

Global Connections: A National Conversation About A Changing World

Global Connections: A National Conversation About A Changing World was developed by FowlerHoffman to engage American opinion leaders in a dialogue about the complexities of the changing world and the role of the United States within it. Growing out of the work of the Pew Global Stewardship Initiative, this unique national opinion leader program included a customized database, direct mail, a Web site, and a toll-free telephone line.

During the public launch of Global Connections, 14,000 individually selected opinion leaders received eye-catching, informative materials inviting them to participate in “a national conversation about our changing world.” The invitation, which included facts and statistics as well as human stories and perspectives, received a strong response. Requests for additional copies to disseminate to others reached such numbers that materials were reprinted to meet demand.

Recipients of the materials, chosen according to their experience and involvement, included leaders at the community, state and national levels. They also represented diverse interests, from traditional supporters of foreign aid and humanitarian relief to those drawn to international questions out of a passion for democracy, a commitment to women’s rights, support for family planning, outrage at environmental racism, concern for public health or their own religious faith.

Global Connections mailings were designed to capture the attention of opinion leaders and engage them in the project. Response cards gauged interest in the project and allowed opinion leaders to give feedback on the effort and direct the content of subsequent mailings. The toll-free phone line and Web site provided an opportunity for individuals to pose questions, request more information or order additional copies of materials. In addition, a “forum” was established on the Web site at which individuals who received the mailings could discuss issues in our changing world such as population, the environment, development and world trade.

Elements of the campaign were developed and published under the sponsorship of InterAction, a coalition of more than 150 U.S.-based nonprofits working to promote human dignity and development in 165 countries around the world.