



a national campaign of the

RESPONSEABILITY[®]
P R O J E C T

Fact Sheet

- The RESPONSE ABILITY Project announces its new initiative: the **Every|Day Hero™ Campaign**.
- The mission is to empower the every|day hero in all of us.
- An every|day hero is an ordinary person who follows through on his or her desire to make *the* difference in a critical moment– for someone else, an organization or a cause/issue they care about. In that moment, they go beyond what may stop them and take a heroic action of any size to make this difference.
- The campaign goal is to enlist hundreds of thousands of people to take the **Every|Day Hero Pledge**:

I pledge to make a difference for people, organizations and issues. I pledge to use my values as my compass, go beyond any barriers, and take actions of any size. I pledge to live an extraordinary life being an every|day hero.

- Anyone who takes the pledge will receive ongoing support in the form of e-mails, text messages, e-newsletters, updates, video messages and other sources of education, empowerment and inspiration. Key pieces of education will be based on the same science and research on bystander behavior as in the RA Project. We will be working with key advisors in the industry to develop an educational curriculum to cause actions and lasting change in our communities and culture.
- The focal point of this campaign will be a new, robust website engine, designed by Blue State Digital (BSD), and set of grassroots community-building tools to engage people in the Project's initiatives. BSD is responsible for the critically acclaimed *Obama for America* website, which has been hailed as "the most effective campaign website in the history of electoral politics anywhere in the world." BSD also designed websites and digital campaigns for the *It Gets Better Project*, United Way, HBO, NAACP, Autism Speaks, USA Bid Committee and American Red Cross.
- Website: www.RAProject.org
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