

More about The American Rosie Movement

The American Rosie Movement is new kind of social movement that is based on “the people” doing visible, measurable projects that honor a) Rosies, b) the Rosie Legacy, and c) the potential of Americans to be a model for the world.

By the end of 2023 (Phase II):

- People will see that their work, great or small, helps make a statement of what America not only can do, but will do,
- The media will see and report that the whole is a movement led by people, places, and partners, not just political and other leaders,
- Some Rosies will be known for their personalities and their part in the movement,
- “The people” will create new, dynamic ways to know Rosies and do “Rosie work”,
- Power will come because many kinds of people connect through their work and awareness of real stories about war, women, work across a century.
- As people get to know Rosies before they leave us forever, they will see that we must seize this fleeting moment in history to understand that we can- and will - pull together and face big problems.

A. Three Phases of the American Rosie Movement

Long-term planning that changes people's attitudes and actions required planning in steps. We see the American Rosie Movement in three phases:

- Phase I (the past) started in 2008 with the goal of offering Americans ways to be involved in finding and working with Rosies. It took longer than we hoped, but we never gave up on working with partners to create ways for people to be inspired to complete projects that follow the Rosie Legacy.
- **Phase II (the present) has started and will last four years with clear focus on public awareness and action. By showing off exceptional work by people, places and partners, others will join in. A business plan is written for four years and is already being adapted to changing times such as the growing awareness that we must unify to face and solve problems.**
- Phase III (the future) will continue far past the death of the last Rosie. The process of pulling together is expected to be needed far into the future.

Today (Phase II) is profoundly important. Work must be done fast and well. "Thanks!" cannot and should not do it all. We strive to be a model for others to learn to be models, partners, and facilitators of proving that given a clear cause, the right guidance, and visible outcomes, humans can survive together.

The American Rosie Movement is not:

- Only about Americans; instead, it offers Americans ways to show we are leaders in connecting people to use freedom wisely. In fact, we see the Netherlands (AKA Holland) as a model of exceptional work to recognize Rosies and the Rosie Legacy (see Model Communities below);
- Just about history; instead, it guides people to face change (e.g., the impact of science, technology, engineering and math on employment and education);

- A women's-only movement; instead, it changes the focus from gender to unifying around people's potential;
- Naïve. We use the word "Rosie" which, to some people, implies ignoring reality. To us we must be positive as we rise above our differences in order to learn to work together. Creating music, parks, lesson plans, are ways to learn how to work together.
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B. Why are Rosies Important?

- Rosies tell the fuller story of the last century of unprecedented change. In addition to working on the home front, they grew up in the Great Depression, cared for wounded veterans, raised children who sought more equality. By seizing this time in history, they can show that pulling together is possible and necessary.
- Americans want to hear and know Rosies, as older women who have contributed quietly and who are finally able to tell about their work and lives;
- Past actions many sacrificed for is translated into actions today for the future, by showing that all kinds of people have a role in facing common problems;
- People who work behind-the-scenes are needed and should be respected;
- Women are heard and respected for the impact they make on society;
- Younger generations learn first-hand about the impact of history on their lives and future, as they learn about the fuller story of the depression, the work of WWII, the women's movement, and the value of elderly people;
- Rosies are a statement for facing change and crises in unity:
- Rosies' time with us is very short, and America responds well to urgency.

c. Why Is the Rosie Movement Important?

Americans are hungry for a shared meaning and we are desperate to know that we can pull together to face difficult problems. We have found that:

- People find deep meaning in Rosies, as persons and as contributors to America and the meaning of freedom;
- People relate to Rosies' stories about the last century as no history book could;
- People want a) something to unify around and b) guidance in what to do;
- People want a new, long-term approach that respects our shared values;

- People want to choose the way they will express their trust in America;
- People are ready for a movement with older women as models, which helps lessen blaming and negative attitudes;
- People of all kinds are calling for unity around an unquestionable cause. The American Rosie Legacy helps answer that call.

D. Compare the American Rosie Movement to Other Social Movements

The best-known social movements in America have made change by visibly protesting. For example, in the last 55 years, The Civil Rights Movement, Vietnam War Protests, and the Women’s Movement have led to needed change by being visibly opposed to laws, injustices, and social-political policy.

In contrast, The American Rosie Movement:

- Gives diverse groups ways to focus on a common goal by offering people ways to take part in visible, measurable work. Change focus from blame to building;
- Promotes varied people, places, projects and partners to do work that others follow;
- Does not ask, “Which side are you on?” or appeal to inequality, as important as these are; it encourages people to focus on the goal of choosing “Rosie work” they will complete and show to others;
- Does not try to get as much media coverage as possible, but to get coverage that imparts the deeper meaning of the movement;
- Focuses on older women whose contributions have not been rightfully acknowledged and whose legacy promotes “building not blaming.”

Similarities of The American Rosie Movement to other social movements:

- We are in a huge hurry. Rosies are crucial to America’s need to pull together now, and they are fading fast;
- We care about creating opportunities for people to live up to their potential; • We seek ways to fulfill America’s promise;
- We care about the future.

E. Compare the American Rosie Movement to Other Rosie-Advocate Groups

United, Rosie-advocate groups have much more chance of success if all-America wants to learn more and do more. Our job has been to help all Rosie-advocate groups to be seen and understood as part of the whole effort. However, we are different in that we want these groups to unify, by giving credit when credit is due. Other Rosie-advocate groups have a narrower purpose but are needed for a whole effort. For example:

- Other Rosie groups do not create projects and programs that come together into a comprehensive, integrated whole.
- The Rosie the Riveter WWII Home Front National Park in Richmond, CA (San Francisco Bay) is a US Park Service Museum, does not create projects for many people to do with Rosies (e.g., name building, holds events at times).
- Greg Cooke, Ph.D. is creating a documentary film on African-American Rosies, which we hope will be widely recognized.
- Martin Marietta Corp. in Baltimore has a small Rosie Museum, hosts meetings with Rosies, and gave photos to the National Liberation Museum in Holland.

In contrast, The American Rosie Movement is a comprehensive program that shows the quality work of many people, places, projects and partners, and, in addition, helps people to know and do work with Rosies and their advocates.

Over time diverse Rosie-advocate groups have come to see that they are welcome, needed, and benefit from the Rosie movement.

YOUR ROLE IN THE AMERICAN ROSIE MOVEMENT

What you do to spread the message of the Rosie Legacy depends on your talents, time, and commitment to connecting people to human potential.

Actions you can take now to be on the Rosie team are:

- Ring a Bell for Rosies just before Labor Day, to show unity with Rosies and people in many time zones across the world.

- Say “Thanks” to our Rosies, including with special events (e.g., at Thanksgiving).
- Show leaders that America can, and will, pull together.
- Know basic facts about Rosies, find a Rosie to interview, know and work with your community to show what you can do, and do it – do something that leaves a record of Rosies unity and tell people about it.
- Share what you learn, so that people can improve the process.
- Be creative – bring your ideas to life and keep them going.
- Invite leaders (government, business, education and nonprofit) to help.
- Understand the Four-Year Plan to launch the American Rosie Movement
- Find others who will do a good job as volunteer, donor, or worker.
- Show off – it’s okay to be proud, so long as you are proud to use your freedom to “stand up and do what needs to be done.”

Learn the key words and phrases:

- Rosie the Riveter (What’s wrong with this popular term?)
- The Rosie Legacy (Why will it never be outdated?)
- “Rosie work” (What criteria must it meet?)
- America Rosie Movement (Why is it a movement, not just a program?)

- Projects (How do they differ from stories?)
- Programs (How do they differ from projects?)
- Rosie Four Year Plan (What are the four tasks?)
- Phase I, Phase II, Phase III (What's the major goal of each?)
- "We pull better, when we pull together!" (Who first said this?)
- "We can do it!" (Why do Rosies not like "can"?)
- "Resource Mobilization" (How will getting the right resources make a powerful, unified statement?)
- "The Rosie team" (What will you do well and cooperatively to help develop new procedures that benefit of parts and the whole?)
- "SASSY" (Does your work meet this standard)

Think of how Americans make social change, and create new ideas, and suggest new ways to use technology for "Rosie work".

Remember:

- You are needed. As one Rosie put it, "Some of us did little bitty things, like label parts for airplanes to be shipped somewhere else. Some of us did bigger things like weld ships. But all of us knew we had to do a good job at our part, whatever it was."
- We will always need, "Rosie work".
- To say, "Thanks! Plain and Simple" when people help you do "Rosie work."

"Rosie work" is fascinating because it goes beyond words and "should dos".

It helps people do something that needs to be done. The prize is in people – people like you who value authentic, old women who want the best for us.