

**EXERCISE:**

# UNCOVERING CREATIVITY

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15-20 MIN

**Use this short activity to kick off a meeting where you hope everyone will bring their creative ideas. Also great for individuals who don't think of themselves as creative — to help them find that they are!**

In this exercise your group will quickly discover how your creativity can enhance your campaign work, no matter your experience level. If you're working with a team, ask each member of the group to complete this exercise individually and then share back.

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**1) Start by asking yourself: What are my creative outlets?**

Creativity is a natural part of being a human, so congratulations! You are already creative. Creativity isn't only used in art, and art isn't only paintings and poems. Creativity is expressed in a well-thought-out flower bed, the agenda for your dinner party, a clever navigation of a customer service hotline, or a beautiful outfit that you put together. Playing with kids and holding their attention is a profoundly creative act. **Write down several of the ways you express your creativity.**

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**2) Reflect upon your creativity.** Ask yourself questions like:

- How do I create? What processes do I use?
  - What do I want my creations to do for other people? What do I want them to think, feel, or do? Or what do I want to think, feel, or do as a result of them?
  - How do I know if my creativity "works"? What happens that might make me feel it's a success?
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**3) Reality check.** What sorts of things do you do, or the people you work with do, as advocates working in campaigns? Circle the things you do and add your own.

- Host a meeting
  - Lobby a politician
  - Put together a pamphlet
  - Create online content
  - Organize a community
  - Plan a campaign
  - And: \_\_\_\_\_
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**4) The Smoothie Strategy: Blending creativity and practicality.** How might you blend what you've learned through your creative outlets into these advocacy practices? Next to some of the things you've circled above, jot down creative approaches you could add. For example, you might make a meeting more like the parties you love to throw by picking a theme and inviting people using a funny meme. Or you might use your music skills to revise how you organize a community by integrating a structured improvisation. You'll come up with better ideas. Write them down!

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**5) Share.** If you're working with a team, share your lists together and help each person think of at least three more smoothie ideas.

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