



## BLOG ACTION DAY 2008 **POVERTY**

**On October 15th 2007, more than 20,000 bloggers united for the first annual Blog Action Day.**

With an estimated combined audience of over 15 million viewers, we discussed ideas, empowered audiences and debated on the wide ranging issues of the Environment.

With so many voices, readers heard opinions and ideas from every direction. Mainstream press picked up the story and mentions of the word “Environment” on the web raced up during the course of the day. Readers joined in the commentary and we all reflected on the changes we might bring about in our own lives.

In 2008, the world’s bloggers will again unite, to discuss an issue of the most pressing import and widespread distress - **Poverty**.

We will examine the issues from our own unique viewpoints and perspectives. We will look for solutions on the small and large scale. We will ask how the individual and the collective can make changes.

On October 15th, we will again unite our diverse group for one purpose: to use our medium in the best way we can - to blog.

# Goals of the Event

Blog Action Day is about changing the conversation for one day to an issue of global importance. It is bloggers, podcasters and videocasters around the world collectively posting on the same issue at the same time, to trigger a global discussion and to bring to bear the diverse opinions and ideas of thousands of different people.

# How Does It Work?

From August 15th to October 15th bloggers are asked to register to participate so we can track how many are involved, as well as their approximate audience size.

On October 15th the bloggers post on the issue and/or donate their day's ad revenue to a charity involved in that area. We ask bloggers to try to keep their posting related to their regular blog topic so that posts are individual, suited to the audience and look at the issue in many different lights.

# Outcomes

The principal outcome of the day is the discussion that takes place and the ideas that are planted in the minds of readers. We also encourage bloggers to actively DO things and blog about their activities. Finally beginning in 2008 we will be compiling a selection of the best posts from the day into a short report for distribution to NGOs and the public, to showcase some of the innovative ideas and actions people can take.

# How Major Bloggers Can Help

Larger blogs naturally play a leadership role in the blog community. By committing blogs early, we can encourage smaller blogs to join in. Additionally at the launch of the campaign on August 15th and during the lead up, the initiative will benefit greatly from blogs posting about the event, embedding the promo video and/or encouraging their readership to get involved.

# But What Do We Post About?

Poverty is not only a pressing issue, it is a complex one. It is also easy to think that there isn't much an individual can do. Fortunately this isn't the case at all. With activities ranging from Advocacy and Professional Contribution to Charity and Financing, there is in fact many ways that we can act.

The Blog Action Day team are compiling a dossier on potential topics, actions individuals can take and information on the global issues relating to poverty that will be available on the Blog Action Day site from August 15th.

## Posting On-Topic

The best thing a blog can do is to keep their post on topic. Audiences visit our blogs because they enjoy the style, personality and topic of the site. So it makes sense that the best way to get through to these audiences is to use the style, personality and topic to talk about Poverty. For example:

- ✚ A Design Blog might analyse a set of charity posters and how they convey their message
- ✚ A Tech Blog might look at pro-poor technologies and projects like 1 Laptop Per Child
- ✚ A Political Blog might examine the relevant agendas of leading candidates
- ✚ A Sports Blog might look at recent charity activities of a major sports franchise
- ✚ A Business Blog might discuss how businesses can utilize ethical practices to boost their bottom line
- ✚ A Celebrity Blog might write up a who's who of celebrity causes and how their participation impacts those causes
- ✚ A Movie Blog might create a list of the best documentaries relating to issues on poverty
- ✚ A Personal Blog might document a personal activity of the blogger that is helping the disadvantaged

## Who's Behind the Event?

Blog Action Day is organised as a non-profit activity by a group of volunteer bloggers and the staff of Envato (<http://envato.com>) who donate their time and resources. It started as a "what would happen if" question and simply took a life of its own.

# How Organisations Can Help

Although Blog Action Day is predominantly a grass-roots event, support from large scale organisations makes a big difference to the event. Some ways that organisations helped in 2007 are:

- + The United Nations Environmental Programme issued press releases in conjunction and on behalf of the event
- + The EU Minister for the Environment Stavros Dimas held a Live Internet Chat with Bloggers
- + Companies like Google and Wells Fargo asked their company blogs to participate
- + Online Media Sites like Reddit supported the event by changing their logo
- + Blogging Businesses like BlogTV South America and PixNET Taiwan rallied their customers to participate

## Contacts

Some key Blog Action Day contacts in 2008:



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