

## **TRAFFIC KILLS MEETUP MANUAL**

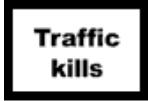
### ***Why did we create a Meetup?***

TrafficKills.com uses Meetup to bring the initiatives it proposes from virtuality to reality. With Meetup, subscribers can get together and organize themselves locally, to be able to perform and repeat the actions supported by the Community.

Traffic Kills uses the Meetup formula for its local networking, allowing members to share and improve ideas with others, transforming them into concrete initiatives and events.

### ***7 easy steps: How to expand your Meetup***

1. Create events and activities which attract attention and participation from your subscribers (Meetup schedules). Ask your subscribers which activities they would like to carry out. Organize meetings to discuss these issues and plan the actions. In the Actions section on TrafficKills.com, you will find the action plannings for those actions which have already been performed by the other Meetups. Repeat them and turn them into viral actions.
2. Invite all your friends who have environmental and social issues at heart to subscribe and to participate actively. Use the "Invite friends" function, in the "Promote" section (left hand column on the Meetup page), giving motivations for your request.
3. Invite your friends to forward invitations to their friends with the "Invite friends" function, in the "Promote" section.
4. Spot those who have the most expertise in the internet and in interpersonal relationships. Ask them to invite members from Meetups related to yours, who share similar interests (Ecology, Critical Mass, Culture Jammers, Sustainable Technology, Amici di Beppe Grillo, Environment, Sustainable Development, Climate Change and such).
5. Invite people through social networks such as MySpace, Facebook and others, encouraging other Traffic Kills subscribers to do the same with their contacts on these networks.
6. Promote your Meetup on public occasions, join demonstrations, evening events. Join in widely visible public events, asking for permissions to promote your Meetup to the public by organizing info stands, farming email contacts, and any other activity you trust to be functional to the Meetup's growth.
7. Always promote your activities and events through the TrafficKills.com Community, to stand out internationally and gain more visibility.



# FAQ

## **What is Meetup?**

Meetup is the world's largest network of local groups, with over 4.700.000 subscribers worldwide. More than 2.000 groups get together in local communities every day, each one with the goal of improving themselves or their communities. Meetup's mission is to revitalize local communities and promote self-organization worldwide. Meetup believes that people can change their personal world by organizing themselves in groups with the potential to make a difference.

## **Why meetup?**

Meetup offers several services:

Taking part in events: By clicking on "Events" you can visualize the events related to the group, you can confirm your presence for the event by clicking on RSVP (Répondez, s'il vous plaît), or see who else is participating in the event.

Seeing who else is participating: By clicking on "Members", you can consult a list of the members taking part in the event and visualize their profiles.

Visualizing and submitting images: By clicking on "Photos" you can visualize all images submitted by group members.

Discussing group projects: By clicking on "Message board" you can use the Meetup discussion forum to promote actions involving the group.

Expressing opinions through polls: By clicking on "Polls" you can express your vote in the current poll.

Inviting friends to subscribe to the group: By clicking on "Invite friends" you can send messages to your friends to invite them to become part of the group.

## **Is Meetup free?**

Meetup is not free of charge: the subscription cost for creating a group is \$19 a month, which must be paid directly online to Meetup (Traffic Kills does not cash in on this); the TK Meetup is available in English and Italian.

We created a category, calling it "Traffic Kills", which has been translated "Il Traffico Uccide" in Italian.

## **Who are organizers and assistant organizers?**

Organizers and assistant organizers are those who open and/or manage a Meetup Group. The Meetup platform allows them to publish events on the calendar, moderate forums and perform other group-coordinating functions.

## **How do I find my city's Meetup?**

Subscribe

In this page you can find the list of Traffic Kills Meetups: <http://traffickills.meetup.com/>

All you need to do is click on the desired city to be addressed to that particular Meetup's forum; on the right hand column you will find the format.

Subscribing is easy. All you need is a nickname, an email, and a password.



Think Act Change.

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## ***How do I create my city's Meetup?***

### Create

Anyone, in any city, can create a group.

All you need to do is sign up to Meetup, visit this webpage: <http://traffickills.meetup.com/en/create/>, and choose nation and city in which you wish to create your group. In the following page, fill in information on the group (permissions for access, frequency of meetups, etc.).

The final step is payment via credit card or paypal.

Once you have created the group, remember to subscribe to the Organizers' Meetup.

## ***What is the Organizers' Meetup?***

The Organizers' Meetup is a group managed by the TK Staff and other local Meetup organizers, and its purpose is internal networking between groups and Staff members. Subscription is exclusive to organizers and assistant organizers.

## ***How do I name the Meetup?***

The first group was founded in Torino, city of the FIAT industry, and it was named *Traffic Kills Torino Meetup*. All other cities followed, using the same ironic formula.

Here's the scheme: Traffic Kills (city name) Meetup.