

THE STAMFORD FORUM

To lead a good life, you have to live in great communities.

OUR MANIFESTO

Style – Jargon-free
 Plain English
 Simple to understand

Capturing the story
 Statement of belief
 Expressed in a variety of styles
 As part of a whole
 Statement of purpose
 Needs to connect with values/beliefs
 Needs to EXCITE!
 Resonates - responds to people's aspirations
 Refresh democracy through:

PARTICIPATION
 PARTICIPATORY ACTIVITY
 THINKING
 LEARNING

Joining up money and influence
 Illustrative/Grass Roots stories

