



# THE INFLUENCE PROJECT

# in·flu·ence

: the power to change or affect someone or something

## the in·flu·ence project

: the opportunity to use your influence as a champion of the United Nations Millenium Development Goals to raise public awareness, engage in dialogue and contribute to affecting major change on global issues

: a chance to animate a global conversation and help build a world of support for the new world's goals that will influence billions of lives for the better

: a converging of minds; an opportunity to deepen your network through an elite collective of thought leaders



## We are IN this together.

The United Nations Foundation's Influence Project recruits influential thought leaders from diverse sectors to serve as advocates for the United Nations Millenium Development Goals.

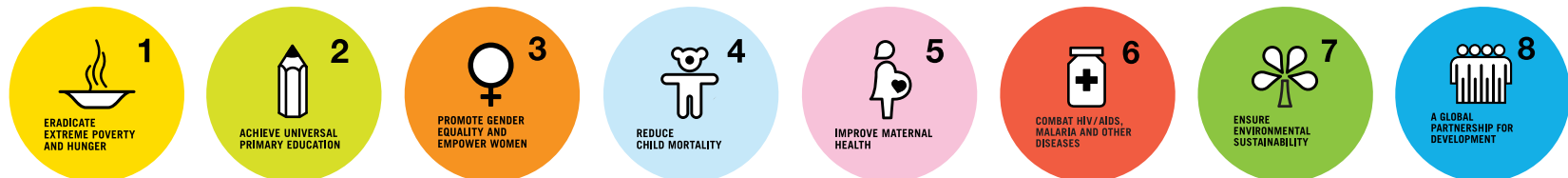
In 2000, world leaders set eight goals to address challenges facing the world's poorest people by 2015. As we enter 2015, it's time to both acknowledge our progress thus far and also establish a new set of goals for 2015 - 2030. Together, we can rally support, accelerate action and pave the path for an end to extreme poverty.



# The Millenium Development Goals are the World's Goals

## The Eight Goals

1. Eradicate extreme poverty and hunger
2. Achieve universal primary education
3. Promote gender equality and empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/Aids, malaria and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development



# Are You IN?

2015 is a historic opportunity to join the movement that supports the UN to build a better future for people and the planet. You have the ability to significantly move the needle on the world's goals. As a member of The Influence Project, you can engage your network, deepen the dialogue, encourage actions in support of the world's goals and act as a driving force in achieving these goals. When you join The Influence Project, you become a part of a unique network of people using their influence for global good.

Join The Influence Project to become an advocate for change and use the UN Foundation to further your own beliefs and objectives.

"Between now and 2015, we must make sure that promises made become promises kept. The consequences of doing otherwise are profound: death, illness and despair, needless suffering, lost opportunities for millions upon millions of people."

— Secretary-General Ban Ki-moon, in his closing remarks to the MDG Summit, 22 September 2010

# Your Involvement

**As a member of The Influence Project, you will drive support of the world's goals in the following ways:**

- Sharing content that highlights the Millenium Development Goals via social media and/or newsletters and blog posts. We'll send a curated content pack each week with suggested articles, posts, tweets and upcoming events to share with your followers.
- Creating unique and original content is welcome
- Participating in talks and panels

**Members of The Influence Project will have access to the following:**

- Opportunities to connect in person and build close relationships with other members of The Influence Project
- A private online platform for members to share ideas, connect and collaborate
- Media exposure through events and meetings



“There is no global project more worthwhile....  
Let us keep the promise.”

— Secretary-General Ban Ki-moon, in his opening remarks to the MDG Summit, 20 September 2010

# We look forward to welcoming you as a member of The Influence Project

If you have any questions please contact

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