

Hiiiiiiii

Welcome to the Center for Artistic Activism Action Energizer Lab!

Use **Zoom Annotate** to find the hidden words! On the top of your screen is **a green bar (says you are viewing Steve's screen)** Click the **VIEW OPTIONS** button next to it. Find **ANNOTATE** in the drop down menu. Click **DRAW**. Pick your brush size and color - circle words & cross them off the list!

T I A O T G S H U A S K I L L E U E
I S V H O D L E E F K N I H T C E U
C T T N A M N I T T L E T C N T C I
F E Y E C I I G N I N N I G E B R M
L N E W I D T H T P E D T I E N E A
N G S S L D R T R A I D C N G E A G
B U S E O L G U H A F F E C T T T I
P T A R G E T B E N D R O E U A I N
O O E S S E C C U S J C L R E C V A
W P U E O R G A N I Z A T I O N I T
E I A E G A R E V E L F E T E T T I
R A D I C W G E C U L T U R E N Y O
L E G T J D V A N C E S C O U C H N
H G S E V I T C E J B O T C E F F E
O A S E C N E I D U A C T F E E S E

THINKFEELDO

HEIGHT

WIDTH

DEPTH

BEGINNING

MIDDLE

END

AUDIENCES

TARGET

OBJECTIVE

UTOPIA

JDVANCESCOUCH

SUCCESS

CREATIVITY

CULTURE

POWER

AFFECT

EFFECT

IMAGINATION

ART

ORGANIZING

ORGANIZATION

SKILL

LEVERAGE

Welcome to the Center for Artistic Activism's Action Energizer Lab!

Use **Zoom Annotate** to tell us what you think! On the top of your screen is **a green bar (says you are viewing Steve's screen)** Click the **VIEW OPTIONS** button next to it. Find **ANNOTATE** in the drop down menu. Next, click **DRAW**. Then make a mark on a circle!

How long do you want to spend at a child's birthday party?



30m

1h

2h

3h+



**THE • CENTER • FOR
ARTISTIC ACTIVISM**

**The Action
Energizer Lab**

WELCOME!



Thanks to our Partner!

arena.run/power-rising-summer



The background of the image is a sunburst pattern consisting of alternating red and yellow rays radiating from the center. A white rectangular box is centered over the pattern, containing the text.

**RAISING AWARENESS
IS NOT ENOUGH**

WHY ARE WE HERE?

What we'll do today:

1. THINK

2. FEEL

3. DO

4. HEIGHT

5. WIDTH

6. DEPTH

7. START

8. MIDDLE

9. END

How you can help

Let's see you: turn your camera on

Let's hear from you: Emojis and reactions give us useful feedback. We want your questions, too.

Be ready to discuss and share: We'll ask for your ideas throughout.

IN THE CHAT:

- 1. Where are you?**
- 2. How many Center for Artistic Activism events have you been to?**

Wide range of focus

- Gun violence prevention
- Reproductive rights
- Student engagement
- Youth voting
- Labor actions
- LGBTQIA+ advocacy
- Anti-administration protests
- Disability support
- Climate resilience
- Deaf refugee advocacy
- Election reform
- Judicial elections

- Donor organizing
- Public health advocacy
- Restorative justice
- Narrative change
- Science policies and organizations
- Immigrant protection
- Faith organizing
- Prison abolition
- Tenant organizing
- Organizing in higher education
- Voting rights

HELLO!





THE • CENTER • FOR ARTISTIC ACTIVISM



We help people use their
creativity and culture to effect
power.

A photograph of two women sitting at a table during a book launch event. The woman on the left is smiling and waving, wearing a black top. The woman on the right is wearing a dark, patterned dress. On the table in front of them is a book titled 'TEXORCISM' by 'THE TEXAS GHOSTS'. The background is dimly lit with purple and blue stage lights. A sign in the background says 'PATIO BAR'. A person is standing behind the women. A large, stylized plant is on the left side of the frame. The text 'BUILD BOLD CAMPAIGNS THAT' is overlaid in large white letters, and 'Cherry' is written in a cursive font below it.

**BUILD BOLD
CAMPAIGNS THAT**

Cherry

Steve + Krystal



*WE ARE
FUN!!*

**HERE'S HOW
YOU FIX
EVERYTHING...**

REPETITION

EFFECTIVENESS

What we'll do today:



1. THINK

2. FEEL

3. DO

4. HEIGHT

5. WIDTH

6. DEPTH

7. START

8. MIDDLE

9. END

IMAGINE

THIS...

THINK?

FEEL?

DO?



**RAISING
AWARENESS**

**WON'T GET YOU
HOME.**

THINK

the facts to know

FEEL

the driving force

DO

the action to take

**WHEN YOU HEAR
"RAISE
AWARENESS"**



**STOP THE
CONVERSATION**

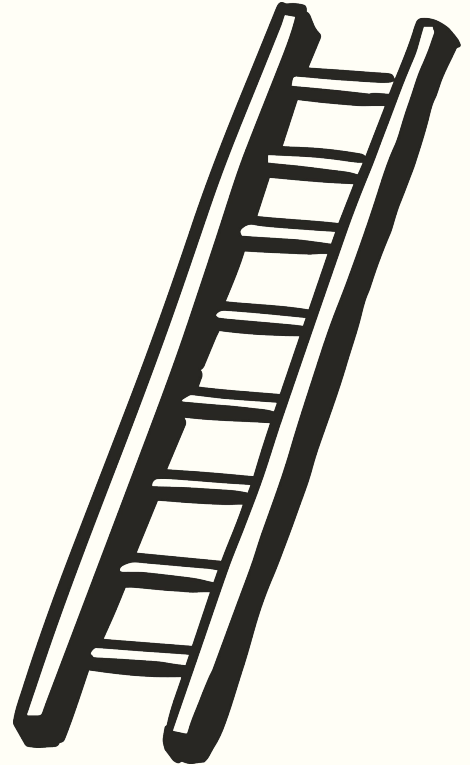
A faint, yellow-outlined speech bubble is positioned in the background, centered behind the text. It has a rounded top and a pointed tail at the bottom, typical of a speech bubble icon.

**"What does it *look like* once
people are aware?
And what happens next?"**

THINK?

FEEL?

DO?



**FEELINGS - BEHAVIOR
=
HOPELESSNESS**

SHORTCUT #1

WORK BACKWARD FROM BEHAVIOR



BEHAVIORS ARE
PHYSICAL & VISIBLE

SHORTCUT #2

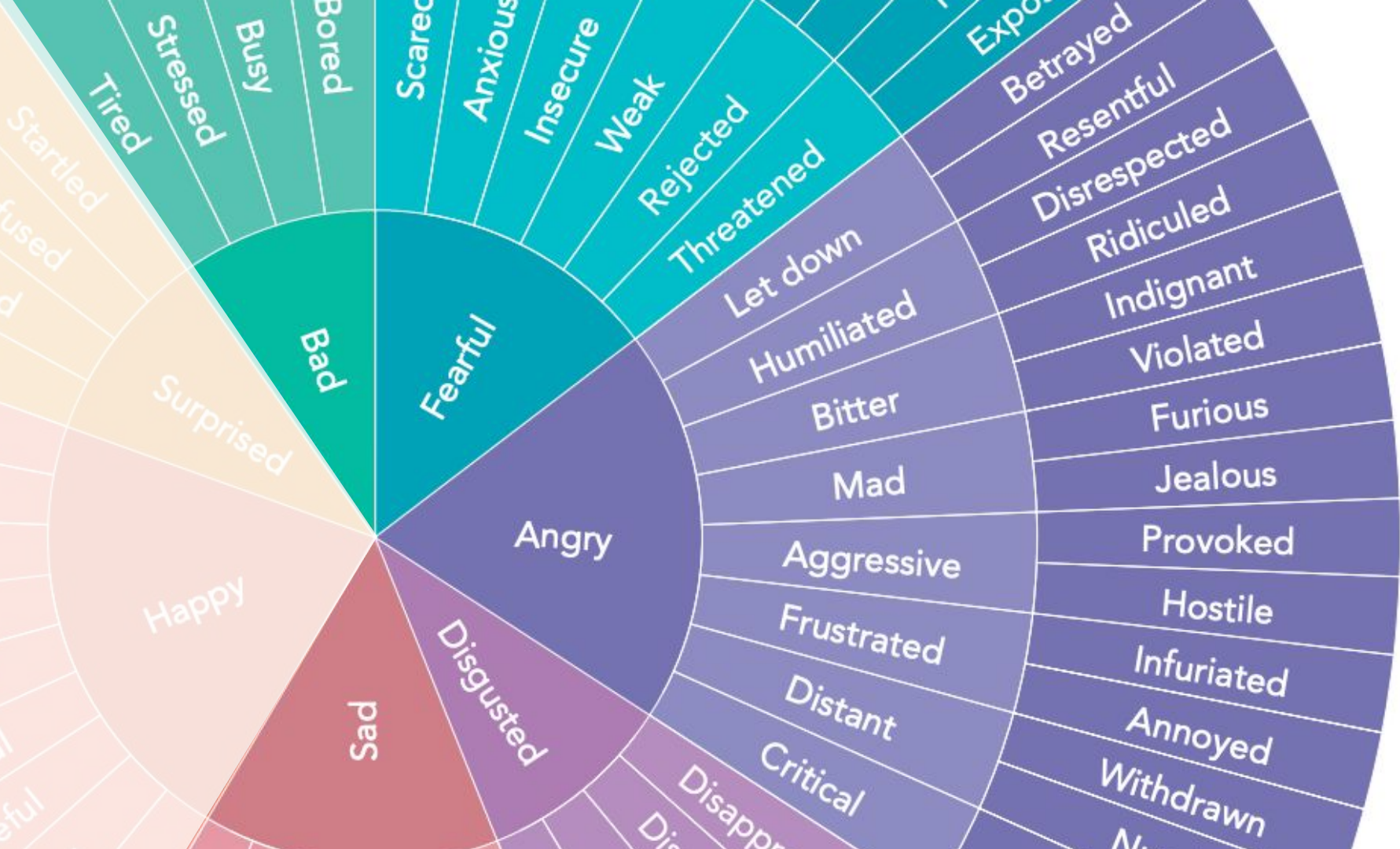
WHAT WILL THEY FEEL?









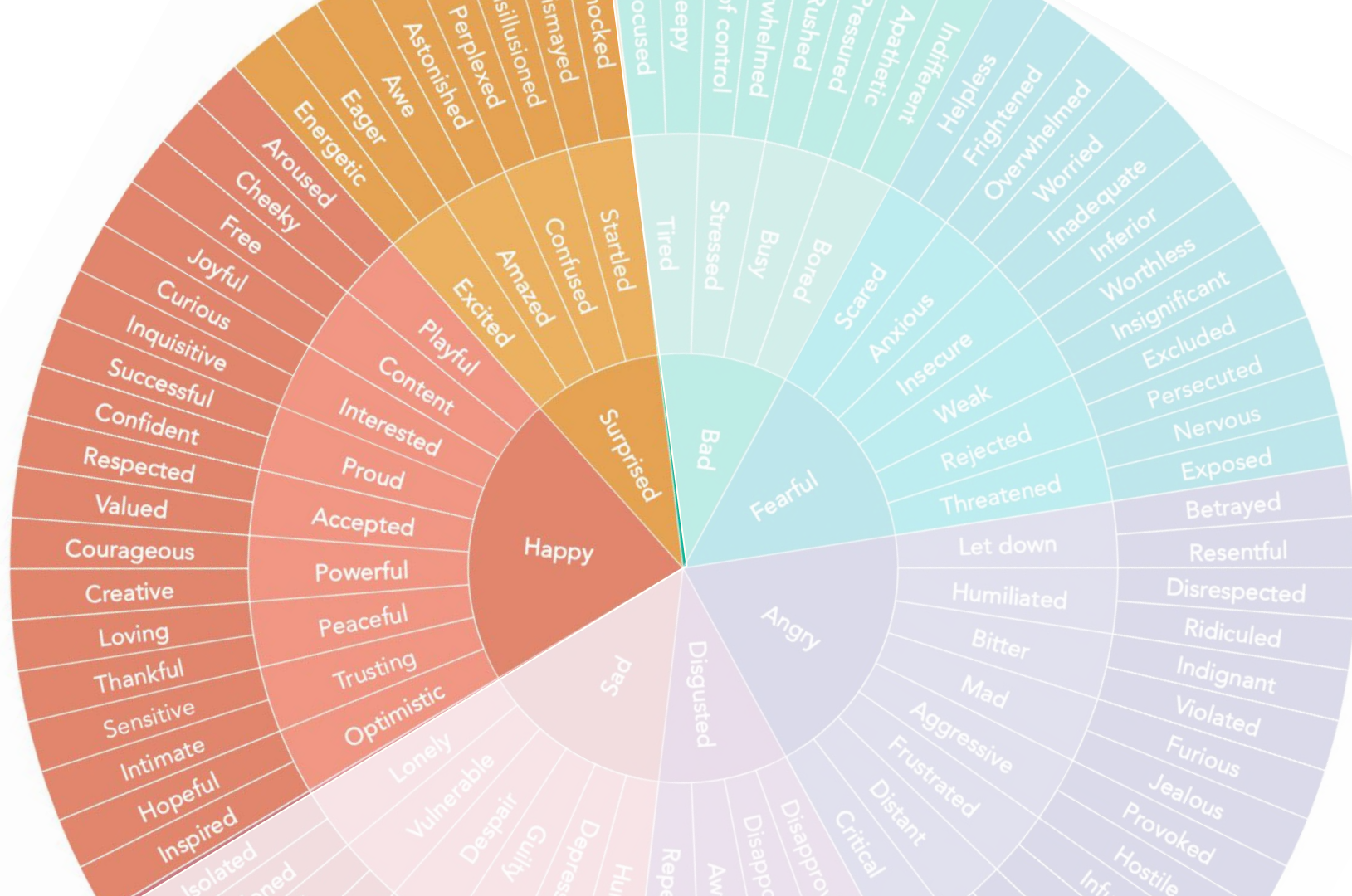


anger

**changes how you view and
pursue everything**



***"If once you start down the dark path,
forever will it dominate your destiny."***



SHORTCUT #3
WHAT THOUGHTS LEAD
TO FEELING AND
DOING?



IN THE CHAT

What was a key takeaway from this section?

What we'll do today:

1. THINK

2. FEEL

3. DO

4. HEIGHT

5. WIDTH

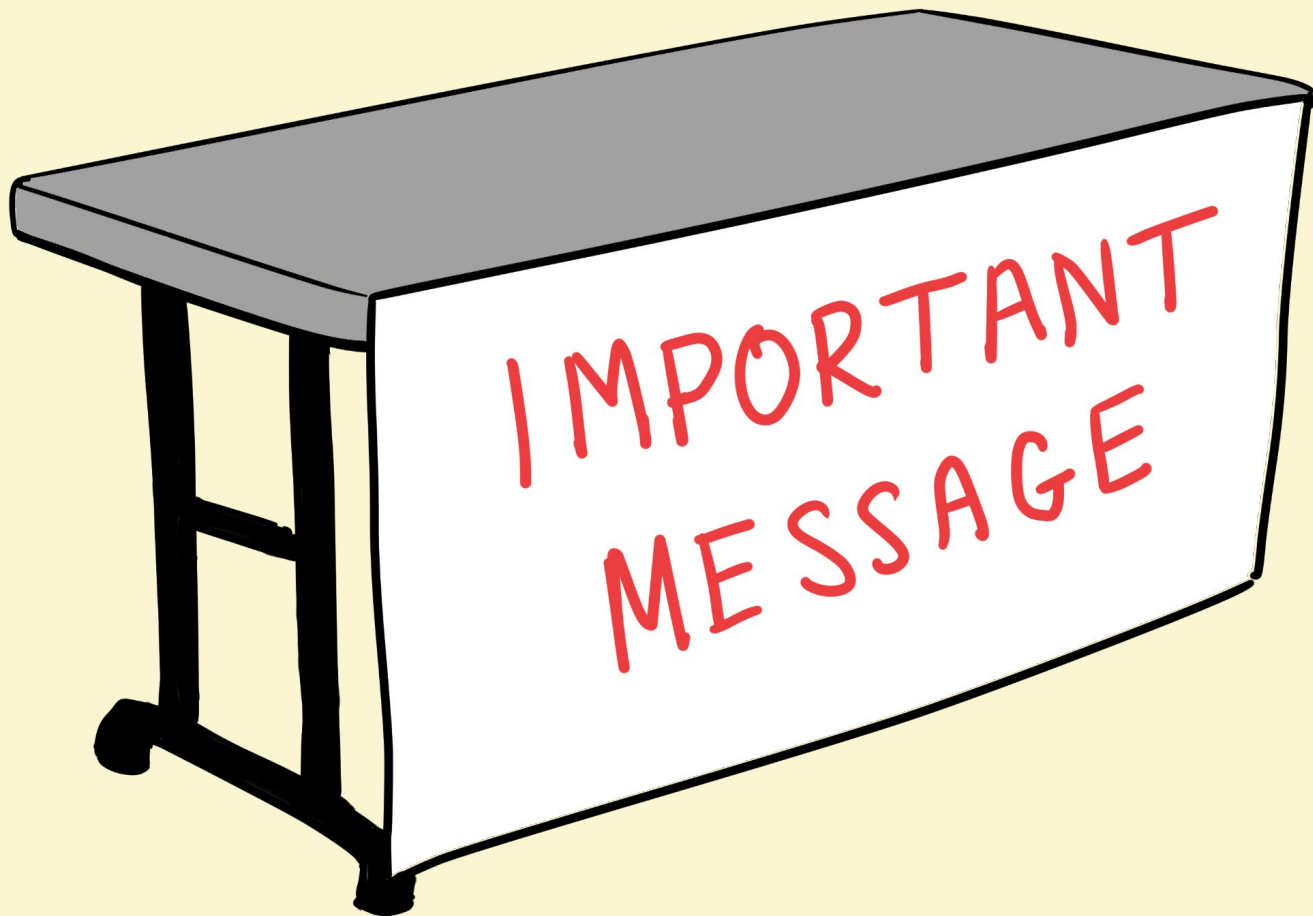
6. DEPTH

7. START

8. MIDDLE

9. END

Height





ASK ME,
A NURSE
ABOUT SCS!

SAFER IS BETTER
Yes To SCS



ASK ME,
AN EPIDEMIOLOGIST
ABOUT SCS!

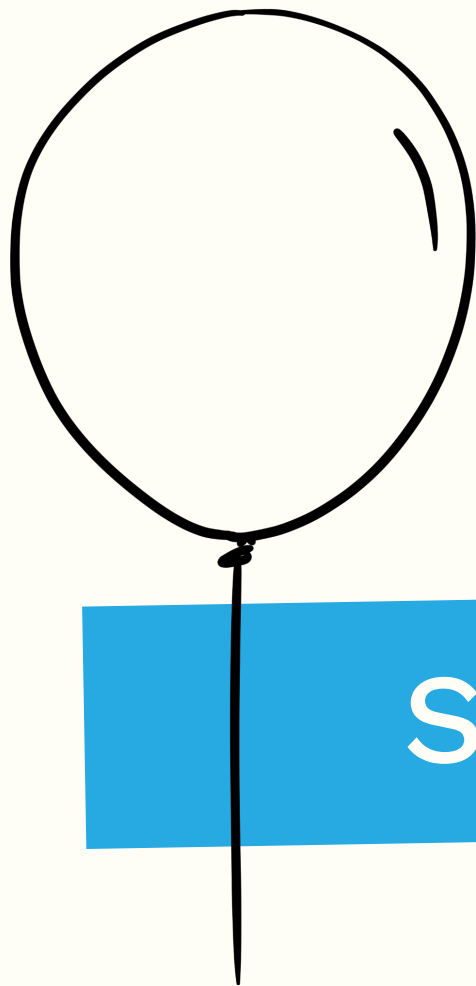
SAFER IS BETTER
Yes To SCS



ASK ME,
A DOCTOR
ABOUT SCS!

SAFER IS BETTER
Yes To SCS





SIMPLE WORKS

What ideas do you
have to add height?

A large blue whale-shaped kite with white stripes on its side is flying high in a blue sky with scattered white clouds. Below the kite, a grassy field is visible with four children running and playing. In the background, there are green trees and a row of houses. A blue banner with white text is overlaid on the left side of the image.

Fair Count

And Center for Artistic Activism

Greenpeace Airship



width

**PA
YOUTH
VOTE**
**HOW'S YOUR
VOICE GONNA
MATTER
IF YOU DON'T
VOTE?**



440





depth

CAPITALISM

TRUE

8.8.8

≡

works for me!

≡

FALSE

8.8.8

In my life this is:

TRUE

FALSE



NEXT VOTE IN: ◯

8888









Exhilarating
Reviews &
Hitboxers!
SOUL DOCTOR
A NEW BROADWAY MUSICAL

TONY AWARDS
BEST MUSICAL
Once

MUSIC
MOVIES
NOTHING MOV

THE
MUSICAL
GREASE

THE
MUSICAL
DISNEY

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

THE
MUSICAL
70

México
LIVE TO R

CAPITALISM

TRUE

883

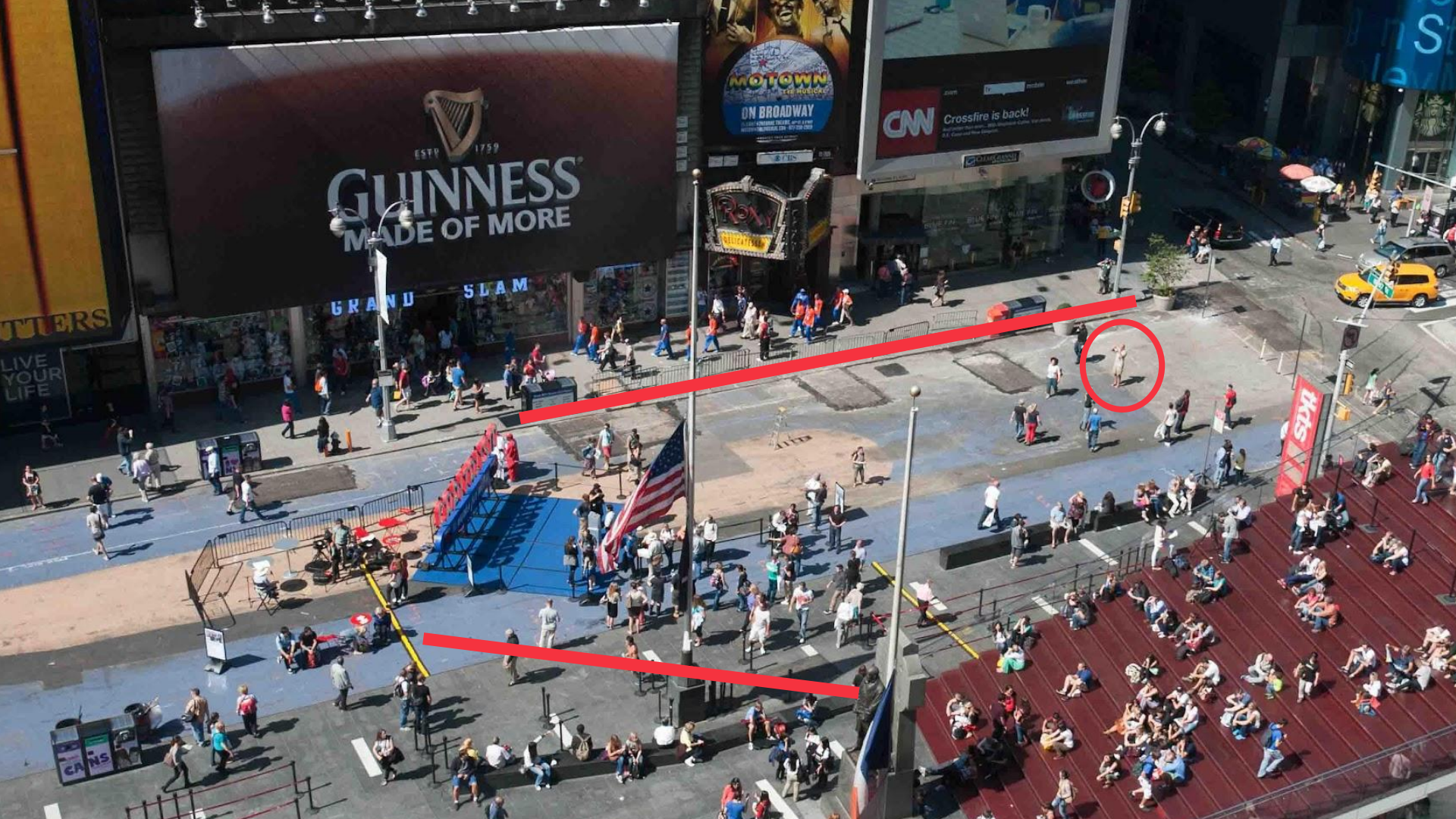
works for me!

FALSE

895

TimesSquareNYC.org

TimesSquareNYC.org



#CRE
AR
HISTO

Explore
BY NATASHA SIM

REDBUBBLE

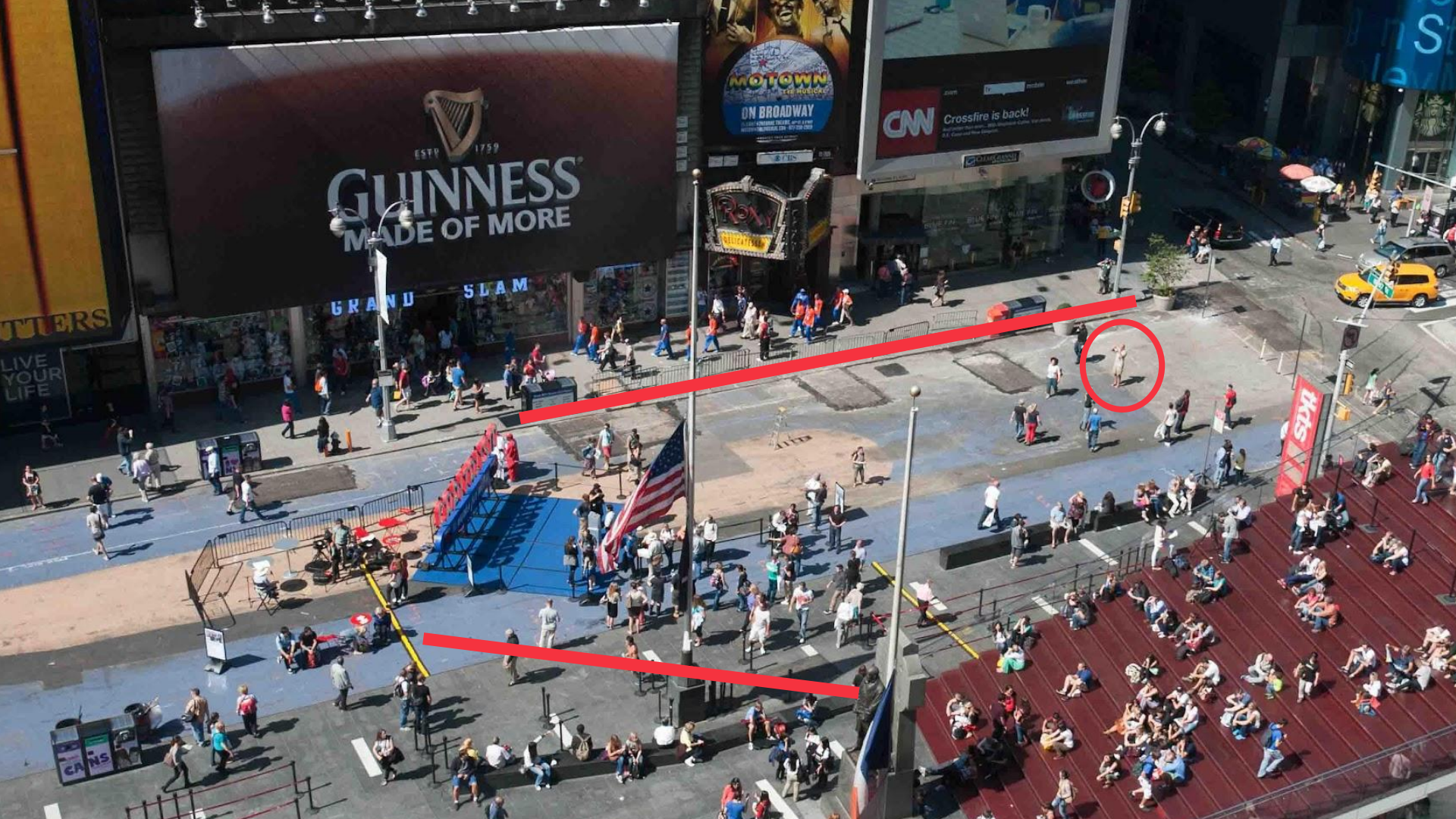
CREATIVE VICTORIA



CAPITALISM



false
8.8.8.





CAPITOL HILL

TRUE $\equiv$ FALSE

Capitol Hill to the Rescue
Steve Lambert



DEFINITION OF "INTERACTIVE"

Party #1:

1. Listens
2. Thinks
3. Responds

Party #2:

1. Listens
2. Thinks
3. Responds





Plan for engaging actions

- Find a spectacular way to take up space:
H x W x D
- Plan multiple levels of engagement
- Make participation meaningful and responsive
- Keep it surprising and real

What we'll do today:

1. THINK

2. FEEL

3. DO

4. HEIGHT

5. WIDTH

6. DEPTH

7. START

8. MIDDLE

9. END

Start

Decide how you start;
don't just let it happen.

RITUAL
&
CEREMONY

HAKA







RUGBY
WORLD CUP
NEW ZEALAND



PBS
NEWS
HOUR

HAKA



HAKA

DON'T HAKA.

Decide how you start;
don't just let it happen.

How can you add
ceremony to start?

Start by...

1. Capture attention
2. Get them interested
3. Provide purpose
4. Give any instructions



Middle

What has to happen?

How do you keep people
engaged?



KID'S BIRTHDAY PARTY

Intermission

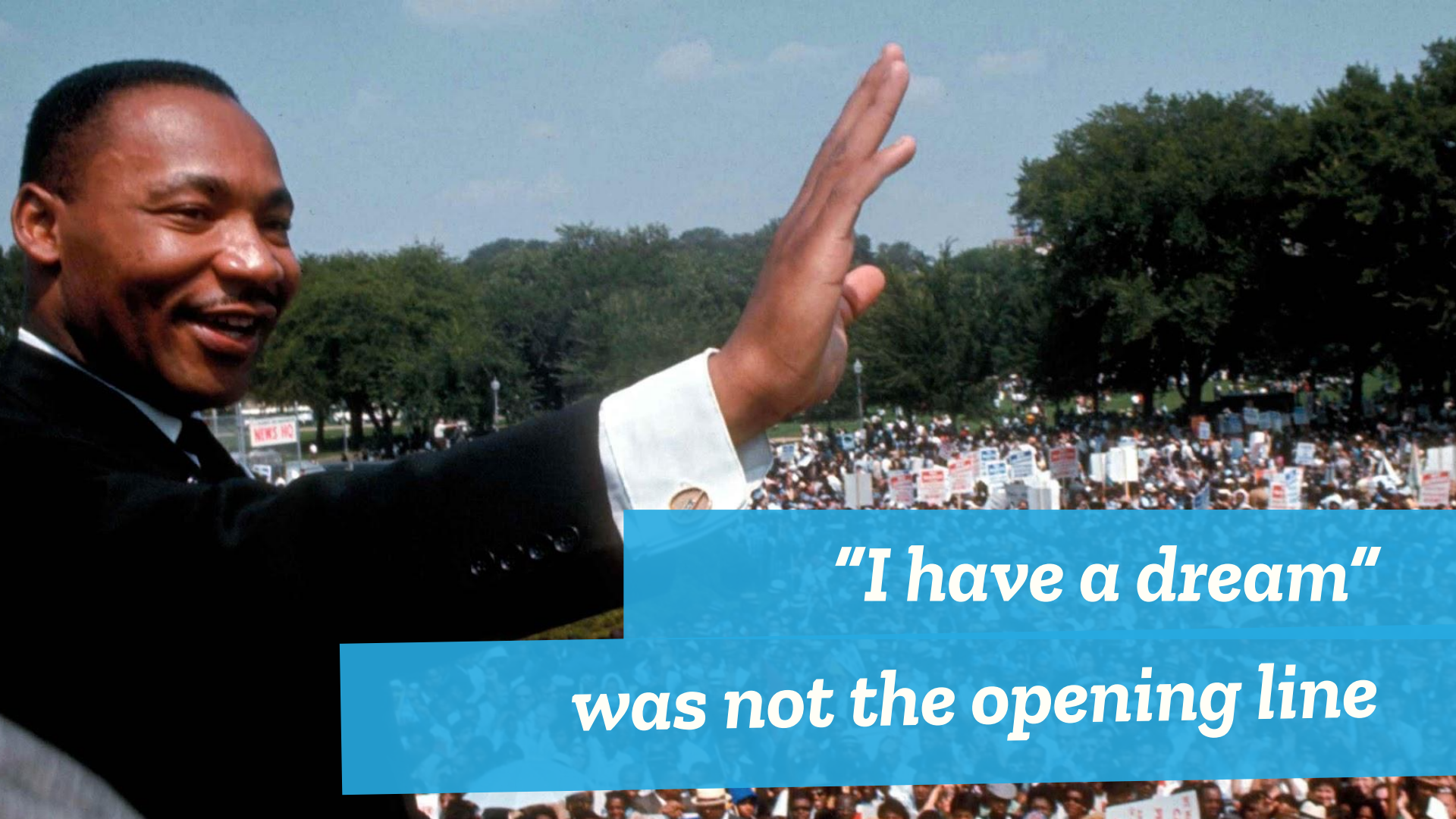
7th inning stretch

Games

"Tyranny of Structurelessness"

End

Decide how you end;
don't just let it happen.



"I have a dream"
was not the opening line

If you don't decide
how it ends:
the police do

**Got a
Start, Middle, End
story?**

Summarize

Thank

And then

Next steps

Goodbye

Summarize
Thank
And then
Next steps
Goodbye



**WE ALL APPRECIATE
GOOD LEADERSHIP**

Summarize

What we did today:

1. THINK

2. FEEL

3. DO

4. HEIGHT

5. WIDTH

6. DEPTH

7. START

8. MIDDLE

9. END

Summarize
Thank

Summarize

Thank

And then

Next Steps

Before we say goodbye...



THE • CENTER • FOR
ARTISTIC ACTIVISM

On three in the chat!

1. Key takeaway from this session.
2. Thing you want to learn next

What's it worth?
c4aa.org/donate



Summarize

Thank

And then

Next Steps

Goodbye

Look for the **follow up email!**



- Links from today!
- A recording!
- Opportunities!
- Our next session!
- Free office hours!
- Work with us!
- !!!

INNOVATION FOR IMPACT LEADERSHIP INTENSIVE

THIS FALL!





Center for Artistic Activism

c4aa.org | @thec4aa

JOIN OUR NEXT SESSION

Audience Energizer Lab

July 16, 6-7pm ET

Complete our brief
feedback survey for
a chance to win a
C4AA tote bag or a
hard copy of our
**Unleashing Creative
Campaigns toolkit!**





THE • CENTER • FOR
ARTISTIC ACTIVISM

GOODBYE!!!

Center for Artistic Activism

c4aa.org | @thec4aa