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Executive Director

“Make Civility COOL in Washington DC” by 2025

Brighten the SOCIAL Climate and revitalize local community connections.

WHO – With your support we can lower the heat and boost civility in Washington, D.C. Then, brighten the social climate across America so democracy will thrive again.

WHAT – The 12 Habits 4 All of Us publicizes one habit-forming action each month as a powerful, year-round counterforce to remind citizens of 12 qualities ALL OF US have in common – equally. For instance, March’s reminder is “Resolve Conflicts.” January’s is “Help Others.” September’s is “Do Your Best,” and October’s is “Be Patient & Listen.”

WHY – Social media used to connect us, now it’s a contest to see who can get the most followers. Kindness, integrity, and civility don’t count. This has left many of us, especially our youth, feeling powerless, worthless, and left out.

WHERE – Washington, D.C. the center of discord. Let’s start with the toughest challenge to show how it works.

WHEN – Now, more than ever, we must use creative marketing to transform the rage that divides us into a power that connects us.

HOW – With a public service campaign that promotes “civility.” For decades, public service advertising has motivated grass roots changes for good in America. We’ve learned to buckle up, just say no, and not to pollute. Let’s publicize civility!

12 Habits 4 All of Us starts with Public Service Announcements to promote one positive behavior for each month. Anchors this publicity by engaging three neighborhoods or other organizations to practice the same habit monthly. Adds color coding, music and promotional materials for each positive monthly behavior. Then track the results.

PROVEN – 20 years ago, with support from KDKA-CBS-TV, this 12 Habits reminder system positively changed attitudes and behaviors in several hundred Pittsburgh regional communities. <https://youtu.be/fJD5cNklbtg>. University-sponsored surveys consistently reported that in less than two years, nearly 72% of the aware citizens polled, felt more kinship and connection with one another.

Nearly 39% also reported, “they had been reminded to improve their behaviors, at least once.” One young survey respondent exclaimed, “*this is COOL!*” Another wrote, “*I am now nice to the people I used to be mean to.*” This 12 Habits public service model was designated as a “Social Invention” by the London Institute. Never, has anyone disagreed with any of the 12 “call-to-action” civility messages.

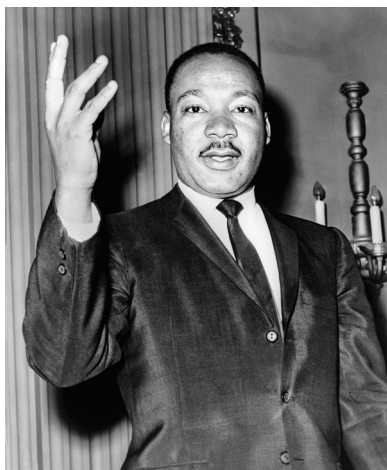
In 2006-07, with support from Rotary International, Elaine took the 12 Civility Habits to post-genocide Rwanda to teach and help educators there promote peace among Rwandan youth.

PROJECT – Raise \$250,000 to launch “Make Civility Cool in D.C.” by 2025

1. Hire a Washington D.C. community-organizer with marketing and fund-raising experience.
(\$90,000)
2. Assemble local on the ground “12 Habits Teams” in 3 designated neighborhoods, likely through social agency and/or worship-based collaborations. A cursory review suggests Brentwood, Deanwood and U Street Corridor, all with high crime and low incomes.
(\$50,000)
3. Modify, update, and customize extensive and already existing media materials developed over 20 years. These include posters, flyers, in-home, agency, and school curriculum.
(\$25,000)
4. Secure the research involvement of at least one D.C. University to conduct the pre-campaign socio-economic data and post-data collection, together with objective mall-intercept or other survey methods for obtaining statistically, representative outcome data.
(\$35,000)
5. Attract district-wide media participation through public service announcements (PSA’s), possibly through engaging a D.C. ad agency.
(\$50,000)
6. Raise additional funds that will be matched at the regional market level by broadcast media public service contributions under FCC regulations, *in order* to sustain and increase awareness of the campaign beyond 2025. (Non-profits often forget to sustain and grow their “brand” influence by continually investing in outreach media every year.)

HOW CAN YOU PARTICIPATE – Donate your time, money and prayers

1. Visit our website 12habits4allofus.org
2. Contact us directly: 12habits4allofus@gmail.org or 814-779-2060
3. Make a tax-deductible contribution to All of Us, Inc. (34-1558337).
By contributing you give us permission to use your name on our website and materials.



JANUARY <i>Help Others</i>	JULY <i>Become Involved</i>
FEBRUARY <i>You Count</i>	AUGUST <i>Know Who You Are</i>
MARCH <i>Resolve Conflicts</i>	SEPTEMBER <i>Do Your Best</i>
APRIL <i>Take Care of Our Environment</i>	OCTOBER <i>Be Patient and Listen</i>
MAY <i>Be Grateful</i>	NOVEMBER <i>Show a Positive Attitude</i>
JUNE <i>Reach Higher</i>	DECEMBER <i>Celebrate Community, Family & Friends</i>

“Those who love peace must learn to organize as effectively as those who love war.” — Martin Luther King