

CRAFTIVISM:

A WAY TO BUILD COMMUNITY CREATIVELY

“Craftivism” is the intersection of crafting and the pursuit of political change. It’s sometimes referred to as the “gentle protest method.” Like-minded crafters gather in groups to practice their arts and talk about politics. Sometimes, Craftivism can take on a bigger mission, like when people come together to produce something that makes a political statement or provides mutual aid to serve a community's needs (such as knitting hats for your local homeless community).

Getting organized is easy! The crafty community is not too hard to find through online Facebook groups or flyers at local craft stores. Plan a meetup, talk about your ideas, and get started.

CRAFTIVISM IDEAS INCLUDE:

- Hosting a monthly handicraft gathering at a local coffee shop
- Practicing writing poetry and then holding a poetry slam
- Recycling campaign signs to create a Creative Sign Brigade (see below)
- Making hand-crafted cards to send to the elderly via Meals on Wheels or through your local assisted living facility
- Hosting a “make and take” event while simultaneously educating participants on a community issue
- Hand-painting t-shirts with political messages to wear in the community
- Hosting a beautification event with the garden hobbyists to spruce up a forgotten area of your community
- Making and selling crafts to raise money for a community need

RECYCLING SIGNS FOR IMPACTFUL MESSAGING

Not only is this a great way to reuse campaign signs, but it also provides an opportunity to get specific messaging out into your community—messaging that may be informative, inspirational, or call out extremism.

1. Gather old campaign signs for repurposing. Former candidates and your local Democratic party office will likely be glad to donate some.
2. Gather a group of friends (your artsy or environmental crowd are likely volunteers) to unstaple signs and turn them inside out. Prime them with a basic exterior latex paint.
3. Using lettering stencils from your local craft store, spray paint your message. If you have access to a maker space and a 3D printer, you can get even more creative with messaging that includes graphic designs.
4. Finally, assemble a team to distribute signs to residents who want them and to place them in public areas. Even if a sign only lasts a week before being removed, many people will drive by and see your important message!

