



SPARKING IMAGINATION: A PROOF OF CONCEPT

Wisdom for Organizations

Providing insights into the creative and organizing processes of Hip Hop Caucus Think 100%'s Hampton Roads Organizing Project (HROP) is helpful for further understanding how a creative and cultural organizing project was initiated, implemented, and continues to grow. However, providing direct wisdom may be valuable as imagination is sparked and you work to create a proof of concept through creative and cultural organizing work for climate justice. The wisdom is for organizations that range from having years of advocacy experience to those who may just be beginning to explore doing the work necessary to further climate justice.

1. Love must drive the work being done.
2. Smaller organizations often have much more in-depth knowledge of the communities they serve than larger organizations. While institutional and funding capacities may be present, some of the most substantial resources are within the communities being engaged and served.
3. The use of visual storytelling, particularly film, is an excellent value investment and can provide unlimited content for organizing campaigns, but once started, sticking through it will be necessary.
4. Enlist creatives as partners from the beginning and then support them in their process.
5. Keep momentum—doing one creative and cultural organizing event and then thinking the organizing is over will not further climate justice.
6. Creatives are profoundly feeling people. Honor them and have clear communication to assure organizational or campaign goals are aligned.
7. Have a sense of empathy for the people you are working with within creative and cultural projects. Try and hear people where they are and do what you can to give them what they need.
8. Filmmaking offers opportunities for mentorship and connecting people within creative and organizing processes.
9. Using films for organizing can be helpful because they allow for autonomous consumption through personal lenses on many platforms.
10. Create quality creative content. People are often overwhelmed by content, so make your content count.
11. The entertainment industry is challenging to navigate—be careful not to let industry people derail projects into those that are not aligned with organizing goals.