

Different Roles of Activists

BASED ON
BILL MOYER'S
MOVEMENT
ACTION PLAN (MAP)



ROLES OF ACTIVISTS

1. REBELS

Participates in Nonviolent Direct Action (NDVA) and civil disobedience to bring attention to the issue and cause "creative tension."

- *Street Theatre*
- *Mock Elections*
- *Sit-ins / Boycotts / Picketing*

2. CHANGE AGENTS

Works within NGOs and community organizations to build coalitions and networks of people to build people power.

- *Education / Outreach*
- *Community Building*

ROLES OF ACTIVISTS

3. Reformers

Uses official mainstream methods and works within the system to create legislature and policy and enforce changes within society.

- *Lobbying / Lawsuits*
- *Official rallies*
- *Candidacy*

4. Citizen

Promotes positive national values, principles, and symbols, such as democracy, freedom, or nonviolence.

- *Legitimizes movement*
- *Reduces violence*

WHY IT MATTERS

In order to create change within different social and environmental movements, it takes all different types of organizing and activism.

In general, there are four different roles of activists in movements and everyone can play a different role using their skill sets.

CASE STUDY: Civil Rights Movement

In the 1950s and 1960s, the Civil Rights Movement used several different strategies to win rights for African Americans.

The Student Nonviolent Coordinating Committee (SNCC) used direct action strategies such as sit-ins, economic boycotts, picketing, and mock campaign elections to bring attention to the injustices in the South. An example of a Rebel and Change Agent is John Lewis.

The Southern Christian Leadership Conference (SCLC) used Citizen and Reformer roles to push for legislation changes through lawsuits and new policies. The most famous Citizen activists was Martin Luther King Jr.

WHERE DO YOU THINK YOU BEST FIT?

Rebels

Change Agents

Reformers

Citizens

Take the Changemakers Quiz to see what kind of activist you are here:

<http://action.storyofstuff.org/survey/changemaker-quiz/>



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