Crafting…

…that Shape Movements (and Raise Money).

Meme

(/ˈmɪːm/ meem)

[1] is an idea, behavior, or style that spreads from person to person within a culture.

[2] A meme acts as a unit for carrying cultural ideas, symbols, or practices that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme.
The way stories are told to us

The Inverted Pyramid

Most Newsworthy Info

Important Details

Other General Info
Background info

The Inverted Pyramid
The way stories are told to us

The Narrative Arc

After protesters shouting “Go home” turned back busloads of immigrant mothers and children in Murrieta, Calif., a furious Cardinal Timothy M. Dolan, the Roman Catholic archbishop of New York, sat down at his notepad and drafted a blog post detailing his shame at the episode, writing, “It was un-American; it was unbiblical; it was inhumane.”

When the governor of Iowa, Terry E. Branstad, said he did not want the migrants in his state, declaring, “We can’t accept every child in the world who has problems,” clergy members in Des Moines held a prayer vigil at a United Methodist Church to demonstrate their desire to make room for the refugees.
Tell Your Story!

The following materials are originally adapted from the work of Marshall Ganz of Harvard University. Modified by the New Organizing Institute with the help of many dedicated partners.

Two ways of knowing/interpreting

Head
How?
Analysis

Strategy

Heart
Why?
Narrative

Motivation

Shared Understanding

Action
Emotions that inhibit
Emotions that compel

YCMAD = You Can Make a Difference

3 Parts of Public Narrative

Story of Self
Call to Leadership
Why you have been called to serve.

Story of Us
Shared Values
Shared Experience
Values and experiences of your community. Capacity to accomplish goals.

Story of Now
Strategy/Action
Urgent challenge. Call to act!
Narrative Flow/The Plot

Character/Subject

Challenge

Choice

CLIMAX

COMPLICATION

EXPOSITION

RESOLUTION

Outcome

Examples
Our Mission:

Define American is a media and culture campaign using the power of story to transcend politics and shift conversation around immigration, identity, and citizenship in America.

Our request is simple: Let’s talk.

Whatever your background or beliefs, our campaign is about asking how we define what it means to be American, and elevating the conversation about how we engage as citizens.

To start, the conversation is about immigration.

Our immigration system is broken — and fixing it requires a conversation that’s bigger and more effective than the one that we’ve become accustomed to.

We hope you’ll join us in asking new and better questions.

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Post Politics

AP drops ‘illegal immigrant’ from Stylebook

By Rachel Weiner  April 2, 2013

The Associated Press has dropped the phrase “illegal immigrant” from its stylebook, a victory for immigrant advocates who argue that the term is biased against the people it describes.
Narrative Flow/The Plot

Character /Subject

Challenge

Choice

Outcome

3 Parts of Public Narrative

Story of Self
Call to Leadership

Why you have been called to serve.
Story of Self

What is your calling? 
Focus on one key story

Remember - common ground, values

Key Elements/Experiences

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<th>Family/Childhood</th>
<th>Identity/ Life decisions</th>
<th>Organizer Experience</th>
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<tr>
<td>role models</td>
<td>hobbies, interests</td>
<td>a key moment</td>
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<tr>
<td>school</td>
<td>overcoming challenges</td>
<td>your current exp</td>
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</tbody>
</table>
What is your “issue”?

3 Parts of Public Narrative

- Story of Us
- Shared Values
- Shared Experience

Values and experiences of your community. Capacity to accomplish goals.
Story of Us

Create sense of community
Give them hope to make a difference
Evoke shared values, why we need to take responsibility for action.

3 Parts of Public Narrative

Story of Now
Strategy/Action

Urgent challenge.
Call to act!
Story of Now

» What is the urgency?

» What is the strategy?

» Give them hope to make a difference

» Evoke shared values, why we need to take responsibility for action.

Strategy is...

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<td>a Verb</td>
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</table>
Linking Self, Us, Now

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Watch my TEDx talk

“Beyond the Gender Binary”

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