

DREAMBOOK



ADD IDEAS AND
COLLECT INSPIRATION
TO DESIGN YOUR OWN
PLAN FOR CHANGE.



WRITE IT DOWN IN YOUR DREAMBOOK.

THIS DREAMBOOK BELONGS TO

FEEL:

WHAT MOVES YOU?

ISSUE



What is a social issue that you emotionally connect with?

Write or describe it here:



WHAT MOVES YOU?

EMOTION

Connect with the emotions you feel when you're thinking about your issue. How would you describe this emotion? Are there important people in your life who are affected by this issue?

THIS IS YOUR MOTIVATION

Identify and write down your emotion(s) along with any meaningful experience connected to that emotion.

EMOTION _____

Personal experience connected to that emotion:

FEEL:

WHAT MOVES YOU?

COMMIT

Using the self-inking stamps, make your mark here and feel the sensation of making a pledge toward change.



DREAM:

IMAGINE YOUR OWN UTOPIA

MY DREAM

Think about the social issue you chose. What will things be like once you've succeeded in changing the world?

Draw, label, and/or describe at least ONE new thing, place, or experience in YOUR utopia:

Examples

- Community gardens in every neighborhood.
- Public safety is collectively managed by community members without policing.
- Anyone in the United States, who is eligible, can vote easily.

GATHER YOUR TOOLS:

USE STRATEGIES THAT ACTUALLY WORK

STEP 1: CRAFT YOUR OBJECTIVE

Make up an objective—something you might be able to achieve within the next six months. It doesn't need to be perfect. It can be a small step toward your goal. Include WHAT, WHO, and WHEN.

MY OBJECTIVE IS:

Examples

- Raise \$1,000 for the animal shelter in two months.
- In the coming year, help ten community members build financial literacy skills.
- Get 51 people outside of DC to commit to supporting DC statehood.

STEP 2: IDENTIFY YOUR AUDIENCE AND THEIR CULTURE

You need to understand and respond to your audience's interests, desires, values, and passions in order to attract and sustain their interest.

SPECIFICALLY, who do you want to reach?
Who are the decision-makers?

MY AUDIENCE IS:

Now, think like your audience.

Describe/draw their interests, values, and culture:

GATHER YOUR TOOLS:

USE STRATEGIES THAT ACTUALLY WORK

STEP 3: WAKE UP YOUR CREATIVITY

What are your creative skills that might be transferable to activism? Write down something you love to do, and some of the skills that activity requires.

My creative skills are:

Examples

- Gardening: planning, tending, looking ahead, sharing
- Throwing parties: thinking about what people like, making a welcoming atmosphere
- Skateboarding: learning basics, practicing, innovating
- Childcare: devising games, having fun, setting boundaries

GATHER YOUR TOOLS:

USE STRATEGIES THAT ACTUALLY WORK

STEP 4: GET INSPIRED

CREATIVE ACTIVISM SHOWCASE

As artists know, the best ideas come from combining things already out there.

Collect stickers from the showcase examples that inspire you.



Notes: _____

INSPIRATION



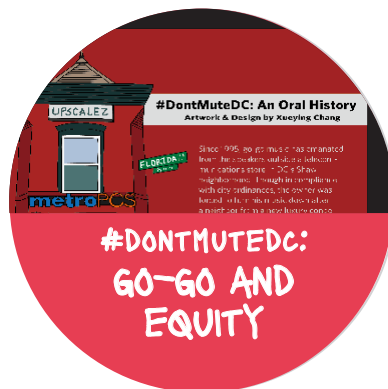
Notes: _____



Notes: _____



Notes: _____



INSPIRATION



Notes: _____



Notes: _____



Notes:



Notes:

ACT:

PROTOTYPE YOUR IDEAS

Here are a few tactics that may jumpstart an idea for your project prototype.

Try combining two tactics.

Or think of your own.

Try circling those related to your dream for change.

Playscape 	Vending Machine 	Quests 	Parade 	Performance 
Comedy 	Library 	Class 	Festival 	Social Media 
Audio Tours 	Map 	Storytelling 	Soundscape 	Public Art 
Marketplace 	Competition 	Protest 	Letter Writing 	Idea Fair 
Pop-Ups 	Garden 	5K Race 	Partnering w/ Business 	Projection 
Tear-Offs 	Food Truck 	Mobile APP 	Place of Worship 	Your Own Idea 
Zine 	Costume 	Animation 	Wearable Sign 	Exhibit 



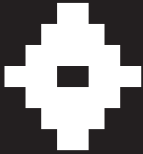
Put all the pieces together and plan your own path to Utopia.
Draw, label, and/or describe your BIG IDEA for an action project
here:



Want to share your project or other
change-making efforts?

Use #PoweredByThePeople
and tag us @SmithsonianACM

We'd love to hear how your visit to
ACM inspired you to act. Keep in touch!
ACMCommunications@si.edu



**Anacostia
Community
Museum**

☀ Smithsonian

This project was co-created with
The Center for Artistic Activism, a
non-profit organization that helps
people use their creativity and
culture to affect power.

Founders Steve Duncombe and
Steve Lambert are the authors of
The Art of Activism, which contains
the driving principles illustrated
in *The Utopia Project*.