



# THE **CAMPFIRE** MANIFESTO

# **There isn't just one answer**

There are many answers. I don't believe in gurus who proclaim to have the answers. We are claiming the space to bring about hundreds of ways over the span of our work. Instead of having singular voices telling us how we have to live our life's lives, isn't it more powerful to hear from the people in our neighborhoods how they've made their choices and what's come of that choice?



# Understanding lies between us

To really hear someone, and listen, that's where understanding is born from. The truth lies in the space between people and Campfire builds tools and spaces to close that gap: Story, Reflection, and Discussion.



# Presence is a gift to be given

There are just these moments.  
These pockets of time where there is real fucking magic happening in front of you.  
No bullshit. Not rabbit-in-the-hat.  
Magic that makes you feel alive.  
Magic when you're in awe of another person and  
lost in the present and  
moved by the moment and  
overwhelmed by surprise and  
connected with those around you and  
grinning ear to ear  
All of it.  
That's Campfire.



# **We have everything we need**

We zoom past all the golden wisdom we've just learned. Everything you need to start uncovering your wisdom is inside you. Be the Indiana Jones of your own life.



# Unheard Voices

It is crucial to have voices on our stages who don't often get the spotlight. It is then our responsibility to let the speaker choose whatever stories to tell that illustrate their answer to the season question.



# Democratization of Wisdom

Stories and wisdom in their original form  
are a public good, not a commodity  
We need a democratization of wisdom,  
not more gurus or motivational speakers.



# **“Strong beliefs, loosely held.”**

*A quote via Marc Andreessen, entrepreneur and venture capitalist*

We believe that you can have a strong answer to a life question but freely change it when you realize it's no longer right.





# Embedded Abundance

We work from a place of abundance when we partner with local organizations and artists. Right now, there are tourist organizations that visit cities, produce our neighbor's stories, take our money for the pleasure of hearing them, then leave. Campfire is about strengthening individuals so they can strengthen their communities, not a money grab. We embed and invest in our community.



# “Out-teach and Out-share”

*Via From David Heinemeier Hansson, co-founder of Basecamp*

“We’ve also kept up with our founding mission to out-teach and out-share rather than out-spend the competition.”  
Campfire aims to do the same.



# **Naming it out loud**

Naming your values and how you feel is a cornerstone of identity building



# The things we don't do

- Charge for our main Campfire. We can make the necessary money other places, not based off your stories. Those are yours, we just help you ferry them to others.
- Put up straight videos of our events. That isn't an accurate translation of the experience had in Campfire spaces
- Open storytelling events. [Second Tuesdays](#) and other amazing local orgs do that.
- Break you of a deep fear of public speaking. [Toastmasters](#) is great for that.
- We don't do stories with entertainment as the outcome. [The Moth](#) or [Snap Judgement](#) is great for that.
- We don't tell you what "answer" is. Religion is great at that.
- We don't do stories on innovation or ideas. [TED](#) is great for that.



# Those who've come before us

Inspired by

[Duarte](#)

[TED](#)

Facilitators we've worked under

Sermons

[The Improv Shop](#)

Cohort based experiences that we've  
led or were a part of

Theater

Inspired by the Fellows we work with

