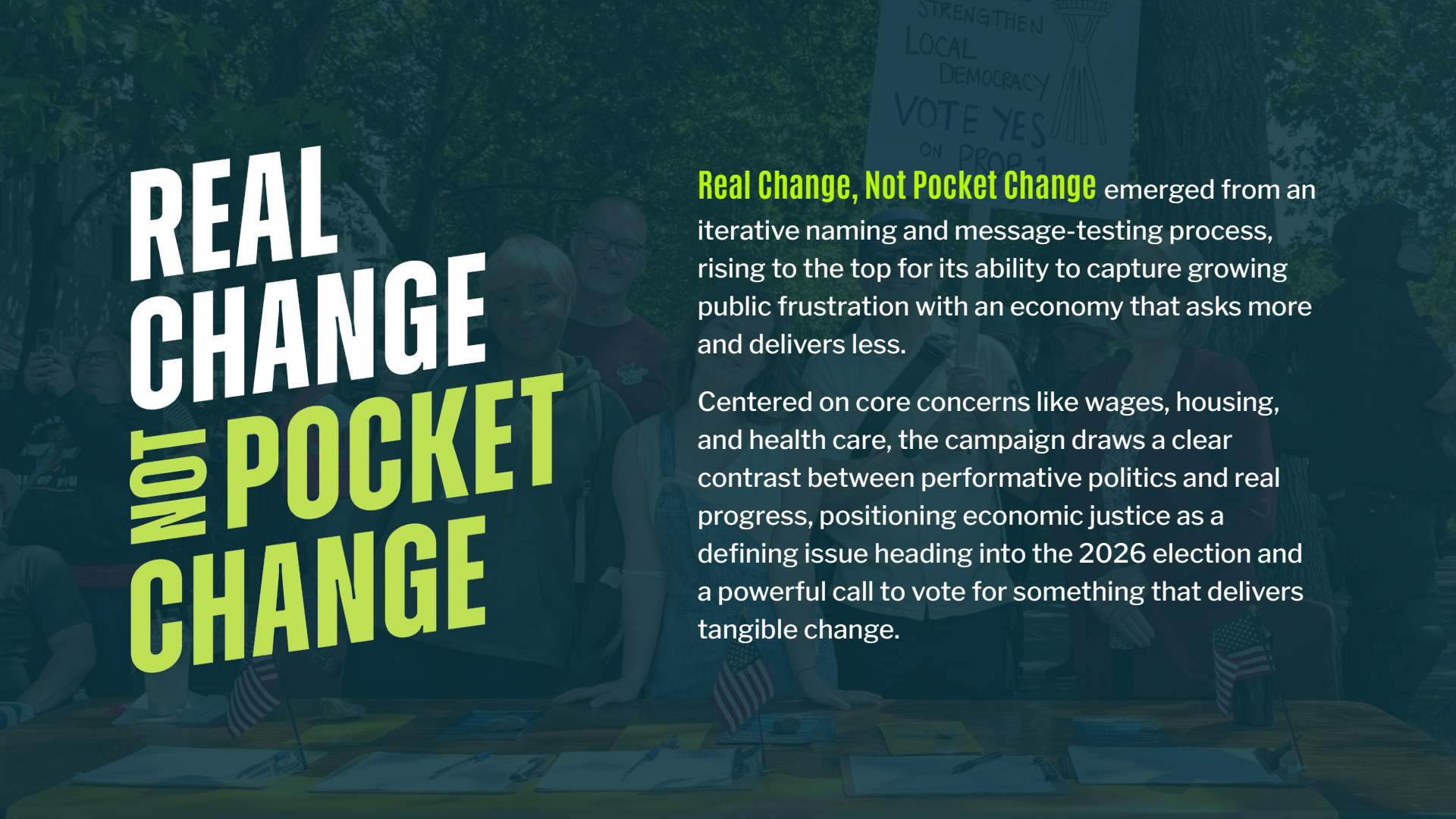


SHORTY IMPACT AWARDS: SOCIAL MOVEMENT CAMPAIGN

State Voices: “Real Change, Not Pocket Change” Campaign

A group of people are gathered around a table outdoors, possibly at a community meeting or campaign event. In the background, a sign is visible that reads "STRENGTHEN LOCAL DEMOCRACY VOTE YES ON PROP 1". The scene is dimly lit, suggesting it might be evening or in a shaded area. The people are engaged in conversation, and some are looking towards the camera. The overall atmosphere is one of community and civic engagement.

REAL CHANGE NOT POCKET CHANGE

Real Change, Not Pocket Change emerged from an iterative naming and message-testing process, rising to the top for its ability to capture growing public frustration with an economy that asks more and delivers less.

Centered on core concerns like wages, housing, and health care, the campaign draws a clear contrast between performative politics and real progress, positioning economic justice as a defining issue heading into the 2026 election and a powerful call to vote for something that delivers tangible change.

CAMPAIGN VIDEO

The launch video puts *Real Change, Not Pocket Change* into motion. Stark imagery of piggy banks and spare change gives way to the campaign's bold message and wordmark, setting the tone for everything that follows: direct, urgent and built to be shared in under a minute.

Click the play button or [here](#) to play animation



Click the play button or [here](#) to play Launch Reel



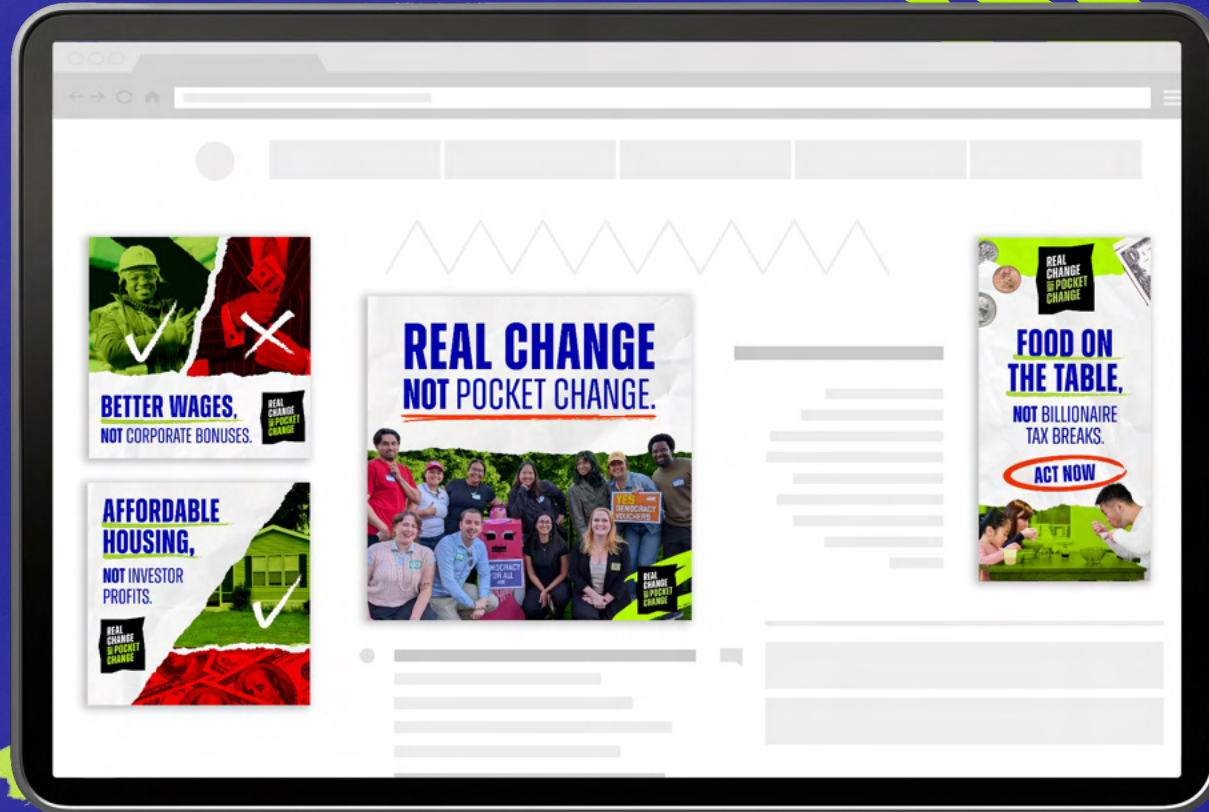
SOCIAL MEDIA



State Tables and partners made *Real Change, Not Pocket Change* their own, adapting core messages into local calls to action.

Coalitions like Michigan Voices folded the campaign directly into their own turnout content for No Kings Day on October 18th, proof the message was built to travel.

BANNER ADS



Digital ads carried the campaign's sharpest contrasts straight to the communities feeling the squeeze.

Better wages instead of corporate bonuses, affordable housing instead of investor profits, food on the table instead of billionaire tax breaks. Each ad paired a clear ask with a clear culprit, driving people straight to the campaign website.

PROTEST SIGNS

Real Change, Not Pocket Change was built to live on the street as much as on a screen. Protest signage gave organizers and rally goers a shared visual language, from healthcare and housing to the campaign's core wordmark, so every local fight spoke with one voice.



MERCH

Wearable merch turned supporters into walking billboards, with each design carrying one of the campaign's core demands.



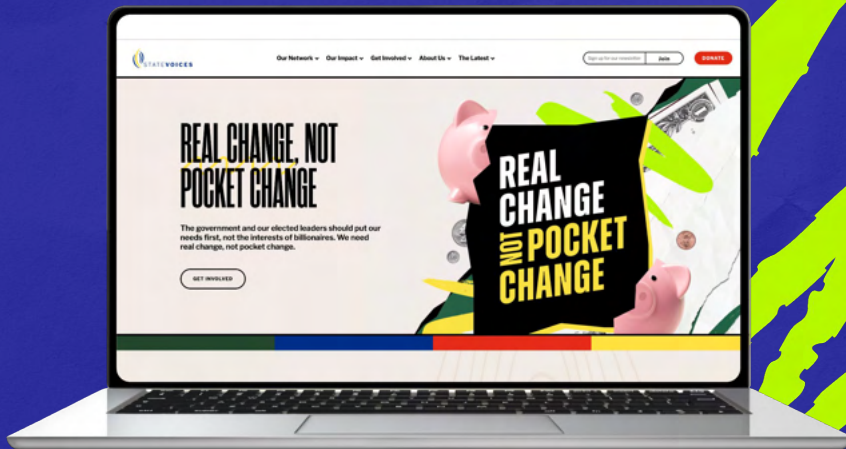
STICKERS

Stickers gave the campaign's identity, from the piggy bank icon to the bold Real Change wordmark, a way to travel anywhere a laptop, water bottle or picket sign could go.

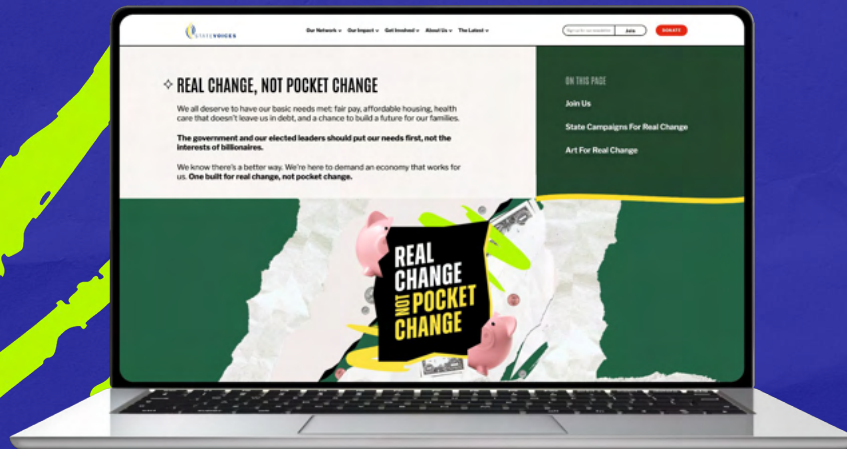


CAMPAIGN WEBSITE

Homepage



Campaign Page

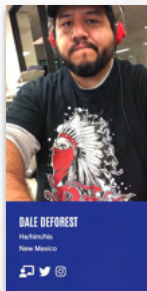


The campaign's digital home gives the network a single hub to point supporters toward, pairing the campaign's bold identity with clear paths to join state campaigns and see the art behind the movement.

statevoices.org/real-change/

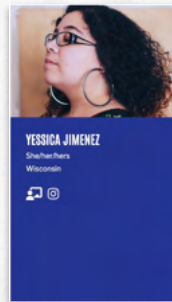
IMPACT REAL IMPACT. REAL PEOPLE. REAL CHANGE.

Real Change, Not Pocket Change moved off the page and into the real world, showing up at rallies from Seattle to New York and in the hands of State Table leaders driving real organizing on the ground. This is a movement built by the people closest to the pain.



DALE DEFOREST

Harshita
New Mexico



JESSICA JIMENEZ

Sheila
Wisconsin



JEN WHITE-JOHNSON

Sheila
Maryland



A WORD FROM OUR PRESIDENT AND CEO

State Voices President and CEO Alexis Anderson-Reed put the campaign's stakes in her own words, naming who's responsible for the squeeze and what working people deserve instead.

“



“2025 has been extraordinarily hard for so many people. **Greedy politicians and billionaires have been creating obstacles to survival, safety, and happiness for the rest of us, and then scapegoating innocent communities so they can get away with it.**

The working people who keep our country running — people with resilience in their DNA, people who kept the language of their grandparents, people who are the firsts in their family, people who love courageously and with pride — **deserve real change that can make a material difference in their lives. Not the scraps.**”

Alexis Anderson-Reed, President and CEO, State Voices

THANK YOU

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nnguyen@fenton.com

Submission Category:

Social Movement
Campaign