

“Join the Secret Fellowship of Freedom Riding Jedi Wizards” Video *Intro for recruiting Civic Leadership Fellows*

This could be adapted for a general audience, especially Millennials, for recruiting volunteers and donors. The wristbands will arrive by mid-February, 2016.



May the force be with you. Apply today to join the Civic Leadership Fellows program to become a real-life member of the Secret Fellowship of Freedom Riding Jedi Wizards. Get the special powers that you get **ONLY** if you join this **TOP SECRET FELLOWSHIP**.

We're joking about this being top secret -- in case you hadn't guessed. But seriously, you gotta have a sense of humor when are trying to change the world. And we **ARE** serious about that.

Our goals are as simple and practical as they are big and transformative: In the DC (or Baltimore) metro area of more than 3 million people, we **CAN** get a tutor or mentor for **EVERY DC STUDENT WHO NEEDS ONE...** and eventually PG and surrounding counties. The odds are that this will truly **TRANSFORM** educational outcomes in DC in both public and charter schools. And, equally important, it will teach **ALL** of us that by working together, we can get beyond our politics of blame and dysfunction to constructively tackle the major problems of our generation.

We can choose the future we wish to create. [show slide with Robert F. Kennedy quote: "The future is not a gift: it is an achievement. Every generation helps make its own future. This is the essential challenge of the present."]

John Lewis and other Freedom Riders couldn't guarantee success when they boarded those buses to the Deep South [famous photo of burning Freedom Riders bus], Rey and Finn fought against the odds in Star Wars but we admire them because they tried to make a difference. [Star Wars image] Help us do the same.

["Fellowship" was intended as a play on Tolkien's Fellowship of the Rings and "Wizards" was a play on the Harry Potter series so perhaps there's an image from those two series of movies that could be used, too.]

[VERSION ADAPTED FOR GENERAL AUDIENCE]

Go to <http://www.dctutormentor.org> to learn more and to get involved today. You will find links to the latest scientific evidence on the effectiveness of tutoring and mentoring. You will also find a list of our thirty partner organizations.

There are 3 ways you can help:

- Become a volunteer tutor or mentor.
- Volunteer to help with community outreach or hosting a neighborhood party
- Contribute to support the initiative: Sponsor a college Civic Leadership Fellow (\$500) or a volunteer coordinator (\$1,000 per student)

If you contribute more than \$30, we will send you a wristband, too!