THE ENG100 NGO INITIATIVE: AN `AINA-BASED PROJECT

"The premise is that home is innate. Home is instinctual. Everyone who understands it needs to stand up and fight for it and protect it. Home is no longer just a place you live; no longer the Hawaiian Islands; it's the earth. Island Earth. The only one we got by the way."

-Nainoa Thompson

DEFINITION

A non-governmental organization (NGO) is an organization that is neither a part of a government nor a conventional for-profit business. Usually set up by ordinary citizens, NGOs may be funded by governments, foundations, businesses, or private persons. A nonprofit organization (NPO) fulfills a similar purpose but has a smaller scope and is not funded by local or federal governments.

THE TASK

For this project you are being called upon to put the critical thinking, research, and writing skills you have learned in this class to a good cause. Within your groups, you will identify a common advocacy interest, and then work together to create a hypothetical NGO/NPO aimed at improving some aspect of life on Oahu (social, economical, environmental, cultural, etc). The research and major components of your NGO will then be displayed in the form of individually written papers and a collective website that you will build through a collaborative research and design process.

BUIDING A LOCAL NGO/NPO

Together in your groups, you will identify and research a potential problem that our island currently faces or will face in the future. While the issue you choose to focus on is ultimately at your discretion, you should consider that this assignment is encouraging you to think critically about an issue, perhaps addressing something that has not yet been addressed by our local community. **Remember, you should be interested and invested in the issue you choose.** Your NGO/NPO can focus on anything from preserving and promoting your culture to providing underserved children more opportunities to learn your favorite sport or hobby. The more you care about the issue, the better your work will be and the more fun you'll have producing it.

THE PAPER

Each of you will be required to submit a 750 word essay that covers some portion of this assignment. See the ĀINA-BASED PAPER DESCRIPTION (on Laulima) for more details.

RESEARCH

You will need to become experts on the issue that you choose. Therefore, you will need to research and analyze any data or literature available. This information will be crucial for presenting the issue you're addressing as well as the solution(s) that you're proposing. Some of this research may require you to visit different places on the islands and/or contact members from the local community who can provide you with resources, support, feedback, and partnership opportunities. This research will be presented in your papers.

THE WEBSITE

Today's businesses and nonprofit organizations require an impressive online presence that is creative, aesthetically captivating, and most of all, well written. Building a website is not that difficult. If you can create a Facebook page, you can create a website. To construct the website, you'll be using a free website hosting service with design capabilities such as Weebly, Wix, or Wordpress (though there are many others you can use). While I want you to be as creative as possible, the criteria below should be incorporated into your website. Also, as always, the most important part of this assignment is your writing, research, and critical thinking. And yes, you may use portions of your individual papers to compose your websites.

NAME
Give your organization a catchy name.

SLOGAN
Create a catchy slogan that captures the essence of your NGO.

LOGO
Create a logo for your campaign. Be sure to write your slogan underneath your logo.

MISSION STATEMENT
You should think of your mission statement as the thesis in an essay insofar as it will provide the framework for your organization. You must draft a short but eloquent paragraph that explains the following: 1) The issue your NGO is addressing on the island of Oahu. 2) The guiding philosophy of your local NGO. 3) The major goals of your NGO.

IDENTIFY THE ISSUE
You should explain the history of the issue that you're addressing. Use your **research** and **persuasive writing skills** to convince your readers that this issue needs actionable advocacy aimed at improving the island.

STRATEGIC PLAN
Discuss the specifics behind what your organization does to carry out its mission statement. Be sure to write about the short and long term goals and how your NGO is working to achieve them. For example, will you be lobbying local politicians to change current legislature or adopt new laws? If so, who do you plan on contacting and why do you think they will support your cause? Perhaps your program wants to provide surfboards to underserved children who can't afford them? If so, how will you raise the funds necessary to support that cause?

PARTNERSHIPS
Research, contact, and then list potential community partners addressing similar issues to your NGO. Provide links to their websites.

ABOUT US
Create a page that gives a brief biography of every member in your group. Why were each of you inspired to work on addressing this particular issue? What does each member contribute to your organization?

SOCIAL NETWORKING
You should create a Facebook, Twitter, and Instagram page for your NGO and link it to your website. Ask your real friends and family members to like or follow your pages.

MULTIMEDIA
Create a video about your NGO and embed it onto your website. Introduce the issue your NGO is addressing, the solutions you're proposing, and most of all, convince your viewers why they too should support the cause.

RESOURCES
You should have a page that lists all the resources you used while

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PRESENTING/SUBMITTING YOUR WEBSITE

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WEBSITE PRESENTATION
You will be presenting your website during finals week in a ten minute presentation. It's possible that other students, professors, and administrators will be present during your presentation. Also, your website will definitely be looked at by a wide academic community. During your presentation, you should explain the general purpose behind your NGO and introduce us to all of the major components of your website.

WEBSITE PLAGIARISM PAPER
All the text on your website must reach a minimum of 2,000 words of revised, polished, and original college level prose. You must copy and paste all of the text on your website and submit it your instructor as a Microsoft Word Document. Please keep in mind that this document will be run through plagiarism software.

GROUP REFLECTION PAPER
In a perfect world, every college student would have the ability to work collaboratively and take group projects like this seriously. However, we do not live in a perfect world, and some of you may lack the integrity to work on this project with the level of dedication it requires. Therefore, each member of your group will be turning in a one to two paragraph reflection sheet that should explain how your group worked together in order to achieve your goals. Your group reflection is your **individual opportunity** to call out members of your group who did not carry their fair share of the work, or to praise those who did. You can even assess the members of your group, giving each of them a grade that you think reflects their contribution to the assignment. While the grade you assign will not necessarily be the grade that I assign them, your group's assessment of one another is certainly a contributing factor in my own grading process.