



SETTING BIG THINGS IN MOTION ONE PERSON AT A TIME



WHAT IS TOPPLERS?

TOPPLERS.ORG is an early-stage, volunteer supported, non-for-profit charitable organization with the mission to impact the world by inspiring, educating and motivating people to "set big things in motion". The organization utilizes Domino Theory as it's driving philosophy.

WHAT IS DOMINO THEORY?

A little domino **can't** tip a giant domino over all by itself, but it **can** tip over a domino that is slightly larger than itself (roughly 150% larger). Once that initial tip happens, momentum builds and before long, the giant domino, which was originally deemed un-tippable, has been toppled. As individuals, most of us have a limited ability to impact the world, but as a member in an infinite chain of "dominoes", we can all affect change and help to topple giant dominoes - or social ills in our world. We call the people who participate in that chain "Topplers".

WHAT IS TOPPLERS TRYING TO DO?

Our goal is to build an on-line community of *Topplers* that have *tipped* 1,000,000 times by 2015. We use the familiar symbol of the Domino to record participant actions as *tips* and are building an on-line system to organize the community and track the impact of their actions. The system is designed as a "Social Impact Network" that can capture and quantify everything that happens as each domino *tips* from one person to the next. This system also creates a positive feedback loop for the *Toppler* to track their actions and measure the impact of their actions and the participation of others.

WHAT CONSTITUTES A "TIP"?

Generally speaking, we encourage Topplers to take actions that will make a positive impact on the world by:

- Protecting The Environment
- Showing Kindness To Others
- Ending Poverty
- Fighting Illness & Disease
- Promoting Education
- Helping In Times of Disaster

HOW DOES TOPPLERS PLAN TO DO IT?

FIRST, we need others to join us and continue *tipping* the organization into existence. For example, we need volunteers and/or business partners to transform the "alpha" version of the website into a "beta" version and to help us finalize 501(c)(3) status with the IRS.

SECOND, we hope to release a large number of physical dominoes, with unique serial numbers, into the public domain with the desire to stimulate action and gain members in the *Topplers* community. Our goal is to have 10,000 circulating by the end of 2010.

THIRD, looking at 2010 and beyond, we hope to expand our reach and effectiveness by partnering with and supporting other not-for-profit organizations and corporate sponsors. We have a number of ambitious ideas about how to make an even bigger impact on the world in this way, but we realize that as an all-volunteer organization at this point we need to walk before we can run.

HOW ARE YOU GOING TO FUND THIS?

We're currently funded by contributions made by our Board of Directors and will rely on the generous contributions of time and work provided by our volunteers throughout 2009. We anticipate having to raise additional funds as we get off the ground in 2009, but our goal is to become a self-sustaining organization that is fully-funded by the sale of dominoes, corporate sponsorships, grants, etc... starting in 2010.

OKAY, I'M INTERESTED... WHAT CAN I DO?

TOPPLERS.ORG is certain to benefit from any energy that you can bring to the table so don't be shy about pitching in anywhere you think that you can add value. We have both short and long-term needs that you can help with.

Specific actions that we need help with:

- Join our facebook group and subscribe to our blog's RSS feed
- Help spread the word to anyone you know who might be interested in this
- Donate a few bucks towards buying our first batch of dominoes

Specific areas of expertise that we need help with:

- Graphic design skills to help with the look and feel of our blog and website
- Copywriters to help clean up establish a standard for our content
- User-experience professionals, web developers and programmers of all types to help us design and build version 2.0 of the website
- Social media and community experts to help us with facebook, twitter, our blog and other cool ways to connect with and grow our community

WHO IS TOPPLERS NOW?

Our current board members are:

Herb Morreale	David Skinner	Austin Baskett
Ray Thompson	Adam Brucker	

CONTACT US:

Please feel free to contact us at the following online locations:

Email: info@topplers.org

Web: www.topplers.org

Blog: blog.topplers.org

Facebook: Topplers

Twitter: @topplers

THE ANATOMY OF A TOPPLE:

There are five easy steps...

1. You get a domino.
2. You register the domino.
3. You learn about the history of the domino and it's "purpose" (how to keep the topple going).
4. You "TIP" the domino (pass it on).
5. When the domino is registered by the next person, you confirm the registration.

Below is an in depth description of each step.

HOW TO GET A DOMINO:

There are several ways that you can get a domino...

1. Someone TIPS one to you.
2. You request one by sending email to info@topplers.org
3. You sign up for a Toppler's Event (announced via the blog or Facebook).
4. You order one online (coming soon).

HOW TO REGISTER A DOMINO:

You go to www.topplers.org and it takes about a minute to do.

LEARN THE PURPOSE:

Every domino has a purpose. Our hope is that the people who receive the domino will read the purpose, see the history of notes collected regarding the domino's journey, and feel inspired to pass on the domino (and possibly request more dominos).

TIPPING A DOMINO:

This is the best part - the joy that comes with keeping the topple going. Some people hand it directly to a person with a personal request to help expand the topple, others pass them on anonymously. It's up to the participant as to how they want to keep the domino moving.

CONFIRMING THE REGISTRATION:

After the domino has been TIPPED and then registered by the new owner, an email is sent to the previous owner confirming the TIP. After this, you can track the domino as it continues on it's journey, knowing that you made it all possible.

THE WEBSITE: A sample of the landing & home pages

The image shows two screenshots of the Topplers website. The top screenshot is the landing page, featuring the Topplers logo, the tagline "Setting Big Things In Motion One Person At A Time", a registration form, and a link to skip the registration. The bottom screenshot is the home page, which includes a navigation menu, a "Register Your Domino Here" section, a "Domino Theory Blog" with recent posts, and a list of "TOPPLERS impact activity" with details for several events.

Register Your Domino Here
If you received a domino, please register yourself as the new owner.
Domino #

TOPPLERS
Setting Big Things In Motion One Person At A Time.
Register Your Domino Here: #

[Click here if you want to skip this and enter the main Topplers.org site.](#)
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TOPPLERS
Home | About | Help | News | View Topples | Join | Login

Register Your Domino Here
If you received a domino, please register yourself as the new owner.
Domino #

Domino Theory Blog
Recent Posts
2009 Domino Award Winners
One of the things I am most proud of is the Domino Award. It was an idea that I came up with a few years back, get computer science students at the University of Colorado (my alma mater) to see...
Topple Video
It's been a while since I posted a video. I like to post them because they are very important Domino Theory concepts. A few that stand out in this one: Setting in things in motion is fun, and people do it...
How Dominoes Move From Person to Person
I was recently asked about the mechanics of tipping dominos. Here's you go: Five Steps. You get a domino. You register the domino. You learn about the history of the domino and it's "purpose" (how to keep the topple going)...

TOPPLERS on Twitter
Recent Posts
topplers: lots of neat posts in twitter land about pay it forward. Fun to watch. Can't wait until Topplers is fully up and running to track it.
topplers: @RayLevesque yes, that's the idea behind making Topplers a non-profit. Help people reach their dreams by learning to set things in motion.
topplers: good blog post about the difference between passion and commitment in setting big things in motion.
<http://tinyurl.com/whjppw>
topplers: thank-you followers of Topplers. Considering r'ing some of your favorite tweet from Topplers to build our community. Thank

Setting Big Things In Motion - One Person At A Time
TOPPLERS is a world-wide community inspiring positive activities all around the globe!
Want to set big things in motion? [Learn More...](#)

TOPPLERS impact activity [\(show all\)](#)

In Louisville, CO: 'anonymous' just claimed a domino 1-105. (Fri May 21 15:50:30 -0600 2009)
The Domino was claimed in Louisville, CO. Here's what the claiming party wrote:
I was at the first annual John Breaux Clean Up Day, on May 9, 2009, in Louisville, Colorado to capture the day's events by video taping speakers and to interview community members and friends of John Breaux in order to know how John Breaux has touched their lives. Jared Polis shared a great message about how John inspired him and leading all of us to serve our communities. Congressman Polis introduced and connected Herb Monreale... we shared what each of us are working on - in our communities. Jared has a knack of connecting people and letting us see how we can support each other in our causes and learn about other causes that support and help the greater good. John Breaux was an extraordinary man who touched many lives in Louisville and Lafayette, Colorado. He was suddenly killed in January by a car, while picking up trash on the side of the road. He was doing what he loved to do most. Serving his community by keeping it clear, smiling and waving at everyone. Approximately 4,000 people attended his memorial service at Fladone Community Church, which was extremely inspiring. That afternoon, I rode my bike to the highway where John was killed and reflected. I was inspired to do something BIG and make a difference. At that point, I decided that I wanted to spread the word by creating a media avenue to share and inspire other communities to do what John did for our communities. I made a commitment to my community and myself that I will succeed to create a documentary that gets people excited about paying it forward and wanting to participate in doing some "Random Acts of Kindness". Let's carry on John Breaux' legacy throughout the country!
[More information available for this story.](#)

herb tipped domino 1-105! (Fri May 15 13:02:31 -0600 2009)
The Domino Was Tipped... Here's the message the current owner attached to the domino as they passed it to be claimed by another person:
I'm passing on this domino to someone who I hope will find a way to use Topplers to keep John Breaux's memory alive and inspire others to set big things in motion.
[More information available for this story.](#)

2009 Domino Award Winners Announced (Fri May 13 06:25:10 -0600 2009)
Topplers is proud to sponsor the Domino Awards. Our goal is to inspire, educate, and motivated people to see that the world is a set of dominos ready to be set in motion. Read more about this award by following the link below.
[More information available for this story.](#)

herb tipped domino 1-116! (Fri May 13 09:16:21 -0600 2009)



WEBSITE OBJECTIVES:

- Detail & agree upon the high level requirements of version 2.0 of Topplers.org
- Use as a starting point for recruiting additional web-dev help.

BACKGROUND:

- Current Site: <http://topplers.org> {demo login: username / password}
- Current Blog: <http://blog.topplers.com/>
- Sample Site Map / Architecture: <http://topplers.org/sample-sitemap.pdf>

SAMPLE USE CASES:

1. Visit Topplers.org with no Domino. (goal is to educate, motivate, inspire visitor to register as a user, donate, buy a domino, etc...)
2. Purchase / Generate a Domino and Register it on Topplers.org. (physical & e-domino)
3. Visit Topplers.org to Tip a Domino. (physical & e-domino)
4. Receive a Domino and visit Topplers.org to Claim it. (physical & e-domino)
5. Visit Topplers.org to check on the status / current state of a domino.

WEBSITES WE LIKE:

1. Akoha <http://akoha.com/>
2. Book Crossing <http://www.bookcrossing.com/>
3. Facebook Causes <http://apps.facebook.com/causes/about/>
4. The Point <http://www.thepoint.com/>
5. HelpOthers <http://www.helpothers.org/>
6. Where's George <http://www.wheresgeorge.com/>

RESOLVED QUESTIONS:

1. It is all one topple starting with Herb in Telluride. (Names and places may be changed / fictionalized in the future to protect the innocent)
2. The original creator / sponsor of a domino sets the initial purpose and desired next actions which will always remain highlighted at the top of a domino's history?
3. Subsequent users may change the desired actions?
4. The initial Terms of Service should reflect the oldest minimum age that doesn't require any additional work / requirements on our end.

GUIDING PRINCIPLES:

1. Simple - "Easy enough for grandma to use."
2. Focused - Should be designed to motivate people to take action / tip
3. Community Oriented - "Should have a strong human element"
4. Portable - "Content should easily integrate with twitter/facebook/blogs/mobile devices, etc..."
5. Scalable - "Initial ability to handle 50,000 registered users and their dominoes"
6. Flexible - "Ability to make changes quickly and cheaply (no cookie cutter solutions)"

WEBSITE REQUIREMENTS:

1. Basic Social Networking Capabilities
 - Personal Profile (Avatar, Profile Info, Status (PIPs) News)
 - Friends? (two way, watching, like, in a topple with, etc...)
 - My Dominoes (past and present)
 - My News & Updates
2. Ability to generate / purchase, register, tip and track both physical and electronic dominoes.
 - Register Dominoes Owned By User
 - Track Dominoes Previously Owned By User
 - Tipping A Domino
<http://www.surveygizmo.com/s/109894/tipping-adomino-mockup>
 - Claiming A Domino
<http://www.surveygizmo.com/s/110403/online-flow-claiming>
 - Current state and history of a domino
 - Site-wide News Feed
 - Total Impact Stats
 - Total Tips
 - Total Dominoes in The Wild
 - Hours volunteered
 - Money Donated
 - Other Metrics
 - Topplers.org Search / Tagging Functionality (domino, person, location, event, tag, etc.)
 - Ability to accept donations
 - Configurable notifications & contact preferences
 - Events Calendar
 - Basic online shop and e-commerce capabilities, including fulfillment
 - Easy Administration and ability to bulk register dominoes
 - Site Pages
 - Splash / Register
 - Home (visitor / logged in)
 - About / FAQ ("How To Be A Toppler")
 - Blog
 - News & Events
 - Shop
3. Video Integration
4. Advertising Integration
5. Two-way Social Media Integration
6. Impact Eye Candy - Graphical representation of a Toppler's location, the overall "topple," the path a domino has taken, etc...
7. Community Generated Content - Wiki, Message Board, etc... Advanced FAQ topics, etc...
8. Community driven moderation - flagging functionality similar to Craigslist.
9. User determined privacy functionality. Who sees what, etc...
10. Technology platform TBD.