

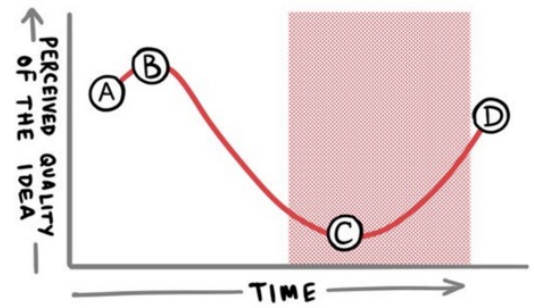
THE SLUMP

Artistic activism can be challenging! It asks practitioners to bring their whole selves and to use all parts of their rational and creative brains. No matter how great a campaign idea is, at some point in the process of making it happen, an invisible authority will make itself heard, often in your own voice, telling you, “This was never going to work! Why did we even start?”

You start up real high, with a great plan, full of confidence. But as you bring things to fruition, the inevitable decline begins: you don’t have the budget you need, the materials you wanted aren’t available, things aren’t looking like you thought they would. You keep spinning downward until you hit the point where you contemplate quitting.

But! If you don’t quit and you work your way through The Slump, you will start to climb back up. A friend will come through with a donation, the limitations in materials will force you to make interesting change — it will look different than you planned, but you’ll realize it’s shifted in a good way. The place you reach may never be as high as where you began — reality never meets expectations. But it’ll be enough. And remember: The Slump will try to trick you into thinking it’s the voice of realism. It might even trick you into reverting back to the tactics you’re used to implementing — the ones that stopped inspiring you ages ago. After all, the voice can sound like the smartest, most rational voice you’ve ever heard. Don’t be fooled.

How can you push past The Slump? Remember that it’s a normal part of the process. Go back to the things you love most about your plan, and spend some time playing with those ideas. **A sense of playfulness and a reminder of the big picture will get you through.**



- A: "I JUST HAD AN IDEA"
- B: "THIS IS THE GREATEST IDEA"
- C: "THIS IS A STUPID IDEA"
- D: "THIS TURNED OUT PRETTY GOOD"
- : THE HARD PART.

