

CONNECT MIAMI

10 DAYS OF CONNECTION IMPACT REPORT

MAY 22-31, 2017

INTRODUCTION

Why connect?

THE 10 DAYS

85 events. 15,000
participants.

RESULTS & IMPACT

Successes and lessons
learned

YOU SHOWED UP

10

days

100

partner
organizations

15,000

participants

INTRODUCTION

Now more than ever, people are surrounded by echoing chambers of opinions and views similar to their own. Even those of us who are outgoing may struggle to find opportunities to connect with other people who are different from us. People of a different religion. Different race or ethnicity. Different political beliefs. Different education level. Our in-person interactions may be limited to our family and co-workers, who are often like us in many ways. And, research shows that our digital lives also too often lack the diversity of opinions and perspectives that would allow each of us to better understand views and experiences different from our own. In this world of all-too-common echoing chambers, how can we push ourselves to build meaningful connect with others across lines of difference?

"YOU CAN'T HATE SOMEONE WHOSE STORY YOU KNOW."

- Roberta Shevin, Executive Director, MCCJ

Leaders from six organizations in Miami came together around the idea that connection builds and sustains strong communities. They asked the question, "What would happen if we challenged everyone in our community to step out of their comfort zones and connect with others not like them? Would anyone participate? Would anyone care? Would it change our community for the better?"

Over 10 days, over 15,000 individuals challenged themselves to connect with new people and new perspectives. A host committee of more than 100 local organizations planned over 85 "connection experiences" - from farm visits in Homestead to Facebook Live conversations about the transgender experience. These connection experiences promoted connections between people and connections to new ideas and perspectives.

The 10 Days of Connection was just the beginning of a movement to connect all of us - to new people, new relationships, new perspectives, and new experiences. This report tells the story of this kick-off to Connect Miami, which laid the foundation for an ongoing movement to build a more connected, more inclusive Miami community.



THE 10 DAYS

Over 10 days, thousands of locals stepped out of their comfort zones. They talked to strangers in elevators. They ate lunch with someone new in the lunch room. They explored a new neighborhood and gained a new perspective.

Over 15,000 individuals attended "connection experiences" hosted by local organizations and businesses that allowed spaces for people to connect with others who they might not normally intersect with. These connection experiences took groups on neighborhood tours, encouraged people to share cafecito with strangers in Little Havana, and had Miami-Dade County Police Officers co-create music alongside New World Symphony fellows.

100+ CONNECTION EXPERIENCES



CONNECT WITH CRIMINAL JUSTICE

Co-hosted by LEAP and FIU, this fascinating panel engaged 50 Miamians in an exploration of the complex realities of our nation's criminal justice system through the eyes of those who have experienced it first hand.



CONNECTING AT THE BUTTERFLY DINNER

Katie Steedly Curling invited 5 people to her home to build relationships through their collective experiences living with genetic disorders. The dinner was transformational for all and has resulted in new, sustaining friendships.



COLLISIONS: CULTIVATING CONNECTIVITY

401 people attended Venture Cafe Miami's Thursday Gathering. Attendees engaged in a variety of experiences hosted by 10+ local organizations, which ranged from crocheting caps for cancer patients to learning about the LGBTQ community through Bingo!

4 FACEBOOK LIVE DIALOGUES

Thousands of people watched Facebook Live conversations that exposed them to new perspectives. Panel topics included:

- Neighborhood Change (hosted by The New Tropic)
- The Transgender Experience (hosted by The New Tropic)
- Contributions of Black Men in the Community (hosted by the Miami Herald)
- Miami Women Across Generations (hosted by The Jupiter Circle)

REFLECTIONS

"I attended the Iftar at the Muslim Center of Greater Miami in Miami Gardens.

As I anticipated this experience - speaking to members including the Imam before the program began, the explanation of the elements of Ramadan, observing the prayers and partaking of the Iftar (the evening meal that breaks the daily fast) - induced me to identify similarities and identify with the Muslim community instead of focusing on differences. Love, compassion and seeking common interests will make me/us better people and a better community."

-Attendee of "Connect with the Muslim Community at an Open House"

BY THE NUMBERS

852

New Facebook followers

1467

Hashtag mentions

7649

Website visits

835

Resource downloads

2430

Calendar views

RESULTS & IMPACT

Our community came together to connect, and the results speak for themselves. Data (formally gathered through pre- and post- surveys; informally gathered through social media analysis and anecdotal conversations) supports two key trends:

1. WHEN GIVEN THE OPPORTUNITY, MIAMIANS READILY CONNECT.

"People can actually connect across lines of differences if the opportunity is provided and or given."

GEPSIE METELLUS, HOST

It all starts with a conversation - letting people know that it's ok to ask questions and to provide opportunities for dialogue in a learning environment."

DANNY ANZUETO, HOST



2. MIAMIANS ARE EAGER TO CONTINUE CONNECTING. REGULARLY.

"I think we should do the 10 day challenge more often until it becomes a habit."

KATIE BLANCO BOUDREAU, HOST

"I hope Connect Miami intentionally builds on the groundwork of this initial effort. Holding events repeatedly. Following up on initial relationships. Conducting popular tours again, or perhaps touring new neighborhoods."

ANONYMOUS, PARTICIPANT

"The experience affirmed and redoubled my commitment to my personal mission of providing opportunities for these types of collisions or interactions to take place, as much as possible. "

MARTE SIEBENHAR, HOST





ACKNOWLEDGEMENTS

It was truly beautiful to co-create this experience with you. Our diverse community took the challenge to connect across lines of difference. We are incredibly grateful for our over 100 members of the fabulous Host Committee, who hosted connection experiences, shared about Connect Miami with their networks and took ownership over this community initiative.

Thank you to the following individuals who participated in the Facebook Live Dialogues: Umut Dursun, Noah Pantaleon, Kezia Gilyard, Jubilee, Krystina François, Melissa Medina, Ines Hernandez, Fran Katz, Bill Fuller, Mileyka Burgos, Boukman Mangones, Keon Williams, Ben Evans, James Mungin and Chad Cherry.

Thank you to the amazing founding organizations who set the ball rolling in creating this movement for our community: The Children’s Trust, MCCJ, Miami Herald, The Miami Foundation, and the United Way of Miami-Dade.

Thank you to Juan Urquiola and Daniel Escardo from the United Way of Miami-Dade for taking the lead on the graphic design and website development.

Thank you to Adriana Oliva and the team at The AO Insight Group for their social media support.

This initiative was brought to life by five passionate cofounders.

Created & produced by:

