



Curriculum Guide

Every workshop is custom-built for your team's specific needs, goals, and budget. We draw from our full curriculum library (which could fill six days or more!) to design the exact program that will be most useful and feasible for you.

Our approach combines rigorous theory (backed by research and academic frameworks), practical organizing methods, and hands-on exercises that participants can use immediately – all while being engaging and energizing. Your team will leave motivated, with new skills to overcome any obstacle they're currently facing.

Below are examples of what we offer:

Topic

Description

Stepping off the Curb



Participants share the moment they first became activists – and discover a pattern. Across thousands of participant stories worldwide, people typically describe experiences that are emotional, personal, and affecting. (No one has ever said, "I read a white paper," or, "the statistics convinced me.") This exercise reveals why creative approaches work: they mirror what actually moves people to act. Participants see this method working in their own lives before applying it to their campaigns.

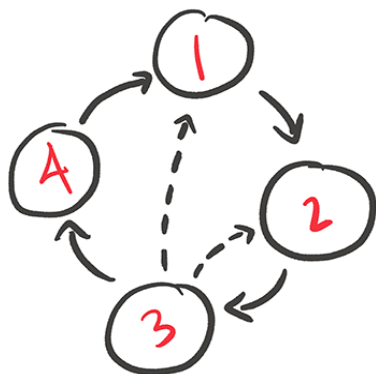
What is Artistic Activism?



We explore powerful examples of artistic activism from around the world: actions that shifted public opinion, mobilized communities, and won campaigns. Participants identify the creative principles behind each success and learn how to adapt those strategies to their own work.



The Creative Process



Everyone is creative. Creativity isn't limited to the fine arts – it shows up in how we solve problems every day. This lesson demystifies creativity by transforming a vague sense of "being creative" into clear, repeatable steps. Participants learn a framework that opens creative collaboration to everyone on a team. When people understand the process and how to navigate it, they feel confident contributing ideas. Teams leave with a method that produces a wealth of solutions and innovations.

Imagine Winning



Activists rarely give themselves permission to envision total success – the world they're actually trying to build. This exercise pushes participants beyond immediate campaign goals to articulate their ultimate vision. Once defined, this vision becomes a powerful tool: it sparks more creative ideas, reveals new strategies, clarifies priorities, and infuses daily work with purpose. Participants leave with a compelling vision they can use to guide campaign planning and inspire their teams.

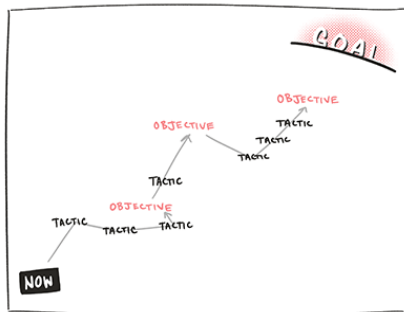
Beyond Raising Awareness



Awareness doesn't create change – action does. This section helps participants move past "raising awareness" as a goal and design campaigns that actually move people. Exercises focus on defining what you want audiences to think, feel, and do. Participants leave with strategies for turning attention into action.

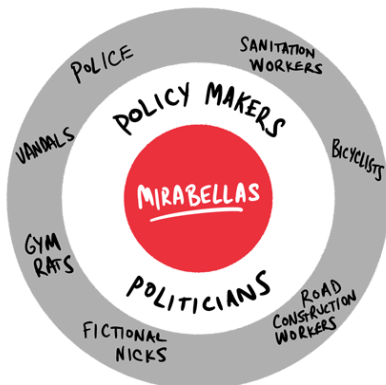


Building a Creative Campaign



Most people start with tactics (a protest idea, a viral video concept) before defining clear objectives. This workshop flips that approach. Participants learn to structure campaigns in four parts: ultimate goal, concrete objectives, strategies, and tactics. By clarifying objectives first, teams unlock more creative possibilities and make better decisions about which tactics to pursue. Participants leave with a complete campaign structure.

Strategies and Audiences



Strategies fail when they try to reach everyone. This section teaches participants how to identify and understand specific audiences through a variety of methods, including creating detailed personas. These personas become decision-making tools: "Would this resonate with Tina?" "How would Jorge respond?" Participants also learn power analysis to prioritize which audiences will move their campaign furthest and develop strategies that meet people where they are, in language they understand. They leave knowing what communities to focus on and how to reach them effectively.

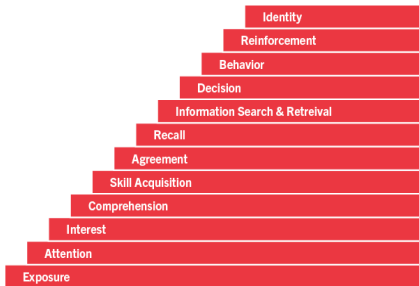
Costs, Benefits, and Loss Aversion

	OLD BEHAVIOR	NEW BEHAVIOR
BENEFITS	NO LOSS	POTENTIAL GAIN
COSTS	NO GAIN	RISK OF LOSS

If people aren't taking action, it's likely that they face real barriers to doing so. This exercise helps participants identify the perceived costs and benefits of acting and inaction, then develop strategies to address those barriers. By deeply understanding audiences in this way, resentment and burnout are prevented and more effective approaches to behavior change can arise.

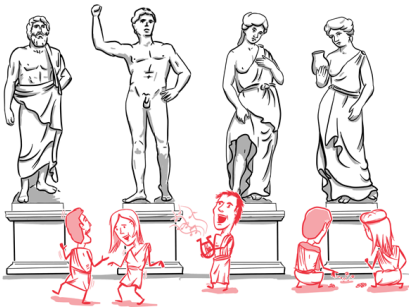


Stages of Engagement



People don't jump from unaware to committed overnight. Participants learn to identify where their audiences fall on a spectrum, from not even considering action to fully embodying it, and design incremental strategies to move them forward. By meeting people at their actual stage rather than where we wish they were, campaigns become more targeted and effective.

Culture



Culture has power. Instead of letting popular culture direct desire toward commerce and entertainment, campaigns can harness that same desire for real political outcomes. Participants explore how culture and policy move together and learn to tap into resonant cultural messages.

Utopia



Utopia motivates and generates momentum; dystopia creates paralysis. This lesson helps participants craft compelling visions of the world we can build through taking action.

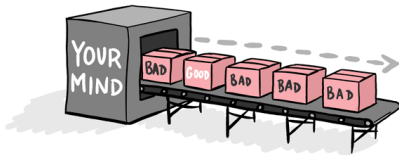


Starting with the Impossible



Participants brainstorm the most impossible-seeming tactics for achieving their objectives: no constraints, no budget limits, no "that would never work." This removes self-censorship and unlocks creative thinking. Then comes the key move: the group identifies what makes each idea compelling and figures out how to capture that essence in something achievable. Wild ideas become doable tactics.

Choosing Tactics



By this point, participants have generated dozens of possible tactics. This section helps evaluate them and narrow them down strategically. Participants measure potential ideas against criteria that matter most to their campaign. They also act tactics out as early drafts to see how they work in practice, not just on paper. Teams leave with a focused shortlist of tactics ready to implement.

Prototyping



Most activists plan one campaign for months and then try to execute it perfectly. Creatives know that sketches, drafts, and rehearsals are essential steps on the way to success. Participants prototype their top tactics through quick iterations, testing ideas in low-stakes environments. The group shares feedback and refines each approach. This process allows for risk-taking and creative failure, all in service of strengthening final actions.



Experience Design



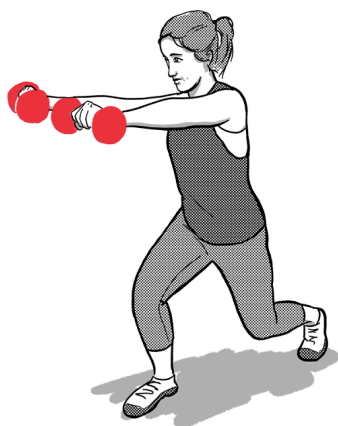
Actions can miss the mark because they're designed from the organizer's perspective, not the participant's. This section teaches participants to map the full audience journey: how people enter, make sense of the action, participate, exit, and what they're left with afterward. Through real campaign examples, participants see how small design changes dramatically improve impact. They apply the principles to their own tactics, redesigning for the desired audience experience.

Evaluation and Assessment



Most evaluation happens at the end to satisfy funders. Effective evaluation is ongoing and designed to improve campaigns in real time. Participants learn multiple measurement approaches, including creative and unconventional methods, tailored to their specific objectives. Participants leave with assessment strategies built into their campaign plans from the start.

Typical Barriers and How to Overcome Them



Participants learn to navigate common obstacles that derail creative campaigns, including resistance to new approaches, fears around taking risks, and unclear or outdated objectives that undermine strategy. Participants leave with practical approaches to overcome these barriers and more.
