

HOW TO ORGANIZE A CARROTMOB

Condensed Version 1.0



Welcome to the movement. Carrotmob is a new model of consumer activism, and this is the chapter in the history book where we all get our hands dirty and pioneer new ways to put this model to use. This is the part where we keep innovating until we have successfully lowered the planet's blood pressure. People are attracted to Carrotmob for different reasons: it's a win-win model; it has measurable results; it's fun; it's simple; it succeeds where many other methods fail. Whatever it is that brought you here, this guide is meant to prepare you to achieve your activism goals and serve as a touchstone for what this movement is all about. This is a very short, condensed version of the full guide—read the full version for more in-depth information.

PHASE I – CARROTMOB PRINCIPLES

Here are the principles that Carrotmob is founded on. Follow them and you will have a much more meaningful, sustainable impact.

- Create a **win-win situation** for you and the business.
- **Harness existing economic forces** so you're not trying to swim upstream.
- **Democratically** involve people so that your event represents your community well.
- We **ALWAYS use the "carrot"**, never the "stick". There's no reason to ever attack any business.
- We're after **measurable results**. Never be satisfied with an empty gesture.

PHASE II – SETTING THE FOUNDATION

STEP 1: CHECK YOURSELF

First things first—are you sure you want to do this? Just checkin'. Remember that if you do this half-heartedly and hype up an event that ends up belly flopping horribly, the whole movement looks bad. Make sure you can give this project the time, attention, and heart that it needs for it to be successful. Check out **our sample timeline (Appendix 1)** for an example of what to expect. Still on board? Alright, let's keep going.

STEP 2: BUILD YOUR TEAM

It would be very helpful to have a small, nimble, and effective team of friends to help you kick this off. Pick people who are proactive, reliable, organized, personable, well-connected and passionate. Take a look at the **list of responsibilities (Appendix 2)** and define which responsibilities each team member will be responsible for throughout the process. You'll also want to decide how often to meet as a team, how you will be accountable to each other, and what your mini-milestones are throughout the process.

STEP 3: MAKING THE BIG DECISIONS

There are some basic decisions early on that will define the rest of the planning process and the nature of the Carrotmob event itself. Spend the needed time to figure these things out from the start:

- **Define the social issue.** Environmental sustainability? Fair-trade? Living wage?
- **What are the demographics of your Carrotmobbers?** Are they young, hip, and tech-savvy? Or are they middle-aged families—firmly rooted in the community?
- **Decide the type, location, and scope of the businesses** you want to target for the Carrotmob event—businesses that make the most sense with the social issue you want to tackle.
- **When will you hold the event?** What day of the week and at what time? The timing of the event can be a big factor in determining how many people will be in attendance.
- **What geographic location** will you focus on? Will the competing businesses be close or far away?

As you try to figure out these questions, consider what needs to happen to create the kind of impact that you're hoping to have. We've put a lot of thought into this planning process, so see the supporting document, the **Art of Designing a Carrotmob (Appendix 3)**, for more information.

STEP 4: CONNECT WITH CARROTMOB HQ

All right, with the basic groundwork completed it's time to officially get in touch with us over at Carrotmob HQ. Fill out your information in the **Carrotmob Organizer Profile form (Appendix 4)** and we'll set up a time to talk with you about your Carrotmob plans. From there we'll move into Phase III of the Carrotmob process!

PHASE III – GOING LIVE; FINDING AND WORKING WITH A BUSINESS PARTNER

STEP 5: MEDIA AND PUBLICITY

Okay, you've got your basics covered and you're ready to kick things off! You should now have access to an official blog for recruiting mobbers and reporting on your progress. Use the following publicity and media tools to explain Carrotmob, describe the social issue you're tackling, and garner support for the big day:

1. The Blog
2. Facebook
3. Twitter
4. Press Releases
5. Local Community Websites
6. Public Service Radio Announcements
7. Email lists
8. Traditional Flyers, Posters, and Signs

STEP 6: RECRUITING BUSINESSES TO PARTICIPATE

It's time to go out and start recruiting businesses to participate in the bidding process! To do this you'll want to a) look up the contact information for the businesses you've targeted, b) make initial contact with an invitation letter and a personal visit, and c) follow-up visits as needed. Be sure to look at the **sample invitation letter template (Appendix 10)** if you need help getting started.

STEP 7: BIDDING AND SELECTING YOUR PARTNER

So now you've convinced a few businesses of the power of Carrotmob and they're ready to compete! It's time to begin the bidding process. There are two fundamental ways that we've devised to conduct the bidding and to select a winning business partner: a) our quantitative method—where the companies bid based on quantitative metrics of change, such as a percentage of revenues or a dollar amount, and b) our creative, qualitative approach in which businesses make different types of offers. With the second option you may want to let the public vote on who will win. You'll want to read more about both and decide on one after reading our **bidding doc (Appendix 11)**.

STEP 8: PLANNING LOGISTICS WITH THE BUSINESS

Now that you've landed your Carrotmob business partner, it's time to get down to the dirty details and start planning with the business to make this event a roaring success. Here's a **checklist (Appendix 12)** of things you can go over with the business to talk about the logistics and marketing of the event.

PHASE IV: THE EVENT & FOLLOW-UP

STEP 9: THE BIG DAY

It's the Big Day! To be honest, at this point you've already taken care of the hard stuff. If you and your team have nailed everything up to this point, today should flow nice and easy. Here's a [sample master schedule \(Appendix 13\)](#) to help you cover all your bases.

And remember to take lots of video footage and pictures to document your mob making purchases and having an all-around great time!

STEP 10: MAINTAINING THE MOMENTUM

After the event is over make sure to spread the word about your success! Follow up with media outlets and use the blog to post pictures, video, and descriptions about the turnout, the business's increased profits, and the changes you've created.

And please take just a few minutes to answer some questions about your Carrotmob organizing experience [\(Appendix 14\)](#) to help us provide you and other Carrotmobbers with even better tools and resources.

FINAL WORDS

Thanks for being one of the early pioneers of this movement. We hope you continue to be involved as this adventure in activism and business evolves! Don't forget to check out the longer version of this document and the appendices as well.... Thanks!