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

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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