



# USING STICKS & STONES

As a Strategy to Build Creative Awareness Projects

Presented by: James Young, Jeff Gurkin-Young, & Geoff Peckman

# ART EXHIBIT





# ART EXHIBIT DEBRIEF

- Facilitate Group Discussion (10 minutes)
  - How do you feel after seeing the art exhibit?
    - What were you feeling as you were looking at the art vs now?
  - What are your thoughts of the art exhibit?
    - What were you thinking as you were looking at the art vs now?

# ABOUT QUEERY



# Behind the Scenes of Sticks and Stones





# ABOUT QUEERY



Who are we? What do we do?

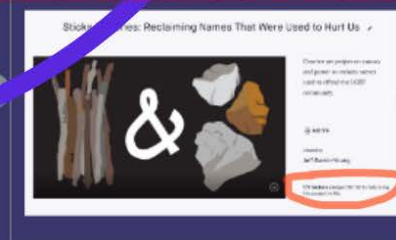
# ABOUT QUEERY

## Products

- Canvas
- Magnets
- T-Shirts
- Posters
- NCOD Cards
- Card Game



Kickstarter





# ABOUT QUEERY

## Network

"Choose a job you love,  
and you will never have to  
work a day in your life"

-Confucius



### No Vacation from a Vocation

#### The LOFT

- VegOut
- Writers Group
- Gaymes Night
- Loft Gala
- Men's Group



#### Rockland Pride Center

- Men's Group
- LGBT Gathering

#### Personal

- Friends
- Cruise
- Concierge
- Coworkers
- Family



# ABOUT QUEERY



+

=

Advocate  
Article





# ABOUT QUEERY

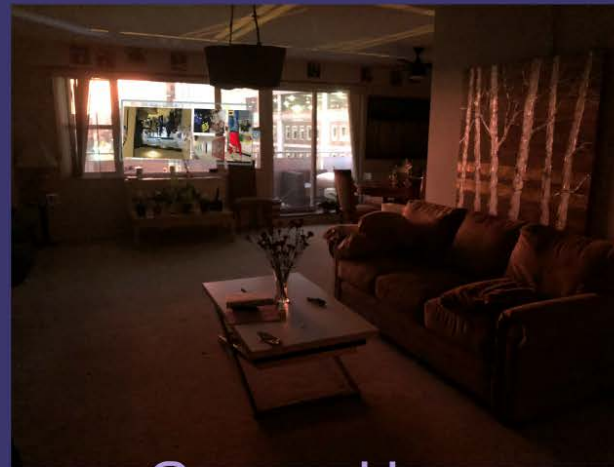


Westchester Arts Council



Blue Door Art Center

Location  
Location  
Location

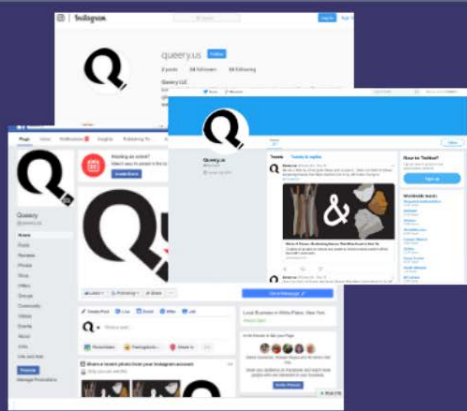


Cameo House

# ABOUT QUEERY

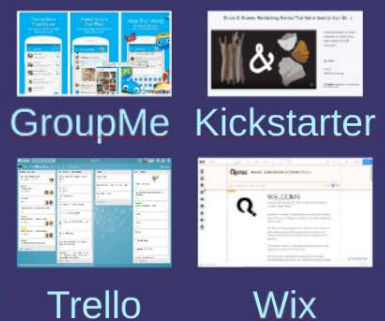
## Technology

### Social Media



- Emails
- FB Messages
- Phone Calls
- Personal Connections

### Tools



### Post-its



### Personal Stories



# ENGAGEMENT OF LGBTQ COMMUNITY IN YOUR PROGRAM(S)

- Facilitate Small Group Discussions (30 minutes)
  - Break into small groups by program
  - Complete worksheet focusing on engagement & awareness of LGBTQ around the mission and goals of the program



# SUSTAINABILITY



## *ABC of Queery*

- **A**cknowledge the Mission
  - **B**rainstorm and Prioritize - Card Game vs. Images
  - **C**onnect the Moment with the Movement
- 
- Bonus Tips:
    - Carefully ask for Feedback
    - Celebrate

# Mission Driven

Simon Sinek - Start With Why - TED Talk Short Edited

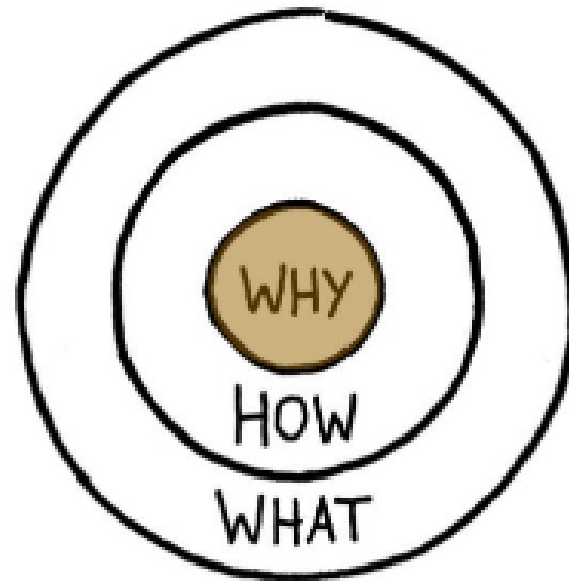


## The Golden Circle

Simon Sinek discusses the principal behind every successful person and business. A simple but powerful model for how leaders inspire action, starting with a "Golden Circle" and the question "Why? "

"First why and then trust."

- Simon Sinek



### What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

### How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

### Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

# Brainstorm

- Previous Projects
- Current Projects
- Mixed Projects
- New Ideas
- Skills
- Strengths
- Interests
- Roles

- What is doable?
- Does it tie in with the mission?
- Do we have the resources?
- Dates?
- Support?

# Prioritize



# Connect the Moment to the Movement



## Next Steps:

- Create an Action Plan
- Select Deadlines and Meetings
  - add buffer
- Consider Marketing
- Decide and fill Roles

# CLOSING

## Next Steps with **QUEERY**



Conversations bring about conscious awareness,  
and conscious awareness is where change begins.





Why??

Help us make queer theories accessible to everyone,

thus, giving voice to issues and people who typically remain voiceless.

# HOW???

You can add a critical queer lens to your work,

thus, making the spaces you hold more queer friendly and affirming.

# What??

- You can use the gifts:
  - posters
  - comic
- You can invite us:
  - to speak
  - present our work
- You can visit:
  - [www.queery.us](http://www.queery.us)



Most importantly we hope you keep talking about Queer Theory as that is how change happens.





Please  
complete  
the  
evaluation.

Thank  
you!

[Queery.us](http://Queery.us)