



## TITLE **MOVEMENT TO THE BALLOT BOX**

### PROJECT DESCRIPTION

**MOVEMENT TO THE BALLOT BOX (M2BB)** follows, builds on, and expands on our [2020 efforts](#), shifting from a 10-week non-partisan awareness-raising campaign to a year-long effort to animate, engage, and activate the multi-racial audience that made change possible in 2020.

M2BB is fueled by authentic and compelling storytellers, creatives, and artists telling stories through their artist expressions about our communities. The creation of visual art, photos, music, comic strips, and other creative work that is designed for digital dissemination. Creative that is designed to turn up the urgency, excitement, and engagement amongst people who care about voting rights, economic justice, the climate crisis, access to abortion & reproductive justice, gender and racial justice. We must capitalize on this moment of possibility, desire for change, and openness to progressive solutions with a tidal wave of irresistible and inspiring content.

We need stories that inspire people to do more than just vote, but to come together to claim their power and create a new future.

### CULTURAL CONTEXT

In November 2020, despite the pandemic and deliberate barriers from day-long lines to attempts to eliminate drop off locations, voters turned out in record numbers to have their voices heard. Our communities have much to celebrate and much to claim in securing the gains made. As we've seen from immigration to climate to justice to the freedom to vote, the demand for change has not waned. Whether it's young people going on a hunger strike for action on climate or activists demanding protections for renters, the movement that ushered in a new government will usher in a new future.

At the same time in the months that followed, certain politicians continued to peddle electoral lies that fueled a deadly attack on the Capitol by armed right-wing militants. Having lost the election, many of these same leaders have doubled-down on attempts to silence us by erecting new barriers to voting and thwarting attempts to make ours a true multi-racial democracy. In addition to the attempts to further limit access to the ballot box, people are fatigued from the pandemic, and impatient with the pace of change they were promised. The joy and feelings of hope that were so present in the days after the election have become a distant memory, while at the same time right-wing authoritarian forces continue their unrelenting efforts in states to further marginalize Black, Indigenous, Latinx, LGBTQ, and migrant communities.

Together, we must fight back against these attacks and continue to make the promise of our democracy real for us all.

## GOALS

Our goal is to move people from feeling cynical to feeling inspired, keeping the energy from 2020, centering people & movement, connecting the issues they care about to change, and positioning civic engagement as part of a broad, sweeping social movement.

Content must be authentic and reflect the current moment, content that gives people a reason to believe that individuals working together can create the means of their own liberation.

We want to animate and activate these audiences to share content with family & friends, to take action. We want them to see that they have the power to shape the future.

We know that artists possess the unique ability to help people envision the world we deserve, and inspire them to take action to bring that world to life.

## AUDIENCES

We are trying to inspire a multi-racial coalition of Latinx, Black, AAPI, and Indigenous folks, and young people (ages 18-34). Bear in mind that this effort is all about connecting with the audience in ways that are rooted in the audience's lived experiences.

## RESOURCES

[Digital Toolkits & Guides from We Make The Future](#)  
[The 2020 Storyteller's Guide for Changing the World](#)

## WHAT WE'VE LEARNED

Our research and our deep practice of narrative strategy show us that storytelling works when it isn't centering negative, trauma-based, do or die narratives.

Our experience also shows that by commissioning artists from the communities we hope to reach and with storymaking that reflects Black, Latinx, AAPI, Indigenous, and Queer and Trans communities with joy, humor, and emotion, we move people to action.

As we think about our narrative, we must ensure that it evokes emotion, and specifically activating emotions (e.g. hope, righteous anger, defiance) instead of deactivating emotions (e.g. sadness, despair)

**STAY AWAY FROM:** Panic, fear, a "greatest hits of everything wrong." People know what's wrong, they want to know what's possible.

**REMEMBER:** We want content that helps people imagine a better world is possible, and that we shape the future by participating in it.

We need to lean into your ability to construct something better, joyful, community, a better future. That doesn't limit how we do that (storytelling, funny, cool, hip, witty, out of the box, etc). Let's take risks!

## THE STORIES WE WANT TO TELL

We want to tell a story where the people are the heroes of their own story, advancing narratives of interdependence and collaboration. We want to tell a new story of democracy and the way to do that is to make it tangible and connected to the things they care about.

**Creative Prompts \* Words to Embrace:**  
**Freedom / Freedom to...Vote...Thrive...Live / We Make the Future**

**TOGETHER WE HAVE THE POWER** - Stories of personal and collective power. Each person has power. Collectively, the power of people to make change is unlimited.

**A JUST, SUSTAINABLE, JOYFUL WORLD IS POSSIBLE** - Stories of the future we want our kids to grow up in, a future where they can be healthy, happy, and thriving. Stories that make our brightest future feel tangible and possible.

**WE GET THROUGH THIS TOGETHER** - Stories of mutual aid, of resilience, of how people are helping their neighbors. Stories that show when we prioritize our collective well being over our individual gain, we all win. We take care of each other.

**WE ALL BELONG** - Stories of the human desire for belonging. Stories of allies and connections that defy barriers. Stories of making our country a home where human differences are seen and equally valued, where everyone is safe and sustained.

## PROPOSED TIMELINE

Think about what themes resonate with you and your work. Once you are commissioned, you'll be given a specific project timeline for deliverables that will include submitting a sketch of your idea and then once approved, you'll create your idea and submit to the Center for Cultural Power.

## SPECS

Here are some formats/mediums we would like to support: Animation, photography, graphic design, illustration, poetry, sequential storytelling, collage, and mixed-media formatted for digital distribution on IG, Facebook, and Twitter.

Creative needs to be based on the the stories we want to tell. You need to be ok with it being promoted digitally and connected to calls-to-action which may include registering to vote, voting early, and voting.

The creative cannot mention any candidates by name or political parties.

Digital: 60 sec or less videos  
Frame: 1920x 1080 (1080p) HD  
Video Codec: h.264, AVC  
Audio: AAC, 128 kbps  
File: .MOV or MP4  
Broadcast: NTSC  
Visual Art:  
PNG or JPEG file

Any still or video images, graphics, or music used must be originally created and/or fully cleared for use.