

What is the story and how will we spread it?

Who are my conspirators + collaborators?

What tactics will I use to meet my goals?

Now you know:
So, how will you get it done?

GO DO
EPIC SHIT

with purpose, curiosity, goals, rage, and joy

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*shout out to @MindyTsonasChoi for the zine skill share!

a Badass Cross Stitch zine

making things by hand

CRAFT + ACTIVISM

the practice of using action to achieve a social or political end

CRAFTIVISM

to inspire and support you in the art of building power through craft

Now what?

You guessed it... more reflection, thinking, and planning!

- 1 What is the specific change I am trying to make happen?
- 2 Why does this change need to happen? How did we get here?
- 3 What are my goals for this piece/project? *S.M.A.R.T.*
- 4 Will this have tangible positive impact?
- 5 How will I measure this impact?

Where to start...

Like Julie Andrews always sings 'Let's start at the very beginning it's a very good place to start'

What issue(s) MUST I take action on? Why? I would limit it to just one or two because no one can do it all!

What do I know about the issue? Where can I learn more?

Who is already working in this space? How can I support, uplift, amplify the good work being done already?

What resources do I have available to put towards this? (time, talent, effort, \$)

What are my intentions?

What will success look/feel like?

CRAFTIVISM

a new word for a practice that's been around since the beginning of time

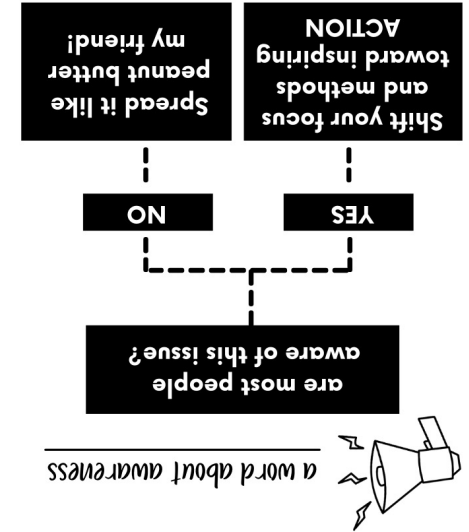
Here's some rad bits of craftivist history to go read about:

- Liberty Cap
- Gee's Bend
- Red Cross WWI + WWII Knitting
- Swadeshi Movement
- AIDS Memorial Quilt
- Suffragette Movement
- Phrygian Cap
- VOTES FOR WOMEN

Craftivism can look like...

Because humans love categories
Am I right?!

- ✓ Protest
- ✓ Community building
- ✓ Record keeping
- ✓ Knowledge dropping
- ✓ Civic engagement
- ✓ Boycott
- ✓ Identity/Allegiance signaling
- ✓ Skill share
- ✓ Challenging dominant narratives
- ✓ Storytelling
- ✓ Resource building
- ✓ Social + political commentary
- ✓ Awareness



Speaking of words, here are some words I use to describe my brand of craftivism...

Powerful	Bold	Wicked fun
Strategic	Radical	Impactful
Unexpected	Intersectional	Change-making
Brave	Inclusive	Community-Centered