



Homeschool
Enrichment Kits

Teens Taking Action | Kit 8

Branding, inspiring, and motivating yourself and your team

Engagement 1 | Designing an Identity

An important step of turning an idea into a movement is creating an identity that is recognizable and compelling. Equally important is for others to easily understand what issue(s) you are working for and how they can engage with your work. For this engagement, we challenge you to brainstorm various names for your team and their work. Consider using acronyms, word play, and / or alliteration. Once you have settled on a name that you feel represents you well, figure out how you will best communicate who you are, what you are working on, and what you hope to accomplish. Consider starting new social media accounts with your new name and connecting with friends, family, and other like-minded activists.

Be sure to connect with us on [Facebook](#), [Instagram](#) and [Twitter](#).



Engagement 2 | Inspire with Images and Words

You may be familiar with vision boards and inspiration boards. For this engagement, we invite you to start a board (or wall, or virtual space) that can serve as inspiration to you and any of your team as you take on the work of creative activists. To start, collect words, phrases, and quotes that are related to your cause and your goals as well as those that you find inspiring. Next, collect images that do the same, and arrange them all on your board / wall. Keep in mind that this is a work in progress. Think of it as a “living project” that should be added to and revised over time. Consider making this board collaborative with members of your team or challenge others to make boards of their own to share! Be sure to share your work in the [youth gallery](#) or email them to rockyourworld@creativevisions.org.



Engagement 3 | Motivate with Music

Music gets -- and keeps -- people moving, both literally and figuratively. For this engagement, we want you to think about songs that inspire you, that keep you energized. These songs may or may not be related directly to your specific issue, though they should all motivate you! Create a Spotify playlist of these songs and share with us by emailing rockyourworld@creativevisions.org. We would love to add your song selections to a Rock Your World playlist!

