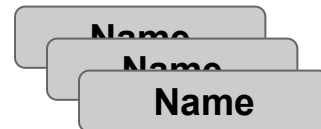
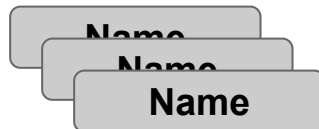
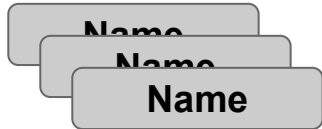
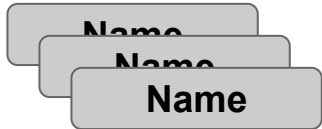


# HOW DOES IT FEEL TO BE TALKING ABOUT MONEY?



Super  
Uncomfortable

Super comfortable



# MONEY IN THE MOVEMENT

**Why does it matter????**

# WHY ARE WE TALKING ABOUT THIS?

- We want to win!
- At the end of the day money is a tool
  - It's an emotionally loaded tool AND it's one resource among many others
- Becoming more self-aware and comfortable talking about money is key to crafting good strategy

# #GOALS

- We gain more self awareness of what comes up for us individually when talking about money, so that we can more effectively talk about money collectively → Move from reaction to response
- We can grow and use resources to build our power, better show up for our partners, and win
  - Fundraise money and then do a participatory budget process to run an even more effective campaign!

## REACTING

Happens without  
conscious thought or  
consideration

Instincts and learned  
behaviour take over

No second thought for  
whether the reaction  
will have a negative or  
positive outcome

We have little control

## V. S. RESPONDING

You are aware of your  
reaction by stopping  
and observing

You can identify and  
become aware of  
unpleasant or  
uncomfortable  
emotions, and  
mindfully select your  
response

Your internal reaction  
is still the same, but  
your external  
response will be  
altered



# REFLECTION & WRITING PROMPTS

- What did you learn about money growing up?
  - What are some of your first memories of money?
  - What were you taught explicitly and what were you taught implicitly (through just watching your family, overhearing things, etc.)
- In the context of your work with NAA Memphis – Where does money feel scary or exciting?

# 'LESSONS' OR MYTHS WE INTERNALIZED ABOUT MONEY FROM FAMILY / COMMUNITY


# WHERE DOES MONEY FEEL SCARY OR EXCITING?

