

ONE MILLION BONES

One Million Reasons to Make a Difference



Chapter Guidelines & Toolkit

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Chapter Guidelines

Thank you so much for your interest in and commitment to the vision and cause of One Million Bones (OMB). We are so inspired that you are willing to start an One Million Bones chapter within your community. These chapters around the world are the pulse of this project and a vital tool for the anti-genocide movement. It is through your passion and actions that we will realize this vision.

What does it mean to be a One Million Bones Chapter?

- Host ongoing bone making events on a regular basis within your community!
- Promote One Million Bones within your community by reaching out to local schools, universities, community organizations and anti-genocide organizations!
- Keep detailed logs of bone making events!
- Meet with your OMB contact once a month via Skype or telephone.
- Create a blog or facebook page for your chapter that is linked back to the One Million Bones facebook and/or website.
- Participate in Installations in your state and ensure your chapter bones ultimately end up in the 2013 Washington D.C. installation

Tips:

- We recommend you start your chapter with at least one other person.
- Schedule monthly or bi-monthly meetings.
- Plan a calendar of bone making event dates and target audiences
- If you are a high-school or college student connect with other human rights groups for your event.
- Recruit chapter members to take a leadership role!



Chapter Responsibilities

As a One Million Bones Chapter you are responsible for making sure that the logistics of hosting bone making events are handled in the proper manner:

- If you are hosting an event you must fill out the proper form on the OMB website and make sure to add the event to our online calendar.
- It is important that you use all the necessary documents on the website for hosting your event, including a participation information form, etc.
- As you accumulate bones from your bone making events it is your responsibility to ensure that they reach our Albuquerque headquarters or are delivered to Washington, D.C. in 2013.
- If you plan on creating an installation using the bones you've created, shipping to Albuquerque may be delayed until after your installation.
- If the bones are going to the Albuquerque Headquarters the mailing address is:

One Million Bones
P.O. Box 30426
Albuquerque, NM 87190

- The physical address is (for UPS and Fedex):

One Million Bones
102 Gold Ave SW
Albuquerque, NM 87102

- It is your responsibility to mail in any money you collect for sponsored bones! You should be keeping a detailed record of how much was given by each person.
- As an OMB chapter, it is important that you reach out to your community to recruit and support bone-making event hosts.
- Create a volunteer contact list in a Google Doc and share that with your OMB contact so they can use it to keep track of your progress and volunteers in your area.
- When possible, local press coverage of your workshops, events or installation should be sought out.

Key Messaging

As a One Million Bones chapter, it is your responsibility to carry the message and vision of the project to your community. As OMB ambassadors it is important that all members of your chapter are clear with the core messaging of OMB.

Core Message:

One Million Bones is a collaborative social arts practice. Using education we raise awareness of the root causes of genocide. Through advocacy and discussion we remember the millions of victims and survivors of on-going genocides and mass atrocities in Sudan, Burma, and the Democratic Republic of the Congo. Using hands-on art making and outreach we work with people across the country to create their individual artwork for a large-scale collaborative installation.

Supporting Message 1

OMB Goals:

1. Education which leads to awareness
2. Participation in the creative process which leads to actions
3. Collaboration in a large-scale public artwork (visual petition) which leads to continuing civic engagement

Supporting Message 2

OMB Education:

1. OMB offers an open, creative and educational curriculum in which students of all ages can understand the causes of intolerance they face in their communities
2. Using the symbol of the bone as a starting point for a discussion of values, shared humanity, our responsibility to each other and our responsibility to speak out for those who can't.

Supporting Message 3

Why a visible movement?

1. One Million Bones uses the symbol of the bone as a starting point for a discussion of values, shared humanity, our responsibility to each other and our responsibility to speak out for those who can't. We use the symbol of the bone as a way to create a connection between individuals here and their counterparts there. The bones will be installed on the National Mall, creating a symbolic mass grave and a collaborative site of conscience
2. One Million Bones is a "visible petition," — each bone a signature, a voice, a call for action. It is also an educational process about the issue, about the power of an individual voice to make a difference, about civic engagement and about the power of art to say what can't be said otherwise
3. Despite our virtual connectedness to information and issues we have lost a tangible, human connection. Letter and email campaigns addressing social issues are important, but we can't see the results, we can't see our action in the context of all the other actions. OMB offers a visible way to evaluate our efforts; a visible measurement of our commitment; a visible petition to our leaders.

Supporting Message 4

How to Get Involved:

1. Make a bone
2. Have a bone made in your name
3. Host a bone making event
4. Bring OMB into your classroom
5. Sponsor a class of bones
6. Start an OMB Chapter

Chapter Resources

Social Networking Sites:

We have a variety of social networking profiles on **Facebook, Myspace and Twitter**, where we help our members and participants to engage with each other.

You can use these spaces in various ways, for example: to receive project and news updates and get information on ways to participate.

However, the most important thing about these sites is the opportunities they give participants to interact with each other. Here you can comment on the issues that are important to you and reach out to other activists in your community.

It is a space where you can be as creative as you like. You can, for example:

- advertise your bone making event;
- write a poem and post it to the online community;
- record a song and add it to our MySpace pages;
- record a video and share it with the community;
- write about human rights issues;
- post a link to One Million Bones about issues and events in your community;
- engage in a discussion topic;
- comment on videos, songs, photos and discussions;
- use the space to organize or join an off-line event such as a bone making event or installation.

Create Your Own Chapter Blog:

OMB has a blog on our website which your chapter would be welcome to use as a resource for information.

Why Blog?

Your blog can help you promote the work that you do as a One Million Bones Chapter. It can also allow you to engage with others and recruit support for the overall cause.

A chapter blog can also be used as a tool to document the work of your chapter.

A blog can be easily maintained and set up. These are some of the sites that host blogs:

- <http://wordpress.com/>
- <http://tumblr.com>
- <http://www.blogger.com>
- <http://wwwn.msnspace.com>

Blogs are published chronologically with the latest post appearing first, which makes them easy to navigate. You can also use categories, tags and keywords to make it easy for you and your readers to find materials on your blog.

Blogging Tips

- Choose a name for your blog carefully. It should include “One Million Bones” and your chapter name or location. For example: “One Million Bones at Columbia” or “One Million Bones Columbia Chapter”
- Be clear on the purpose of your blog: Report and inform on the work of One Million Bones. Document the work you do as an OMB chapter.
- Keep your design simple. Do not clutter your blog; choose a layout that is easy to follow and focus on content. Be sure to include the OMB logo and link to OMB website.
- Be sure to link your blog to your chapter website/social media site.
- Keep posts short and focus on impact, but post often to increase likelihood that people will read your posts.

Take and Upload Photos:

Why Photos?

- Photos are a powerful, eye-catching way to relay an event to an audience.
- A photo can say a thousand words.
- Photos can easily be shared with others.
- Because of the visual nature of this project, visual documentation of progress and events is important.

Submitting Your Photos:

- Please try to e-mail your photos to us within a week of the event so we can make them available on our social media sites and website as soon as possible.
- Choose your best pictures (no more than 12, please) and e-mail them to:
kathleen@onemillionbones.org
- Indicate the name of the event, when and where it took place, for example: OMB Columbia College Chapter Event, 8/4/10.

Copyright:

All photos taken by One Million Bones staff, members or volunteers are copyrighted © One Million Bones.

Not a One Million Bones staff, member or volunteer?

- You will retain the copyright holder of the image and there are no restrictions on your use of the image. We ask that you do not use the photos in any way that may compromise the security of the subjects or reflect negatively on OMB staff, supporters or the work we do.
- Please remember to include the required copyright credit in the photo caption.
- If you submit an image, you do so in accordance with One Million Bones' Terms and Conditions:
- The image must be your own original work. By sending an image to One Million Bones you agree to grant us royalty-free, non-exclusive, indefinite license to use the image in any way, in any media worldwide.
- One Million Bones reserves the right to allow use of your image by the media and other external organizations/individuals (for example, NGOs) in connection with its work.

Useful Links:

One Million Bones Website Links:

One Million Bones Main Webpage:

<http://www.onemillionbones.org>

One Million Bones on **Facebook**:

<http://www.facebook.com/OneMillionBones>

One Million Bones on **Twitter**:

<http://twitter.com/onemillionbones>

One Million Bones on **Youtube**:

<http://www.youtube.com/onemillionBones>



One Million Bones Beneficiary Organizations:



Enough:

<http://www.enoughproject.org>

Genocide Intervention
Network:

<http://genocideintervention.net>

Women For Women
International:

<http://www.womenforwomen.org>

One Million Bones Staff:



Naomi Natale, Founder/Director
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Susan McAllister, Project Manager
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Kathleen McEuen, National Liaison
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One Million Bones Core Volunteers:

Volunteer Coordinator
volunteer@onemillionbones.org

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