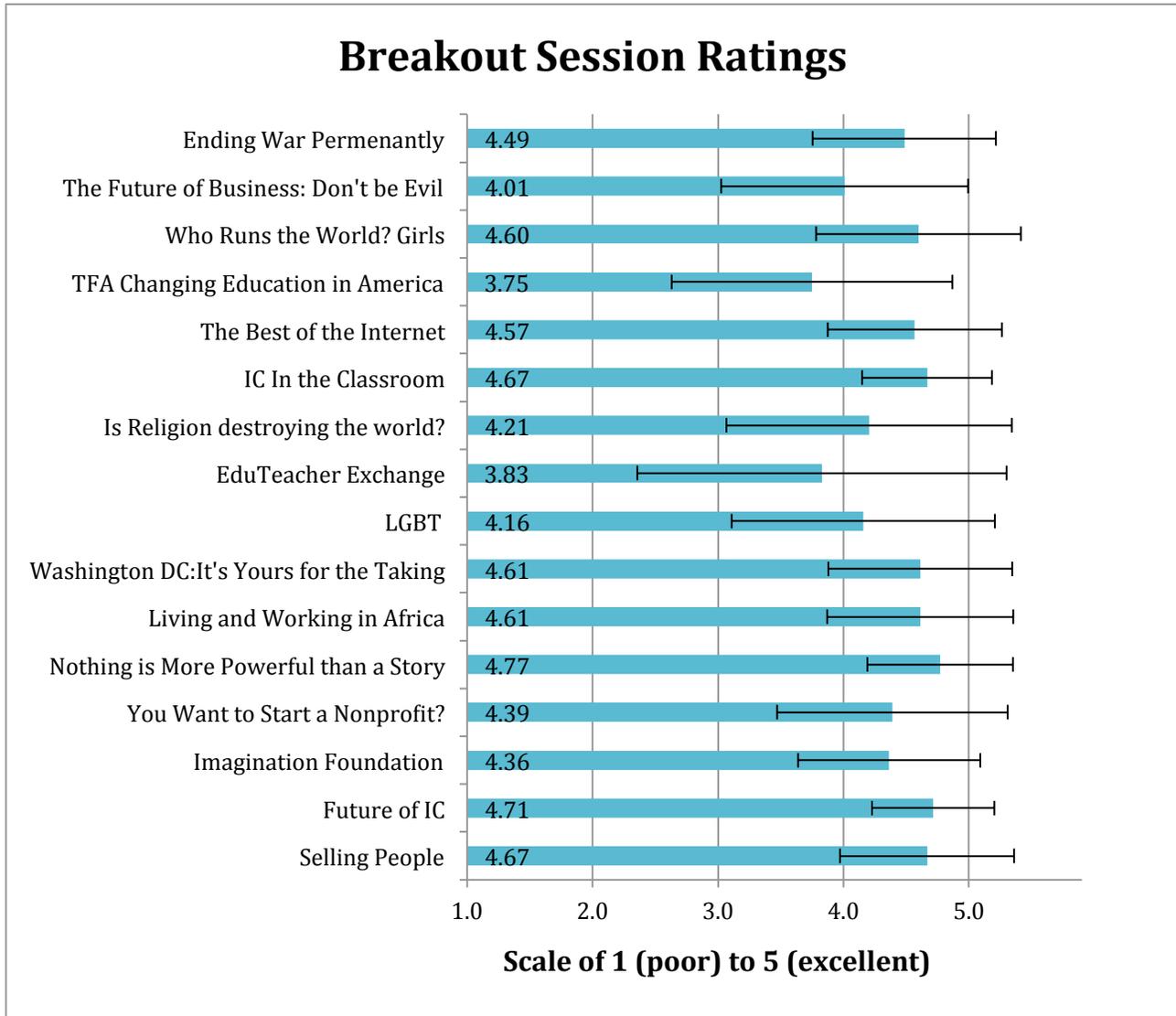
The response to these social events was mixed. The general complaint was that they were just too late, being that attendees were generally up at 7am and did not get to sleep until 1am. Some were not pleased with the way in which attendees were divided into smaller groups in order to place everyone with a different musical guest, but the majority simply did not attend or only attended a portion of the event because they were too tired. Some also noted that if they had known that an extra concert was planned for after the main event, they could have prepared accordingly. It should be mentioned that those who had positive comments to share thoroughly enjoyed the music and in most cases the element of surprise.

The HEARTBEAT dance party on Saturday night was a slight variation of the other social events since the entire event occurred in Royce Hall with all of the attendees together. A few compared Saturday’s dance night to the one held at MOVE:DC because of the reappearance of Jane Doze. Some actually preferred the MOVE:DC dance over this night at Fourth Estate because the layout of Royce Hall was not really conducive to a dance party.

On Saturday night, event organizers invited a few hundred additional “special guests” to participate in the evening plenary session, an exclusive after party called the Founders Party, and to join the rest of the Summit participants for the HEARTBEAT dance party. This group included Invisible Children’s, Board of Directors and, Advisory Council as well as their noteworthy connections. From 750 individual connections and invitations, 248 attended. That evening, there were \$65,000 in gifts and pledges made. The IC team did follow-up outreach to 500+ individuals whose email addresses were shared with IC staff for this event.

### Breakout Sessions

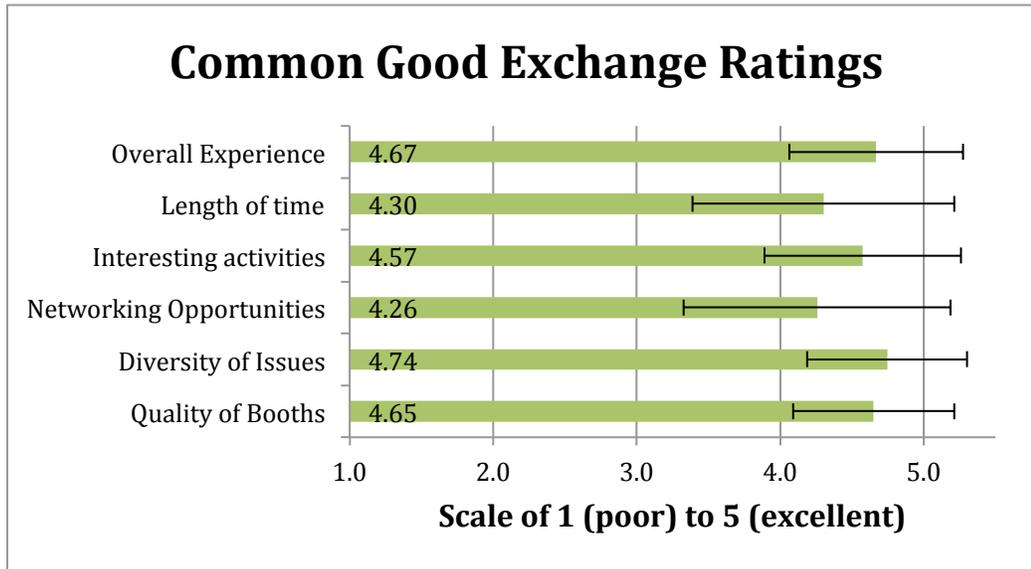
Participants were also given the opportunity to attend smaller breakout sessions featuring some of the main session speakers as well as additional panelists to discuss various topics related to social justice and other summit themes. Participants could choose two sessions to attend per day. Attendees shared very positive feedback regarding the breakout sessions.



Some commented that the session descriptions were not always true to the angle the panelists took on topics; some were surprised when the session covered slightly different content. A few felt the content was fairly superficial because there was not enough time to dig deeper into the subject matter. Others wanted the sessions to be more interactive; others still would have liked for these sessions to have provided more resources for attendees to use in their own work. Participants did report learning new information and feeling inspired and empowered by the breakout sessions. Based on the comments, they do seem to have wanted more from these sessions. While some may have been critical of different speakers and different aspects of the plenary sessions, there were situations with the breakouts where attendees were utterly disappointed in the content. Perhaps this was because of the opportunity cost of missing one breakout for another was so high that the expectation of each session was consequently much higher.

## Common Good Exchange

The Common Good Exchange was created to connect young global citizens to the organizations and businesses that promote a better world by fostering conversation, experiences, and a spirit of fun at the Fourth Estate Leadership Summit. It featured a total of 67 booths, including 60 partners and seven IC brands: clubs, Citizen, merch, Livestream, International Programs, HR, Teacher Exchange (See Appendix C for full list of vendors).



Attendees appreciated the diversity of issues represented, the overall experience, and the quality of booths. Comments on the CGE on Friday afternoon were on average very positive however a majority of the respondents thought that the scheduling could have been better. Many thought there was not enough time to see all of the booths or sufficiently acquaint with prospective organizations. There were a handful of Millennials who would have liked to see a more diverse group of organizations, especially environmental organizations.

93% of Millennials reported that they were introduced to a new organization at CGE. The most frequently cited new organizations discovered by Millennial attendees includes:

- The Giving Keys
- Headbands for Hope
- Raven and Lily
- Nika
- 31 Bits

Of those organizations present for the Common Good Exchange, Millennials commented that there were many that were inspiring. However, the following organizations were listed as particularly inspiring:

- To Write Love On Her Arms
- I Am That Girl
- Purpose
- Enrou
- This Bar Saves Lives

Common Good Exchange

6% of attendees that attended the CGE purchased merchandise from vendors and 14% planned to support one or more organization they discovered there.



## **2. We can change the world**

The speakers' personal experiences served as evidence to the notion that ordinary people are capable of change making. Exposure to such individuals brought this theme home to many participants. Within this theme, there were many that emphasized the unavoidable power of the youth generation, being the future, to bring about these changes.

“I really feel like all of these speakers tried to reinforce the idea that we have the power to create change. To do so, we also have to be confident and proud of who we are as individuals.”

“We are the generation to change the world, and we believe it, too. Hearing Mr. Ocampo was incredible, and to hear that he believed in us as well was, well, I am speechless. We are the world changers.”

“We are the future and nothing is more empowering than hearing that over and over from some of the greatest people in the world. Have fun and don't worry about what other people think of you. The time to make a difference? It's not tomorrow, it's now.”

## **3. Nothing is more powerful than a story**

Speakers were asked to give a talk they hadn't given before, and to do so through the prism of their individual stories. Each person's story provided inspiration to the audience. Many relayed that this inspiration also created for them a sense of their own story's significance.

“Nothing is more powerful than a story was my favourite part of the weekend. Storytelling is something I've always been passionate about and I learned so much about storytelling and film and life and how everyone has such crazy stories. That no matter what your story is, you can fulfill your dreams.”

“I loved the storytelling breakout because it helped me realize that I don't need to be someone special to tell my story or any story that moves me.”

“Seeing how entertainment can influence a group of people and motivate them is awesome.”

## **4. IC's efforts have been successful and #ZeroLRA is possible**

The Summit provided a slightly more intimate look into the IC organization and its LRA efforts, which ramped up participants' endorsements and efforts.

“The morning session expanded my perspective on Kony and the LRA because I realized that it is an international crisis, and I realized that we are all responsible to stop oppression wherever it is.”

“How much has been accomplished but realizing that there is a lot more to be done.”

“Seeing how many people are involved with IC and all they are doing to help others.”

## **5. Have fun along the way**

While social injustices are not typically pleasant to engage, many 4E participants garnered from speakers and organizations (and not least the exemplar IC itself) that solving the world's problems can be fun, joyful, and rewarding. They emphasize understanding the value of having fun along the way in sustaining momentum. They also encouraged celebrating victories along the way.

“HAVE FUN. Tell people stories and make it fun. What you're fighting for may not be fun, but you can have fun fighting it.”

“That supporting something can be done in many different ways and they can be super fun and awesome!”

“It's ok to want to save the world and dance while you're doing it.”

## Most Rewarding

Participants reported on the most rewarding parts of the Summit – the most frequent responses referred to meeting new people, inspirational speakers, and gaining new knowledge.

### Meeting new people

Many millennials commented that one of the most enjoyable aspects of the summit was spending time with old and new friends. It seems that this sense of connection also contributed to a sense of community that attendees also felt was another rewarding aspect of the weekend. Many respondents shared that it was nice to be around peers who shared the same goals, interests, and passions, which provided a feeling of belonging and supported in each individual's pursuit of social justice.

“The most rewarding part of my Fourth Estate experience was getting to meet, hear, & talk to so many amazingly inspiring people. I've never been surrounded by so many individuals who came together with a similar state of mind & felt like I was right where I belonged. The random conversations I had meant the most to me & I'll never forget any of it.”

“Spending time with my amazing Fourth Estate family. If I can just talk about that a little- there were about 6 of us that met at JFK on the way to the first Fourth Estate, and we stayed friends throughout the first 4E and picked up a few other friends along the way. For the 2 years since then, we've continued to meet up very often (several times a year, some of them even more often) and they are literally family to me. At MOVE:DC we met even more amazing people who came into our family, and at this 4E we added even more people. There are about 20 of us now and they inspire me and motivate me every day. They are closer to me than my family or any other friends I have. That's the most rewarding part of 4E.”

### Inspirational speakers

Many also noted the inspiration they received from the plenary and breakout speakers. The sources of inspiration all seem to stem from the personal stories and lessons learned from the variety of experiences shared by the speakers. The respondents shared a great deal of respect for the speakers and those involved in the summit. Many were very thankful to be in the presence of such great leaders in social justice and desire to take the inspiration and translate into their own stories of success.

“Being able to hear from very diverse minds yet some of the brightest people in the world.”

“The personal stories are what got to me the most!!”

### New Knowledge

Finally, many shared that they left the summit with a new understanding of the world and the need to take risks. Some also felt that they had a better understanding of the work Invisible Children is doing on the ground and a new arsenal of ways to communicate and galvanize others around the work IC is doing to stop the LRA conflict. Moreover, they also learned something about themselves from the summit. This lesson in identity also resulted in some sharing that they now have a renewed sense of confidence and strengthened call to commit their lives and careers to social justice.

“An opened view on world and life. The lesson that I can do so incredibly much more”

“Re-engaging with the work that IC does on the ground in Africa.”

“For me, it was the main and breakout sessions - especially the ones who emphasized this overarching theme of identity. I came into this experience knowing who I am, but felt reassured and rejuvenated in seeing and being around like-minded individuals who were keen to push me onward in my personal goals.”

## Challenges

Millennial respondents noted that the most challenging aspects of the summit were: making connections, lack of down time, leaving, and wanting more information.

### **Making connections**

Interestingly, though the social aspect of the Summit was the biggest draw overall, it was also reported to be one of the most challenging aspects for the Millennial respondents. The biggest challenge for them was reaching out of their comfort zones and speaking to people. Others commented that there simply wasn't enough time to get to know people in a meaningful way because of the sheer size of the summit; one stated that she, thought the hardest part was, "meeting people. And I'm not even socially awkward AT ALL! Just the sheer scale of the thing made it very difficult to do." The busy schedule and the long distances between activities were also described as mediators to this challenge. Many who felt this way also reported that they attended the summit alone.

Networking and other social opportunities were a very big concern for Millennials, as was also found with Educators. Many felt that they never really had a chance to meet Fourth Estaters other than those who were on the same floor in the dorms. In that vein, several wished there would have been "icebreakers or smaller groups that allowed you to get to know people better." The size of the summit made it feel impersonal to some, especially to those who had attended the 2011 Fourth Estate Summit.

### **Scheduling**

Many Millennials felt that there was simply not enough down time for sleep, reflection and processing, and - as noted above - socializing. One respondent shared that it was exhausting to go to sleep at 1am and wake up at 6am, especially for those who commuted, and another explained that, "the pace was little to fast, and I was very tired." But there was a contradictory feeling of needing sleep and not wanting to miss anything. Quite a few shared that it was difficult to stay focused during the main and breakout sessions, and some even had to forfeit sessions to nap because they were simply too tired. In addition, some found it tough to jump from topic to topic without the time to reflect and process new information.

### **Leaving**

For several reasons, Millennial respondents shared that leaving at the conclusion of the Summit was one of the most challenging aspects. Some Millennials commented that they expected the transition back to the real world to be challenging, while others commented that creating a plan of action from all the new knowledge and inspiration they received at the Summit was the biggest challenge. One participant thought the hardest part was, "...coming back to the real world and putting everything into action." And another wondered, "How am I going to explain my experience to family and friends?" Several felt as if the motivation to make change in the world was daunting, and it would be a tall order to devise a life plan following their newfound inspiration. For example, one proclaimed, "the fact that all of my plans have completely been ruined! I have no clue what I am going to do, but I will do something."

### **Wanting more information:**

Millennial respondents also commented that they would have liked more in-depth and longer breakout sessions. A few commented that they were disappointed they weren't able to attend all of the sessions offered and, moreover, would have liked the sessions to have a bit more depth with their content. Some issues respondents felt under-discussed included: IC history, IC after Kony, animals rights, environmental issues, survivors of the LRA, recovery programs in Uganda, and/or businesses community's view on charity work. An additional request was for more interactive breakout sessions; some felt they were just being lectured.

What seemed to be missing from the main sessions and the breakouts was a sense of honed-in, application of the lofty, high level inspiration that the speakers so easily gave to the audience. A few Millennials did mention receiving tools and resources from specific breakout session, but this was not a common theme amongst the respondents for either breakout day or any of the main sessions.

## Post-Summit Experience

### #ZeroLRA Campaign Support

The IC Movement department encouraged participants to fundraise and kept in touch via email, phone calls and social media. Every Fourth Estate fundraiser was assigned an "IC Support Contact" that had consistent outreach/contact with them about their fundraising efforts throughout the campaign. They also had the opportunity to book a screening if they lived in an area we were touring to the subsequent semester.

Support for fundraising was provided through PDF downloads on the IC website as well as personalized resources and support sent across multiple channels by their "IC Support Contact". This included, sample letters describing how to ask for donations, various fundraiser ideas, practical support for helping set up events like a screening, and images to use on social media banners, profiles, etc. They also provided a variety of perks for fundraising levels starting at \$25 and going up to \$50,000.

### Facebook

Many participants continued to engage in conversation via the event Facebook. IC staff posted discussions but most interaction has been between 4E participants. Participant "all-stars" keep discussion going.

Many posts are dedicated to supporting the #ZeroLRA campaign, which was encouraged by the IC Communications Team. Posts by members included both asks and offers for assistance with fundraising. Participants announced when goals were met, celebrated funds raised so far, and encouraged each other to keep going.

Continuing the Offensive Friday tradition, controversial dialogue remained a feature on the page. It started with the chemical weapon attack on Syria, and has continued since. Participants, on almost every post, engage questions of "what should we do about this issue?", whether letter writing politicians, tweeting, or sending emergency supplies. Community members also used the platform to point out what they deemed other worthy organizations.

Some are using the community to share their post-conference experience. This group processing is important, given that some had bemoaned the dearth of down time for discussion, and processing at the conference itself. Some of this took place on the Facebook page itself, while sub-groups of pen pal lists were developed among participants. People also request suggestions for inspiration, whether they be art, music, documentaries, or books. Whether posting big fundraising events, blogs, or video compilations, members are encouraged with likes and comments from others.



Participants also share personal messages, asking for prayers and advice in difficult life situations that have nothing to do with Invisible Children. Participants share inspirational videos, articles, and quotes; most of which are not Invisible Children related, but instead about global citizenship and living life with purpose generally.

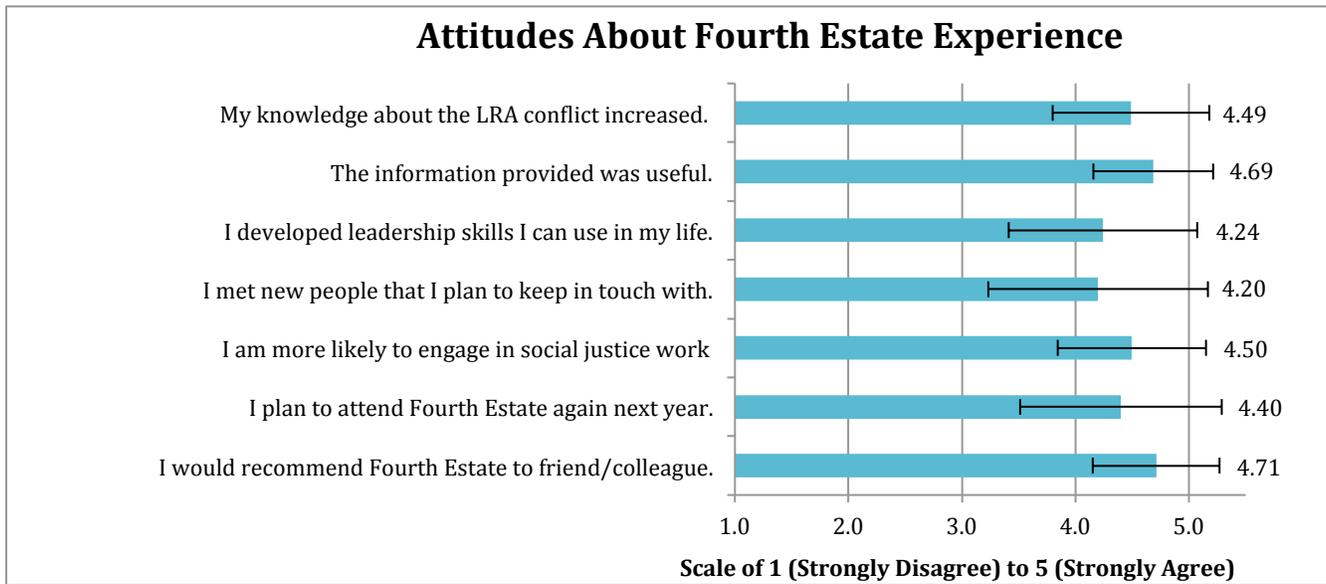
The group is also used to facilitate place-based connection. Members created a Couch Surfing map for participants to see where others live, to visit, or have places to stay while traveling.

One participant commented on how much the Facebook group connected with her interests when writing "I don't even check my regular news feed anymore. This is my new homepage."

## Fourth Estate Impacts

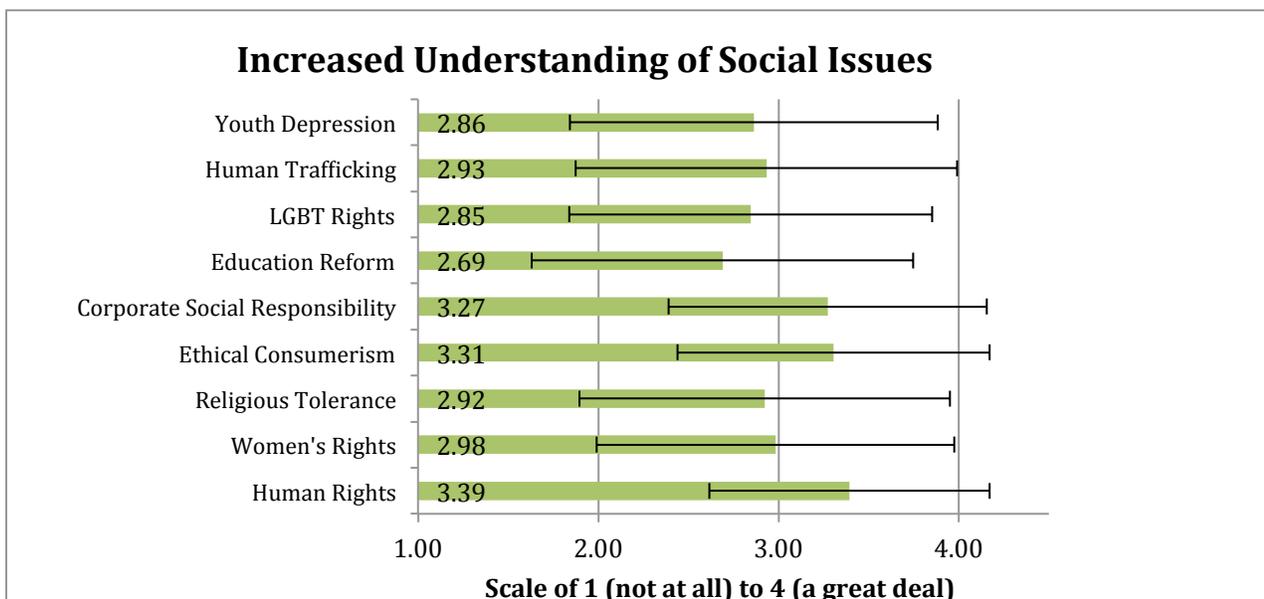
### Participant Impacts

Participants were surveyed to learn about both how they were impacted by their Fourth Estate experience and what actions they had taken as a result of their experience. We asked a series of open and close-ended survey question, both in the days following the summit as well as three months after it had ended. Primary outcomes reported among participants include increases in knowledge about the LRA conflict and understanding of social issues more broadly, interest in and commitment to issues of social justice, and sense of empowerment to serve as agents of change. Responses to closed-ended questions about impacts are below.



### Coverage of Social Issues

Throughout the summit, many social issues were covered in both the main and breakout sessions in addition to the LRA conflict in central Africa. These included human rights, women’s rights, religious tolerance, ethical consumerism, corporate social responsibility, education, LGBT rights, human trafficking, and youth depression. We asked participants if their understanding of various covered social issues had increased as a result of their Fourth Estate experience. Responses varied, likely due to the varied breakout sessions they attended.



We also asked a series of open-ended questions following the summit and three months after it ended and found that participation led to the development of intellectual, social, and moral capital in participants, as follows:

## Intellectual Capital

### Increased knowledge about IC and the LRA conflict

Participants reported gaining knowledge and information about the history of the conflict in Uganda, the LRA, and Invisible Children – as an organization and its programs. They received updates on the outcomes and progress of IC’s programs in Africa, sharing that this type of “proof” is powerful to them. Many commented that this not only reinforced the importance of IC’s presence in the region, it allowed participants to connect their actions – primarily fundraising – to specific impacts. As one participant noted, “As much as I love the inspiration, learning exactly about what programs take place and how effective they are based on results is even more inspiring to me.”

### Increased knowledge on social justice issues beyond LRA

People also reported knowledge gained about other social justice issues from plenary speakers. Several expressed gratitude to being exposed to such exemplary individuals and organizations working to forward their mission for change. “I appreciated learning more about conscious consumerism from Dale Partridge, and more about the disadvantages for non-profits from Dan Pallotta.” The breakout sessions provided opportunities to learn about a variety of issues, and ways to lobby for change through film, the Internet, and in D.C. The majority of participants reported an increased awareness of global issues. Reports of increased learning about new topics and areas for involvement included, “. . .in The Future of Business, I got to learn not only of these organizations that I haven't heard of, but I never even knew there were 'good' jobs within companies that aren't of the nonprofit sector. It actually changed my perspective a bit on the jobs that I will open myself up to looking into.”

### Skill Development

Millennial participants reported being given a variety of tools with which to create the change they wish to see in the world. One of the messages of the summit was that there is no single way to create change. Many Millennials commented that a takeaway from the summit was that they must use their own talents to do good, impactful work. Many reported plans to create change through storytelling, art (music, film, dance, song), social enterprise, and supporting not only IC, but also other organizations that attended the Common Good Exchange. Moreover, participants also commented that perseverance, determination, and cultural/historical context are important themes to keep in mind. Others commented on practical knowledge, to apply justice in their lives, such as “a better understanding of how to approach my reps back home and how to dip my toes in the governmental waters.”

## Social Capital

### Connections and Relationships

Many participants commented that one of the most rewarding aspects of Fourth Estate was the sense of community that they felt. Participants formed new relationships, rekindled old ones, and quite a few mentioned that they finally feel like they are not alone in their interests, values, and passions. One respondent commented that they most appreciate “. . .having a massive support group that I can always turn to for help, ideas, encouragement, and possibly a swift kick in the pants.” The organizations featured at CGE also increased the size of the Fourth Estate community.

### Increased Social Capacity and Confidence

Armed with new knowledge, many Millennial participants reported feeling an increased capacity and increased confidence in their ability to become better advocates for IC. As a result of the summit, Millennials also reported being more socially confident in their ability to talk to strangers, to form new relationships, and to fundraise. From the participants, “I am so much more open to talking to people I have just met, because that's what I did for 4 straight days at the Fourth Estate. I also have more confidence to lead my school club this year, and I have more respect for myself for leading our school's team.” And, “I have realized I have to take my insecurities out of the situation, and focus only on my positive traits/ abilities. I also now have a mantra of "it doesn't hurt to ask", causing me to ask of people things I would have previously thought they would say no to. I have been surprised at how many people say yes.”

### **Shared Identity as Fourth Estate and as global citizens**

Many participants reported that they now see themselves as change-makers. “Rather than being an aspiring activist, I now see myself as one. I see the power I carry everyday in my voice, my purchasing dollars, and other seemingly menial decisions. I see myself as part of a network, a family of caring, helpful, like-minded activists, bent on changing the world.” A few responded that they now have the courage to be who they are and are not afraid of deviating from the social norms and others reported feeling like they are now leaders. A majority of respondents see Fourth Estate as a community of which they are now a part, “a (huge) community of people getting together and fighting for something that we all think is extremely important.” They identify who they are, “I am Fourth Estate. Nothing more powerful than that. I may have honestly found who I am at this conference.”

### **Moral Capital**

#### **Inspiration and Emotion**

Participants overwhelmingly reported being inspired by the 4E summit. Inspiration was rampant from the speakers, breakout sessions, after party activities, and the Common Good Exchange. There was also an overwhelmingly emotional response. Many commented on being overwrought with emotion at most if not at all summit events. “A lot of what gets ignored by mainstream media was the highlight of conversation over the weekend. The struggles, the pain, the breakdowns, the breakthroughs, the good, the bad, the sad, & the happy successful times were all talked about & some even happened to us while we were there. You never know what can change or save a life, I fully believe that Fourth Estate did both for quite a few of us who were there to experience the magic.” A smaller group also reported that they felt were excited by newfound meaning in their life and a sense of purpose, “...the Fourth Estate really helped a lot of individuals find their passion. It made them realize their worth and pushed them to follow their dreams.”

#### **Strengthened commitment to social justice**

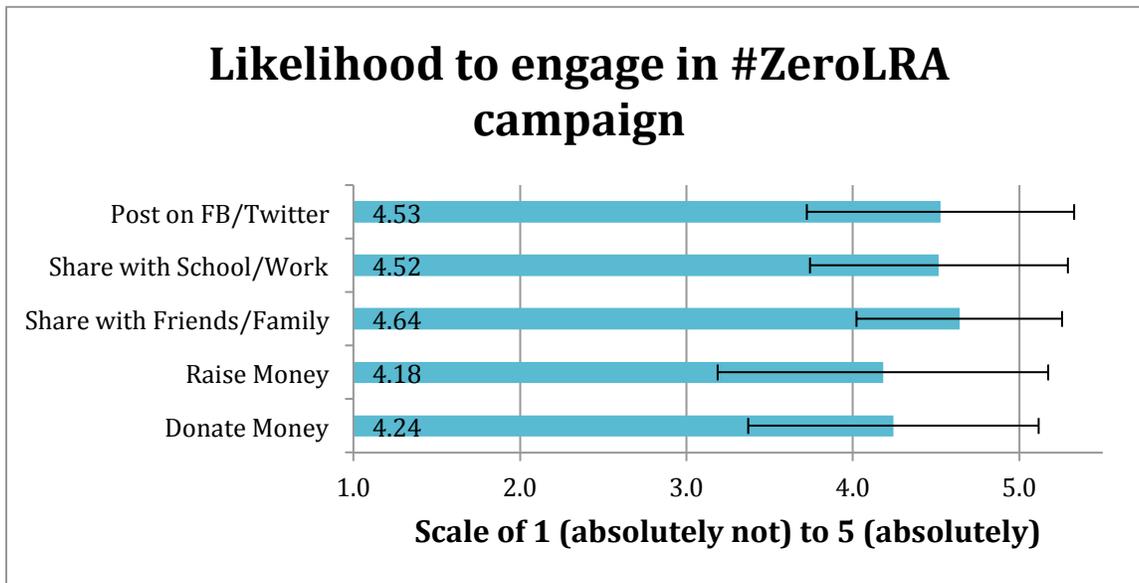
Many reported that they have a renewed commitment to IC values, and that Fourth Estate has changed their worldview. Their minds have been opened and they see themselves as a part of a larger global community. “Before, I saw the world as separate continents. There was America and everything else. I really never understood why I should try to make a difference for a different country, but now I realize that it is my duty to not only make America a better place, but the world a better community.” Accompanying this change in worldview is a responsibility to do their part in the war against social injustice. Many commented that they feel motivated to find their mission, find their life pursuits and go after them with passion and conviction. “I have completely changed what I want to do with my life. I have always had a servant's heart, but before the summit I planned to study neuroscience and do research... I have absolutely no clue what I want to do anymore, but for the first time opportunities to serve seem endless.”

#### **Enhanced sense of individual and collective self-efficacy**

The biggest impact on Millennial participants was a boost in confidence. Participants felt validated that they are important and that their story is important. They were empowered by the stories shared by some of the leaders of the social justice movement who overcame personal and professional obstacles to do great things for others. The message that “you can do something extraordinary with your life” resonated for many participants and gave them a sense of self-efficacy. “I feel capable and confident in my journey as a world changer.” One person can make a difference and Fourth Estate fortified their passion and the part that they can and will play in this fight. “I have always felt that I will one day be a leader in the Millennial Generation, but I have been afraid to pursue that. I am now no longer afraid to embrace what I feel is my destiny, and I am confident that I am capable of being a great leader.” And it could happen despite position in life - “I always knew that I had greatness in me and that I was going to do great things, but before the Fourth Estate I was waiting for something to kind of start that greatness. I thought that I could only start doing all these great things once I got into college. But the Fourth Estate just made me realize that I have a voice now and I can use it now. I don't have to wait for anything.”

## Invisible Children Impacts

The primary Call to Action during the summit was to raise money for the #ZeroLRA campaign. When asked how well they understand the #ZeroLRA campaign, over 90% reported that they understand the nature of the campaign—completely (38%) or very well (52%). Participants were asked about their likelihood to engage in subsequent actions related to the campaign. Overall, respondents reported that they were very likely to participate in the #ZeroLRA campaign. Responses for individual behaviors are provided below. Additional responses included fundraising events (poker nights, car washes, craft sale, bake sale), hosting a screening, talking to strangers, and contacting corporations.



## #ZeroLRA Fundraising

Invisible Children raised a total of \$583,932.25 from the #ZeroLRA Campaign. Fundraising totals for all individuals who created a fundraising page ranged from \$0 to \$37,912, with a mean of \$108 raised per person. 751 of the 6010 total fundraisers attended the Fourth Estate Summit. They raised an average of \$538 each, compared to \$39 for people who did not attend Fourth Estate ( $t = -5.75, p < .001$ ). Results of multiple regression indicate that this finding was stable, controlling for tour participation, club participation,

Variable	Beta	Zero Order
Attended Fourth Estate	.120***	.185
Club Officer	.125***	.178
Attended Fall Tour	.005	-.044
Fourth Estate 2011	-.042	.052
Monthly Donor	.041*	.109
Number of times lobbied	-.012	.071
Number of tours organized	.030	.110
Attended MOVE:DC	.103***	.172
Age	.007	.031
$R^2$	.065	

\* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

## Partner Impacts

Invisible Children utilized the in-person Summit experience to expand opportunities for participants to get familiarized with other issues and actors around those issues, while simultaneously creating opportunity for those partners to interface with participants. This was curated among speakers as well as participants of the Common Good Exchange.

Overall, partners were pleased with their participation in the CGE. In a survey of the Partners right after the conference, all respondents said they would want to participate in future events. Of the 28 who responded to surveys, 75% (21) said the event greatly exceeded their expectations, 21% said it met their expectations, and only 4% or 1 respondent thought it did not meet his/her expectations.

Partner respondents overwhelmingly described that it was a worthwhile use of their organization and company time. The majority, 77%, would be willing to pay for a booth at a future event like this. The Partners relayed that best parts of the CGE were the level attendee engagement—that they were their perfect audience—and networking with other organizations and brands.

Partners also benefitted from networking with fellow organizations in the cause space. They were invited to a special Common Good Exchange Kick Off Party on Thursday night. All partners that attended and responded to the survey reported that yes, it was a helpful event for their networking purposes.

Several vendors elaborated in open-ended responses that they felt affirmed in what they were doing when they interfaced with participants. Participants articulated what their work meant to them in terms of inspiration, and several were told stories about how their organizations had facilitated good work in the world. Others, whose organizations do work around community-building (sharing, vulnerability, bullying etc.) saw it unfold in real-time at the CGE, and were touched by their activities occurring in real time there

“It was so great to meet so many young people who were there because they wanted to make the world a better place and were actively doing just that. I was able to assist several participants in registering to vote for the first time which was pretty amazing. The excitement they had to find out they could register on the spot and the amazement they felt at how quick and easy it was”

“The magnitude of questions were amazing. I think being able to connect with like-minded businesses and organizations was very helpful. We were able to make amazing contacts with companies that see our vision and can hopefully make something happen.”

Partners explained that the GCE was a ripe market for their causes, and they certainly also benefitted from contact with millennials who had not yet been exposed to their organizations. As explained in the Participant Experience section earlier, 4ES attendees felt, above all from the CGE, inspired by the organizations with whom they interfaced.

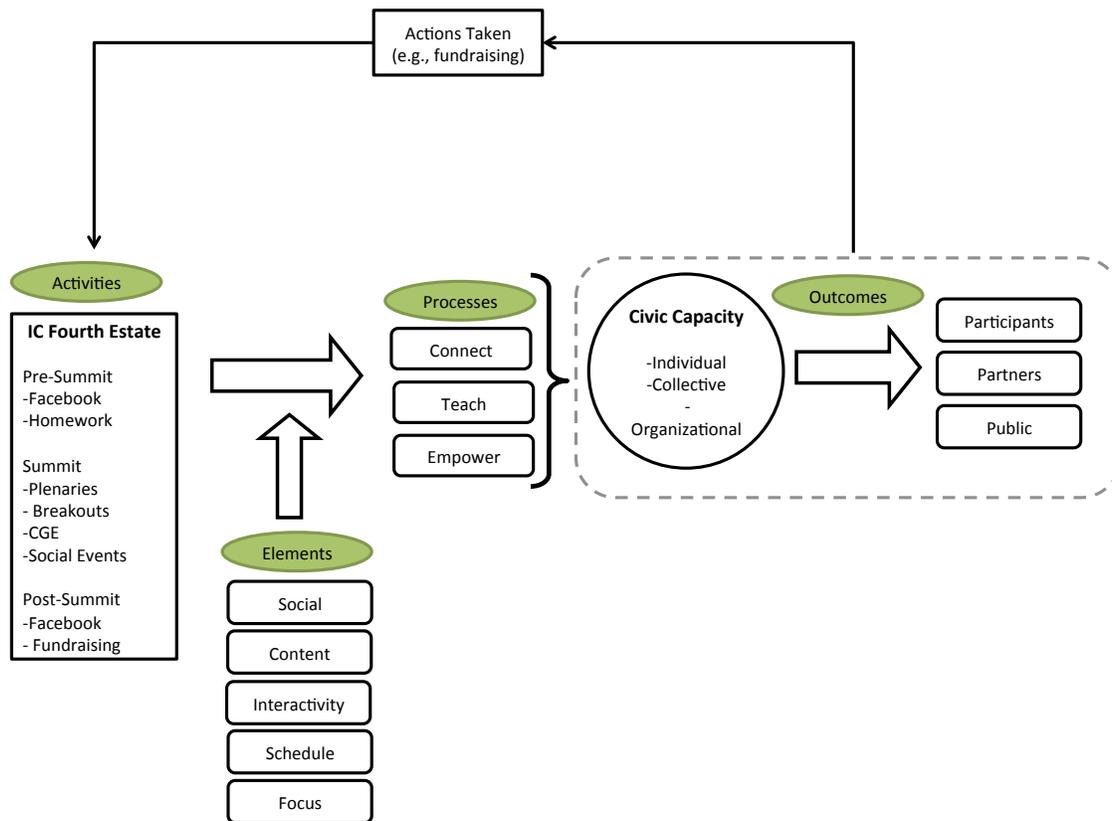
In a follow up survey 100 days after the conference, respondents were asked if they had contacted any organization(s) that they met or learned about at Fourth Estate—either in a session or at Common Good Exchange. 32% of respondents said they had contacted at least one of the organizations. They were also asked if they had donated time and/or money to any of the Partner organizations - 18% of respondents said they had and, in open-ended responses, explained that they did so in the following ways: 26% had donated money, 9% held screenings for other films, 12% volunteered, 3% lobbied, and 21% bought merchandise from the brands.

## Conclusion

While traditional conceptions of citizenship focus on traditional actors (e.g., governments, voters, physical boundaries, documentation) and traditional behaviors (voting), newer models like Invisible Children’s Fourth Estate are emerging which invite and compel a largely youth demographic to embrace a new model of global citizenship and act on behalf of all people, regardless of boundaries. They identify ways for supporters to take action and support them in their activism.

Invisible Children and the Fourth Estate Summit seem to have successfully engaged a primarily youth demographic in global citizenship, using a combination of film/social media as well as place-based lobbying and educational efforts to engage youth in the western world about social justice issues in central Africa. They have done this through a combination of inspirational and entertaining plenary addresses, informative breakout sessions, networking opportunities with 60 additional brands and organizations, and most importantly, through bringing together a group of (mostly) young people dedicated to a single cause - “to see a permanent end to LRA atrocities.” Through this goal, they are indeed serving to “prove the universal through the specific” and inspire a new generation of leaders to take action, not only to end LRA violence, but to stand up for social justice throughout the world and (potentially) throughout their lives.

The Fourth Estate Summit, as depicted in the model below, leveraged key elements of the Invisible Children culture (e.g., social activities, LRA focus) to connect, teach, and empower attendees about important global issues. This resulted in increased civic capacity among participants, both individual as well as collective, which in turn developed organizational capacity and impacted both Invisible Children (through fundraising) as well as their partner organizations (through increased awareness and involvement).



While the primary mission of Invisible Children remains to see a permanent end to LRA atrocities, projects such as Fourth Estate that develop civic capacity in their supporters serve the dual purpose of meeting immediate needs and developing civic and collaborative capacity to meet future needs.

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## Appendix A: Fourth Estate Manifesto

### Fourth Estate Manifesto

The Fourth Estate is a recognition of human identity in the face of global connectivity and the responsibility that flows from it. It is a blueprint FOR the future founded on humanity's bold endeavor to seek a more perfect peace, a more perfect unity, and a more honest expression of success. We have always experienced empathy for our neighbor and our family. As a result, we have protected them, shared with them, and built with them. In a novel age such as this, the stories and faces of a broad humanity are brought to our living rooms, the intimacy of our eyes and our ears, and what's more: our products and consumption touch the planet as a whole. This empathic responsibility has outgrown its ancient limits of proximity. The Fourth Estate is a response to this outgrowth. It is an identity that recognizes this change, and also recognizes the aging framework of a world that does not. It is a coalition of minds that believe there are no national boundaries, no laws, no man made rules that trump the law of common humanity written on the heart. This is not new, it is the proper expansion of something old, truths that are self evident, God-breathed, and manifest in the history of discontent: We believe all men are created equal, and that justice for some is not justice for all. We believe that human evil is the responsibility of all men. When we turn our faces from horror, we bless it to continue. our task is to live the simple and true things, and work them out no matter how hard: that men and women, wherever they live, are equal. and loved. and worthy. and that we are all connected, not just in a complicated global exchange of goods, which is undeniable, but in a human web of innate value. And these things define us: We are not limited by demographic. We are not the intellectual elite or the bored idealists in the lounge chairs of comfortable debate. We are the young people on the sidewalk. We will sleep where we fall and work until our hands are raw. we accept the responsibility to protect those that are victimized by extreme cases of injustice. It is not 'their' problem. It is a humanity problem. And our responsibility to protect does not invalidate our national identity. We believe in the pride of cultural expression and society. But we do not believe in the fiction of self-interest in isolation. Our choices are bound up in this global exchange, therefore we will respond with reason, empathy, and action. We believe in starting with the specific to prove the universal. We are beginning with Joseph Kony, the rebel leader of the Lord's Resistance Army that has systematically abducted children to fight as soldiers in his rebellion. We will not ignore his murderous campaign simply because his escapades do not impact us economically or threaten us militarily. We will respond because he destroys human life. To the degree in which society denies the affect of its choices on its own citizens and those of its neighbors, is the degree it will fall victim to history as a failure. As a decaying monster. It is about rejecting the concept of the 'other,' the belief that 'they' are the problem and 'they' are out to get us. We understand that 'they' are us, and we are 'them.' When we acknowledge the mystery of value in every human life, and witness to such, we thrive, and succeed, and protect one another. We choose to stand up for that belief. We will fight for it, expand our talent and exhaust our bodies in its pursuit, and define a generation of human belonging.

We are The Fourth Estate.

## Appendix b: Summit Schedule

# FOURTH ESTATE

LEADERSHIP SUMMIT

## FOURTH ESTATE LEADERSHIP SUMMIT SCHEDULE

August 8<sup>th</sup> through 11<sup>th</sup>  
University of California, Los Angeles

### Thursday, August 8th.

**10:00 AM-4:00 PM-** Summit Registration  
**4:30-6:00 PM:** Dinner  
**6:30 PM-** Main Session One  
*YOU ARE WORTHY: DEFEATING THE INSECURITIES THAT HOLD US BACK*  
**8:05 - 8:40 PM-** Intermission  
**8:55 PM** Blood Brother - *WINNER OF THE 2013 SUNDANCE GRAND JURY PRIZE*  
**11:00 PM** Speakeasy performances by Noah Gunderson, Sleeping at Last, and In-Q

### Friday, August 9th

**9:00 - 11:00 AM** Main Session Two  
*PHILANTHROPY AND INNOVATION: WHATEVER YOU THINK, THINK THE OPPOSITE*  
**11:30 - 12:50 PM** Lunch  
**1:30-4:00 PM Break Out Sessions**  
*ON THE FRONTLINE: ENDING A WAR PERMANENTLY*  
*THE FUTURE OF BUSINESS, DON'T BE EVIL*  
*IS RELIGION DESTROYING THE WORLD?*  
*WHO RUNS THE WORLD? GIRLS*  
*32,000 STRONG: HOW TFA IS CHANGING THE WORLD*  
*INVISIBLE CHILDREN IN THE CLASSROOM*  
**5:00 PM** Common Good Exchange  
**7:30 PM** Musical performances by Andrew Belle and Le Wrens  
**9:30 PM - 10:50 PM** Main Session Three: *WITNESS UGANDA MUSICAL*  
**11:00 PM** Special Events with Carousel and Ghost Beach

### Saturday, August 10th

**9:00-11:00 AM-** Main Session Four  
*GLOBAL JUSTICE: THEIR FUTURE IS OUR FUTURE*  
**11:30-12:50 pm** Lunch  
**1:30-4:00PM - Break Out Sessions**  
*NOTHING IS MORE POWERFUL THAN A STORY*  
*THE SEXIEST BUSINESS AROUND: SELLING PEOPLE*  
*YOU WANT TO START A NONPROFIT? GOODLUCK*  
*THE NEW STRUGGLE FOR EQUALITY: LGBT ACROSS CULTURES*  
*WASHINGTON DC: THEY ARE SCARED OF YOU*  
*LIVING AND WORKING IN AFRICA: DIFFERENT PERSPECTIVES*  
*THE IMAGINATION FOUNDATION*  
**5:00-6:20pm** Dinner  
**7:00-9:00 PM-** Main Session Five with Orchestral Performance by Hans Zimmer and LXD  
*ZEROLRA AND THE FUTURE OF INVISIBLE CHILDREN*  
**9:00-11:00 PM – Founders Party**  
**9:30 PM-12:00 AM – Dance Party** with The Jane Doze

**INVISIBLE  
CHILDREN**

1600 NATIONAL AVENUE,  
SAN DIEGO, CA 92113

## Appendix C: Common Good Exchange Vendors

1. 31 Bits
2. Sifty & Sifty
3. Apolis
4. Blindfold Magazine
5. Boston Strong
6. Bradley Mountain
7. charity: water
8. Creative Visions
9. DoSomething.org
10. Digitaria
11. Ember
12. Enrou
13. Fuck Cancer
14. Girl Up
15. Global Zero
16. GOOD
17. gr818ers
18. Headbands of Hope
19. Honest Tea
20. Hope for Humans
21. Human Rights Campaign
22. I Am That Girl
23. IC | Citizen
24. IC Clubs
25. IC International Programs
26. IC Livestream
27. IC merch
28. IC Teacher Exchange
29. Imagination Foundation (Caine's Arcade)
30. International Justice Mission
31. I Stand For Justice
32. Keep a Breast
33. Kind Campaign
34. Krochet Kids
35. Life at Invisible (IC HR)
36. LiNK
37. Nika Water
38. Non-Toxic Revolution
39. Nothing But Nets
40. NPR Generation Listen
41. ONE
42. Pencils of Promise
43. People Water
44. Plant with Purpose
45. Plumb+Fiddle
46. Raven + Lily
47. Relevant
48. Restore International
49. Rock The Vote
50. Roozt
51. Ryot News
52. Saving Innocence
53. Sevenly
54. Shot@Life
55. Snacks
56. Sseko
57. StayClassy
58. Teach For America
59. TEDxTeen
60. The Adventure Project
61. The Giving Keys
62. This Bar Saves Lives
63. Three Dot Dash
64. Together We Rise
65. TOMS
66. To Write Love On Her Arm
67. UN Foundation
68. We Are Family Foundation