

JUST SAYING

A GUIDE TO COMMUNICATING CISV

This is a resource booklet on how to communicate about CISV with clarity and confidence.



international
building global friendship



This booklet will help you learn how to explain CISV with clarity and confidence, in a way that will inspire your audience.

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SECTION ONE

"THE GOLDEN CIRCLE"

This section of the booklet explains an easy and inspirational way to communicate CISV - it's called the Golden Circle and it's all about the idea of starting with *why*.

*Featuring excerpts
and ideas from:*

Simon Sinek
Start With Why
(2009)

The most powerful way to engage a person's interest is to tell a story. When it comes to explaining CISV, there are many complicated details to describe...

...28 days kids teens moms peace games camp citizens friendship bracelets and board meetings 200 cities and nineteen fifties airplanes ASK and...it was fun...

It all can all get a bit confusing.

It's not easy to explain CISV in a concise and inspiring way. But when we learn how to explain the organization as a story, it becomes much easier...

CISV educates and inspires action for a more just and peaceful world. CISV believes that the more we understand and cooperate with people of other cultures, the more just and peaceful our communities and our world become. I participated in a CISV activity about diversity and it inspired me to start a cultures festival at my school.

Feel the difference?



INTRO

WHO IS THIS GUIDE FOR?

Everyone. Any person involved with CISV has to communicate about CISV in one way or another. Whatever your involvement with CISV, there will always be times when you will have to explain what the organization is, why it exists, and what it does.

You will notice that much of the information in the guide is here to help when preparing to talk to a group or large audience. This is because speaking in public is something that many people find difficult. However, the advice can work just as well if you are talking with a small group of friends over coffee, at a job or university interview, or even when putting together your CV.

Whether your audience is one or two people or an entire room-full, whether you are speaking or writing about CISV, the important thing is to communicate clearly and effectively, and to get the message right.

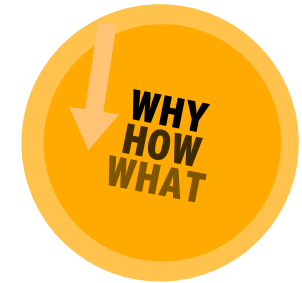
HOW WILL IT HELP?

After a CISV experience, many people can talk for hours about the friends they made, the places they visited and the great fun they had. Of course, it is important to communicate this, but it is also very important to be able to explain why CISV exists, how it works and what it does. It is also important that CISV volunteers around the world use a common way to explain CISV, so that the organization is not sending out mixed messages about itself.

THE WHY, HOW, WHAT MODEL THE GOLDEN CIRCLE

To help find a really effective way to communicate about CISV, we looked around for some expert help advice on the subject. We read about influential marketing consultant Simon Sinek, who looked into why some people and organizations are more inspirational and successful than others.

He discovered that many are good at talking about what they do, but not so good at explaining why or how they do it. He noticed that inspirational leaders and organizations think and speak differently - they start with *why!*



“Every person and organization on the planet knows what they do. Some know how they do it...but very few know why they do what they do. The leaders who inspire us all think, act and communicate the exact same way and it's the complete opposite to everyone else. Those who inspire are not driven with what they do, they are driven with why they do it. The ability to inspire starts with why.”

Simon Sinek

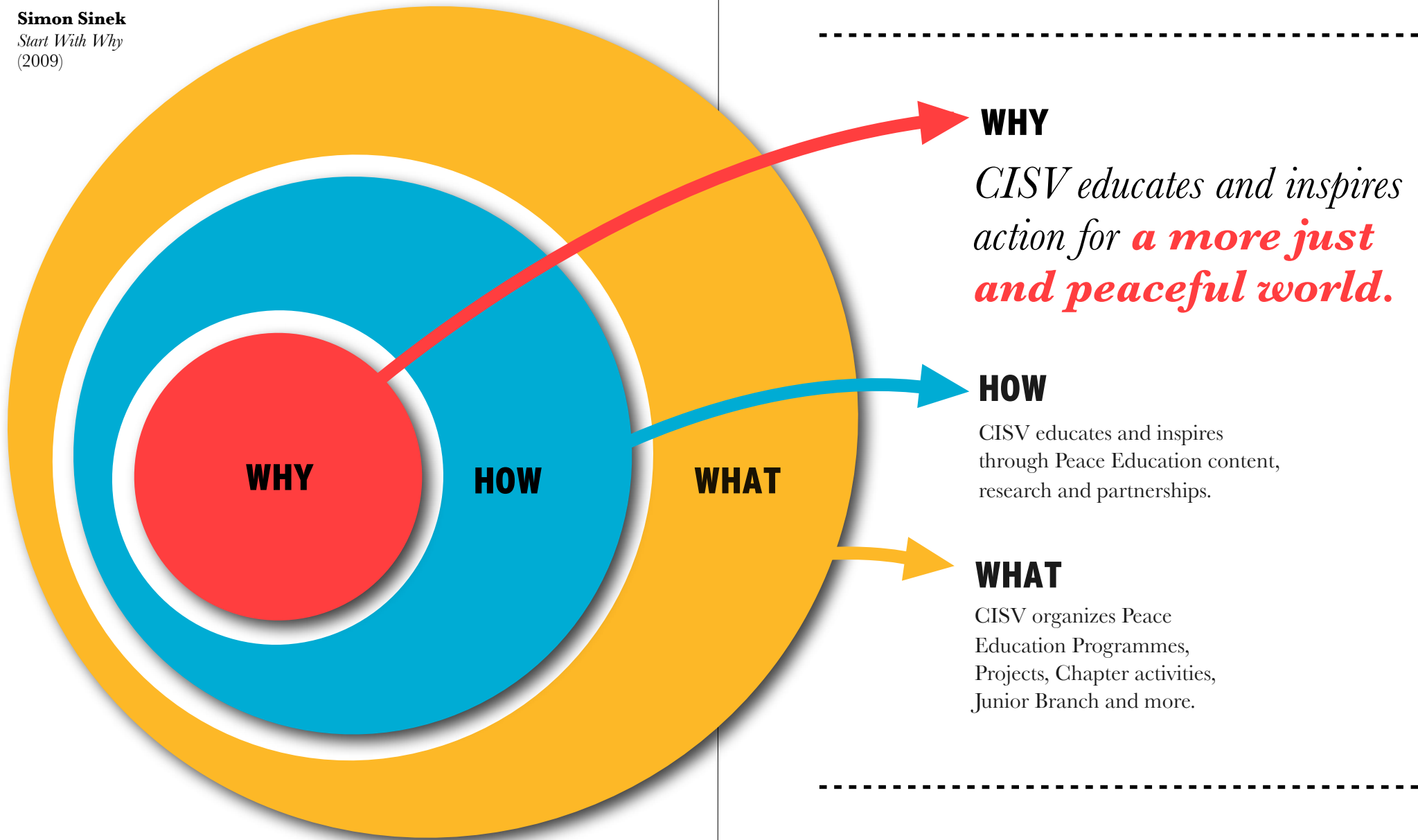
Start With Why (2009)

“Golden Circle” model and text quoted with permission from Simon Sinek; for more more information on Simon and his theory on how to inspire action, visit: www.startwithwhy.com

THE GOLDEN CIRCLE

“Those who inspire are not driven with what they do, they are driven with why they do it.”

Simon Sinek
Start With Why
(2009)



STATEMENT OF PURPOSE

CISV's Statement of Purpose is also its *why*; one clear phrase that sums up CISV's vision and mission.

WHY

*CISV educates and inspires action for **a more just and peaceful world.***

HOW

CISV educates and inspires through Peace Education content, research and partnerships.

WHAT

CISV organizes Peace Education Programmes, Projects, Chapter activities, Junior Branch and more.



WHY VISION, PURPOSE & PRINCIPLES

CISV has a vision of a more just and peaceful world; we believe that we can all take responsibility for making this happen. This vision gives us a strong purpose, or mission, which is summed up clearly in our Statement of Purpose:

*CISV educates and inspires action for
a more just and peaceful world*

In other words, CISV exists to educate and inspire people so they can actively contribute to a world of peace, justice and equality, where Human Rights and the environment are respected. CISV does this because we believe that everyone can play an active role in creating a better world.

CISV's vision and purpose are supported directly by its four Educational Principles, which form the foundation for CISV's educational programmes. They sum up the vision of a better world. Not only do these Principles guide CISV's Peace Education content, but they also provide a guide for the organization, and everyone involved with it.

CISV'S FOUR PRINCIPLES ARE:



We appreciate the similarities between people and value their differences



We support social justice and equality of opportunity for all



We encourage the resolution of conflict through peaceful means



We support the creation of sustainable solutions to problems relating to our impact upon each other and the natural environment

We believe that through the choices we make, debates we have and actions we take within our families and communities, we can all take responsibility for making our world a better place to live in.



PEACE EDUCATION CONTENT & APPROACH, RESEARCH AND PARTNERSHIPS

PEACE EDUCATION CONTENT

CISV is a Peace Education organization acting to make a positive impact in the world. But what does “Peace Education” mean? Simply put, Peace Education looks at local and global issues, recognising that peace can mean much more than the absence of war. Peace Education is a way of learning about issues that are seen to be the root causes of social injustice and conflict.

The purpose behind Peace Education is to develop the Attitudes, Skills and Knowledge needed in order to act for positive change; in other words, to help individuals to become Active Global Citizens.

EXPERIENTIAL LEARNING

‘Learning by doing’, or ‘Experiential Learning’ is simply a way of saying learning through direct, personal experience, rather than from reading books or listening to lectures. It is the basic educational approach of all CISV Programmes and this process is referred to as ‘Experiential Learning’.

RESEARCH & PARTNERSHIPS

CISV also has two other important ways of contributing to working towards the vision of a more just and peaceful world. One is by setting up partnerships with other organizations to work on projects with shared goals. The other is by carrying out research, which contributes to the body of knowledge on Peace Education and its effective delivery.



FOUR CONTENT AREAS

CISV has four Peace Education content areas, which are each linked directly to its four Educational Principles, making a very clear connection to CISV’s Purpose.

D

DIVERSITY

Explores the identity of the individual and asks us to consider ourselves within our own and the wider community.

HR

HUMAN RIGHTS

Considers how Human Rights affect every aspect of our lives and how violations can lie at the root of problems such as poverty, violence and lawlessness.

SD

SUSTAINABLE DEVELOPMENT

Looks for integrated ways to promote economic and social well-being, while protecting the environment through the responsible use of natural resources.

CR

CONFLICT & RESOLUTION

Helps us understand how conflicts can arise, deliberately or otherwise, and what can be done to help bring peaceful resolution.



WHAT CHAPTERS, PROGRAMMES AND JUNIOR BRANCH

CISV experiences educate and inspire action for a more just and peaceful world. The descriptions below help give a flavour of what CISV offers. One of things that makes CISV unique is that it offers Peace Education to children as young as eleven years-old. These experiences can be divided into 3 categories: community-based; family-based; and camp-based.

You will also see that there are two examples of how you can describe programmes by telling a story; they are not meant to be learned by heart but to give you an idea of how to use a story-based approach when talking about CISV.

COMMUNITY BASED

CHAPTERS

Strong communities are built by active citizens. CISV has over 200 Chapters worldwide. While they are very different in what they do and how they work, they are all communities of Active Global Citizens. Chapters are organized locally by volunteers and open to anyone who would like to join. They are made up of individuals and families and they organize events, run projects and host Programmes, all of which contribute to a more just and peaceful world.

JUNIOR BRANCH

Peace Education is a global movement. Junior Branches are an international network of young volunteers taking local action, while inspiring and enabling others to do the same. Based in our Chapters, Junior Branches are self-governing groups that organize educational activities and support Peace Education campaigns and events throughout the year. While each Junior Branch group is different, they all work towards common goals and strive to build inclusive communities.

MOSAIC

Local communities are reflections of the wider world. Mosaic offers our Chapters a model for community-based Peace Education. Each project responds to local needs and interests in meaningful ways. Most projects are planned and delivered in cooperation with partner organizations and come in many shapes and sizes. Mosaic projects create a real-life learning experience for local participants of all ages and deliver a benefit to the wider community.

INTERNATIONAL PEOPLE'S PROJECT (IPP)

Go out, find out, help out. International People's Projects are innovative learning Programmes that actively contribute toward identified needs within a community. In partnership with a local organization, a group of participants from different countries works together on community projects related to a specific theme, like environmental degradation or immigration. When they are not working on the project, participants bring their knowledge of the theme from their own cultural contexts and take turns leading educational activities.



FAMILY BASED

INTERCHANGE

Our cultures begin in our homes. This exchange Programme for teens promotes aspects of Peace Education by placing participants with families from a CISV Chapter in another country. The exchange has two phases, one in each country, allowing each participant to be both a visitor and a host. This is not only a profound cultural experience for the young participants, it also engages the whole family, and often the broader community, in the learning experience.

CAMP BASED

VILLAGE

Early life experiences shape the way we see the world. CISV Villages are international camps that inspire 11-year-old children to imagine a more just and peaceful world. The children come together from many different countries to take part in a variety of educational, cultural and fun activities. A Village creates a safe setting in which children from around the world learn about each other's lives and cultures and how to communicate, cooperate and live together. The Village learning experiences and the friendships made last a lifetime.

SUMMER CAMP

Young people learn when given the chance to lead. CISV Summer Camps encourage young people to take a leading role in planning and organizing activities. The participants and adult leaders use CISV's Peace Education to guide the theme around which they plan activities, such as identity, democracy, or environmental protection. Summer Camps provide great opportunities for young people to learn about how these issues are thought about and dealt with in different countries and cultures. Just as importantly, they make friends and gain a wider appreciation of global diversity.

A SUMMER CAMP STORY

Before he went to Summer Camp, Jorge had never really thought much about the environment before. But when he had to plan an activity at his Summer Camp on the theme of sustainability, he had to learn fast. Together with their leader, Jorge's planning group talked about the ways that human life damages the environment. They talked about waste, pollution, natural resources, and ways that we can all minimise our own personal impact on nature. Then, Jorge's group planned an activity for the whole camp in which participants earned points by thinking of more sustainable choices they could make in their daily lives. Jorge was so inspired by his new knowledge about sustainability that when he got home, he started a "Sustainability Challenge" in his school. He encouraged his classmates to make a difference by learning about the environment and how to protect it through daily choices.





WHAT

CAMP BASED

SEMINAR CAMP

Exchanging ideas; a powerful tool for global learning. This personally challenging, intensive Programme is coordinated by the young participants themselves. They develop their own agenda and explore global issues based on their respective backgrounds and interests, through activities, in-depth discussions and social interaction. Seminar Camp's group-living environment encourages them to collaborate and to take a creative approach to problem-solving and resolving differences that can arise from healthy discussion.

YOUTH MEETING

Small gatherings inspire big ideas. Youth Meetings bring small groups of participants together from different countries within a region. They explore aspects of Peace Education related to a specific theme and share their different perspectives. The participants also think about how they can apply what they have gained from their experience within their own community, such as knowledge of the theme, along with planning and communication skills.

A SEMINAR CAMP STORY

Danielle's Seminar Camp spent a day volunteering at an immigrant support centre in the host city. The participants ran a workshop on the theme of culture together with the immigrant youth from the centre. In the days that followed the Seminar Camp participants had several discussions about cultural diversity, each participant bringing a different perspective from his or her own background. The participants decided that they wanted to take individual actions in their own communities. Following a huge brainstorm of ideas about how to promote cultural diversity in communities, participants each made an action plan for things they could do in their own cities and towns. After camp, the participants stayed in touch, continuing their discussion online, sharing ideas and stories as each put their ideas into action locally.





SECTION TWO

USE THE GOLDEN CIRCLE

This section of the booklet is about how to apply the ideas in practical ways. It includes tips and suggestions for really effective communication.

So, you've started with *why*...
but how do you follow that up?

Tell your stories!

This works really well because people love stories and they are both easy for you to tell and for your listeners to remember. The story you can tell is about why you became involved with CISV, the ideals you share with the organization, or the impact it had on you. The most inspiring stories are ones that describe a dramatic change or impact. Think: how did a CISV experience affect you; what actions did you take as a result of your experience?

When you are telling a CISV story, you are talking about what makes CISV important to you and to everyone involved with CISV: helping to make the world a more just and peaceful place. These issues—Human Rights, Diversity, Conflict and Resolution, and Sustainable Development—are important to you and central to CISV. Importantly, you can talk about the importance of friendships and fun as part of a CISV experience. Friendship is central to CISV's approach to Peace Education. Powerful learning experiences are only possible when individuals feel safe and supported; and friendship is an important building block for learning and developing an open mind.



The future of our world is equally important to everyone. Connect with your audience and let them know how they can become involved. This may be by acting as a volunteer in a Chapter, as a leader for a Programme, taking part in a local project, sending a child to a camp, or making a donation. By telling your CISV story, you can be the beginning of someone else's.

Remember to match your story to the needs and interests of your audience (read more about audiences in the next section).

COMBINE YOUR STORY WITH THE GOLDEN CIRCLE

A good way to start talking about CISV is by using “why, how, what” model, as this provides a context for your personal story. Then you can tell your story about why you are involved with CISV, what you do and what you have gained from your experience.

You should then go on to address what your audience needs to hear from you. For instance, if you are seeking support of some kind, now is the time to be specific about what you need and what you can give them in return. If you are recruiting volunteers, this is when you would tell them about the personal benefits that volunteering with CISV can bring. It can be a good time to involve your audience - for instance, by inviting their questions and comments - to make sure that you really have communicated what they need to know.

Finish with a flourish. Leave your audience with something to really make them think or go away and do. If it makes them think, act and smile, even better!





SOME OTHER SUGGESTIONS

THINK ABOUT YOUR AUDIENCE

The audience is anyone who is listening to you or reading what you have written. An audience can be one person or many people. When you are putting together a presentation, creating a poster, writing a funding proposal, trying to impress an prospective employer or chatting to your neighbour, keep in mind their interests and perspectives. If you keep these in mind, it will help you to tell them what they need to hear, not just what you want to tell them.

To help you think about the importance of speaking to your audience, imagine telling your grandmother about your recent holiday. What details and stories might you include? What might you leave out? Now imagine speaking on the same subject, but this time your audience is a close friend. It is very likely that what you say would be quite different in terms of content, structure, and even tone.

FOCUS ON THE BENEFITS OF CISV

Focus on the benefits of participating in one of CISV's Programmes and the outcomes or impact and link them to *why*. Talk about the way we change lives, build friendships and inspire people to act and work towards a more just and peaceful world. Speak about the way CISV has changed and inspired you, and the Attitudes, Skills and Knowledge you have acquired as a result of your experiences. This is just as important whether you are recruiting leaders, talking to funders, or if you are in an interview situation.

FOCUS ON PEACE EDUCATION

It is easy, when thinking about Peace Education, to get it confused with the way we deliver it. Peace Education relates to our four Content Areas: Human Rights, Diversity, Conflict and Resolution and Sustainable Development. Whereas, our method of delivery, Experiential Learning, or 'learning-by-doing', is a fun, hands-on way of learning anything. There are times when it is helpful to explain our educational approach, such as telling potential participants that they won't be stuck in a classroom! Other educators will also be interested in our educational approach. But for many of our audiences the reason why we run our Programmes, rather than how we deliver them, is most important.





SOME OTHER SUGGESTIONS

MAKE IT ENGAGING

As the success of CISV Programmes demonstrates, experiences can have greater impact than words alone. If you have the opportunity, try running an Experiential Learning activity with your audience to introduce them to the idea of Peace Education. Taking part in an activity often provides people with the ‘a-ha!’ moment, when they come to understand what Peace Education and experiential learning really mean.

There is a range of ways that you can liven up your presentation, for instance using displays, showing a film, running a short interactive activity, or having a CISV participant speak about their experience. Give your audience the chance to participate in some way and the opportunity to meet with you informally after your talk. If your Chapter is hosting the event, you may wish to organise refreshments. It's always a good idea to give out a leaflet or handout, such as the CISV Passport, and your contact details.

Doris Allen was a visionary child psychologist who believed a more just and peaceful world was possible. She founded CISV in 1951.



For her work with CISV, she was nominated for the Nobel Peace Prize in 1979.

TELLING THE FOUNDER STORY: DORIS ALLEN

In 1951, a progressive child psychologist named Doris Allen founded CISV as Children's International Summer Villages. Doris Allen believed that by creating opportunities for children of different cultures to come together to learn and make friends, they would grow up to become ambassadors for a more just and peaceful world. In her time, Doris Allen was a visionary woman; nothing else like CISV existed. She started something radically new.

Since 1951 the world has changed, and CISV has evolved along with it. Today, CISV offers experiences to people of all ages, starting with children aged eleven. In the spirit of Doris Allen's original vision, CISV aspires to be a unique and pioneering organization. CISV continues to grow, guided by its founding belief that a more just and peaceful world is possible through education and friendship.



SOME OTHER SUGGESTIONS

TALK ABOUT PEOPLE RATHER THAN PROGRAMMES

We are naturally very excited about our Programmes because many of us have experienced them as participants. To bring that experience to life for others, focus on people rather than Programmes. When you speak about the difference it made to Max when he took part in a Summer Camp, what he learned, the people he met and made friends with and how it inspired him to act in his community when he got home, this is far more powerful than talking about the structure of the Summer Camp Programme.

YOU PLAY AN ACTIVE PART

CISV has a really great range of educational Programmes, all designed to educate and inspire action. However, Programmes are only a part of what goes on in CISV from day to day. Whether you contribute to CISV's purpose as an administrative volunteer, Programme staff or leader, family or participant – you are acting to make a positive difference.

AVOID JARGON AND ACRONYMS

Every organization uses a special language or 'jargon' and CISV is no different. You may know what 'intercultural awareness', 'Active Global Citizenship' and the "ASK Model" mean - but does your audience? Do not forget that even people who are very familiar with CISV can find the use of jargon and acronyms confusing. When communicating about CISV, make sure to avoid jargon and use clear and easy concepts. The safest approach is to assume that your audience knows nothing about CISV, and then start from the beginning.

Using terms that people do not understand can make them feel excluded, as though they somehow don't belong. Find a way that feels natural for you to talk about CISV that will be easily understood by others.

KEEP IT SIMPLE

It is not usually a good idea to tell someone new to CISV everything that you know about the organization, all at once. They might feel overwhelmed and confused. Stick to one or two simple messages, or aspects of CISV, and communicate them well. You will have plenty of time later, if they are interested, to go into the details of a Programme or explain our educational methods.



USE QUOTES (AND STATISTICS) - WITH CAUTION!

Quotes can be very helpful, particularly in publications, letters or funding bids – but be careful! As with statistics, use them with caution and only include them if they are truly useful and support what you want to communicate about CISV. For instance, using a quote in which someone talks about the great time they had participating in a Programme and all the good friends they made might sound lively and fun. However, it may not actually tell the reader anything about how CISV educates and inspire action for a more just and peaceful world.

A quote in which someone speaks of what they have learned and what they have been inspired to do as a result, is far more effective and supports CISV’s purpose - and it can still be lively and fun.



MAKE IT PERSONAL

When you are writing or talking about CISV think about the person you want to speak to and speak to them directly. When you use the second person ‘you’, you are directly engaging that person and getting their attention. You can see the difference between the 3 pairs of examples below.

CISV needs support for its educational Programmes

When you help CISV by supporting one of our Programmes, you are helping us to make a difference



CISV participants gain knowledge of Peace Education

CISV educates and inspires you to act for a more just and peaceful world



CISV offers volunteers training and development opportunities

When you volunteer with CISV, we give you the training and support to match your enthusiasm and commitment



PUBLIC SPEAKING: PRACTISE MAKES PERFECT!

Few of us are born good public speakers. The more we practice talking about CISV and ‘starting with *why*’, the easier it becomes. Try using the framework suggested in this guide when you are chatting to friends or colleagues and get comfortable using it in an informal way. This will help give you more confidence if you are called upon to give a more formal presentation and even in an interview situation.

Give yourself time to prepare fully if you are asked to speak in public and be sure to rehearse what you are going to say. Make yourself some ‘prompt cards’ with key words on them, rather than writing down word for word what you are going to say. Check how much time you have to speak and make sure that what you have to say won’t take too long or is too short; tend toward a shorter talk rather than a longer one. Practice speaking much more slowly than you would usually. Other things to think about if you are planning a speech or presentation for a group or larger audience are:

- The size of your audience;
- The size of the room;
- How the room is organized;
- The resources that will be available
(such as a microphone, podium or table)

The audience, however small or large, will be interested in listening to what you have to say about CISV. If you don’t remember the exact words you meant to say, don’t worry – your audience won’t know!



There is a range of resources available to help prepare for talking about CISV; you can find them on the Resources website. You can also get in touch with your region’s CISV Profile Raising Adviser, through the Profile Raising Committee (PRC).

Contact prc@cisv.org for more information.

SOME VERY USEFUL RESOURCES

The following is a short list of resources and documents that will help you communicate CISV more effectively. This is only a partial list - visit <http://resources.cisv.org> to discover many more valuable resources.

CISV PASSPORT

The Passport is CISV's pocket guide to Peace Education. It is a very useful little resource to have on hand for any CISV event.

BIG ED

Big Ed is a larger, more comprehensive guide to Peace Education and CISV's methodology and approach.

PUBLIC RELATIONS GUIDE

The Public Relations guide is an easy-to-use toolbox for profile raising activities and events.

CRISIS COMMUNICATIONS GUIDE

The Crisis Communications Guide is an important resource to be used when communicating CISV during crisis situations.

FUNDRAISING GUIDE

The fundraising guide is a resource designed to support fundraising activities at various levels of CISV.

MOSQUITO TACTICS

Mosquito Tactics is a book about Peace Education that was produced by CISV Sweden in partnership with UNESCO.

VISIT [RESOURCES.CISV.ORG](http://resources.cisv.org) TO FIND THESE AND MORE



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