Re:Imagining Change: How to Use Story-based Strategy to Win Campaigns, Build Movements, and Change the World

By Doyle Canning, Patrick Reinsborough

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An inspirational inside look at the trailblazing methodology developed by the nonprofit strategy and training organization, smartMeme, this unique exploration provides progressive activists with the tools to get stories into the media, build successful campaigns, and connect with other organizations the world over. Providing resources, theories, hands-on tools, and illuminating case studies for the next generation of activists, this resource shows how culture, media, memes, and narrative intertwine with social-change strategies and offers practical methods to amplify progressive causes in popular culture. A summation of the smartMeme approach, this study in memetics provides practical exercises to augment movements for justice, ecological sanity, and transformative social change.

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Editorial Review

Review

"Yo organizers! Stop what you are doing for a couple hours and soak up this book!" —Chuck Collins, senior scholar, Institute for Policy Studies, and author, *Economic Apartheid in America*

"*Re:Imagining Change* is such an incredible resource! This is a book to consume, to go over meticulously, mark up, share with friends, and keep within arm's reach on the shelf." —Adrienne Maree Brown, executive director, The Ruckus Society

"Brilliant and invaluable." —David Korten, board chair, YES! Magazine, and author, *The Great Turning: From Empire to Earth Community*

"The book offers organizers and advocates a new and necessary way to understand and transform the impact of stories on our public life." —Malkia Cyril, director, Center for Media Justice

"As we discuss the events of the day and spread our stories of positive change, it is up to all of us to chose our memes wisely, and to tell the story that reflects our values and frames the future we really want. Humanity's greatest gift is our power to create images and frame ideas so let's be smart about how use it . . . Psst, Pass it on!" —*Yes! Magazine*

"A lot to offer for such a small book . . . If you're interested in campaign strategy, you'll want to order a hard copy and take notes." —*Make Wealth History*

"The potential to challenge us to use tactics that effectively take on the assumptions of the powerholders and help make change happen." —*Making Waves #22*

About the Author

Patrick Reinsborough cofounded the smartMeme strategy and training project as a vehicle to explore the intersections of social change strategy, imagination, and narrative. He lives in San Francisco. **Doyle Canning** is a strategist, a trainer, and an organizer with a commitment to building holistic movements for racial justice and an ecological future. She lives in Boston.

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