

RE:IMAGINING CHANGE

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

Patrick Reinsborough and Doyle Canning

Re:Imagining Change provides resources, theory, hands-on tools and illuminating case studies for the next generation of innovative change makers. This unique book explores how culture, media, memes, and narrative intertwine with social change strategies, and offers practical methods to amplify progressive causes in the popular culture.

Re:Imagining Change is an inspirational inside look at the trailblazing methodology developed by the non-profit strategy and training organization, smartMeme. Founded in 2002, smartMeme offers tools, training, and strategy support to organizations and movements working for justice, ecological sanity and transformative social change. *Re:Imagining Change* is a summary of their approach, and a call to innovate our strategies for collectively addressing the escalating social and ecological crisis of the 21st century.

ABOUT THE AUTHORS

Patrick Reinsborough co-founded the smartMeme strategy and training project as a vehicle to explore the intersections of social change strategy, imagination and narrative. He lives in San Francisco.

Doyle Canning is a strategist, trainer, and organizer with a commitment to building holistic movements for racial justice and an ecological future. She lives in Boston.

ACCOLADES

"Yo Organizers! Stop what you are doing for a couple hours and soak up this book! We know the importance of smart 'issue framing.' But *Re:Imagining Change* will move our organizing further as we connect to the powerful narrative stories and memes of our culture."

—Chuck Collins, Institute for Policy Studies, author of *The Economic Meltdown Funnies*

"Brilliant and invaluable... Canning and Reinsborough take framing to a far more powerful level and provide practical tools essential to the success of every progressive organization that seeks to bring forth a world of peace and justice. It gets my highest recommendation."

—David Korten, board chair, *YES!* magazine and author of *The Great Turning: From Empire to Earth Community*

"*Re:Imagining Change* is worthy of praise. As an introduction to story-based strategy, the book offers organizers and advocates a new and necessary way to understand and transform the impact of stories on our public life."

—Malkia Cyril, Director Center for Media Justice



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