

Engage > Inspire

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Engagement = Measurable

Inspiration ≠ Measurable

Inspiration

- Create a **feeling**, especially a positive one
- **Problem**: positive emotions don't drive voting
- Which emotions **GOTV**?



Anger



Shame

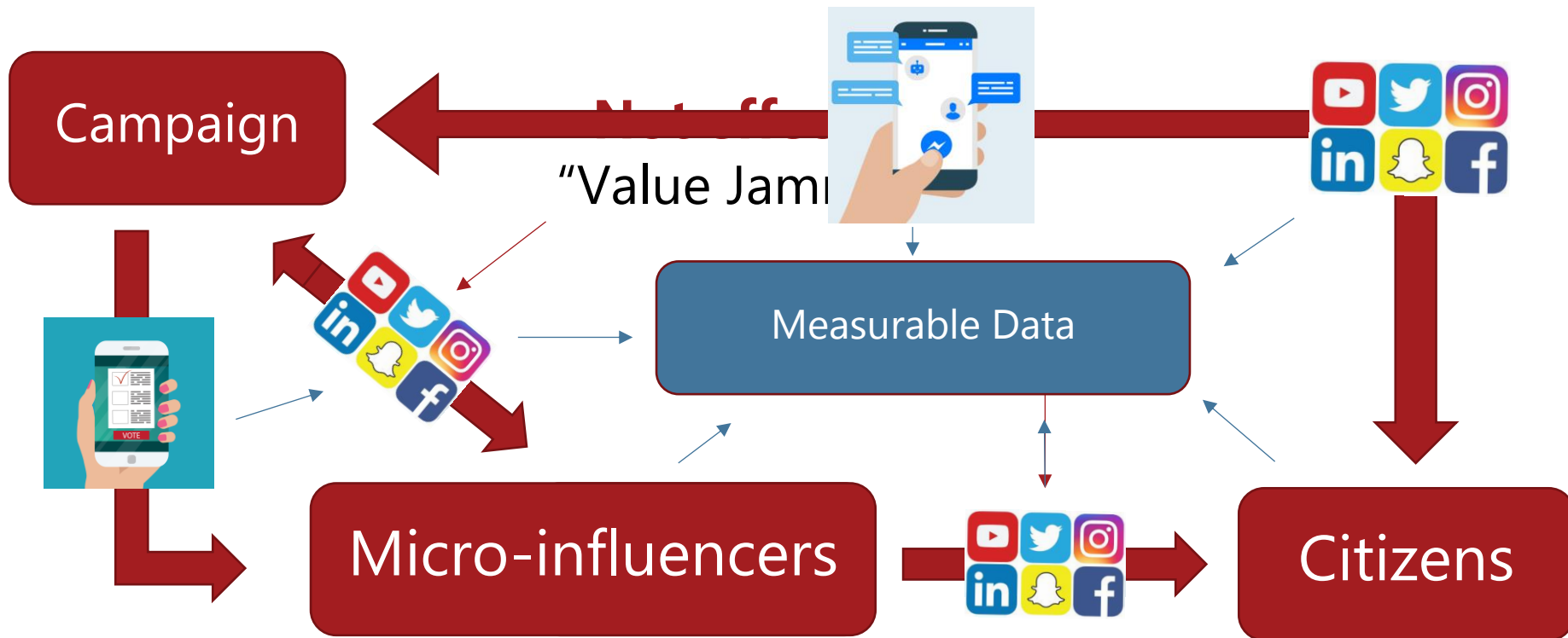


Gratitude



Engagement (two-way process)

- To participate or **become involved** in



Interpret, Integrate, Iterate