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## The Yes Men Present: The Yes Lab for Creative Activism

An [Open Software](#) project in [New York, NY](#) by [The Yes Lab](#) • [send message](#)

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## About this project

For years, the Yes Men have been tinkering with side-splitting mischief as a way to fight injustice. Our latest film about those efforts, *The Yes Men Fix the World*, won lots of awards and was released all over the planet... but it simply did not fix the world.

So a year ago, we decided that showing what we do wasn't enough: we needed to help people to actually do it themselves. We called our idea [The Yes Lab for Creative Activism](#). It's a factory for meaningful mischief, and a system for helping organizations and individuals carry out Yes Men-style actions on their own, to get media attention for important issues. But the Yes Lab is more than that: it also aims to help YOU take action on issues of social importance.

Today, after a year of testing and nearly [a dozen successes](#), we're proud to announce that the Yes Lab is ready for prime time! It's got a set of cool tools in development, that will soon help YOU get involved in new Yes Lab projects, and even to launch them. And it's got a new home at NYU, with space, lots of eager participants, and an ambitious new structure that will soon be cranking out many new projects.

The trouble is that in spite of all that, we still have zero budget for the first round of projects themselves! And that's why you're reading this now. We're asking for \$10,000, to make the all-new Yes Lab the lean, mean, change-making machine it can be. Any amount raised over \$10,000 will bankroll projects beyond the first round.

## FAQ

- Why now? And why this?

Today, corporations, with government complicity, are robbing ever more from the poor to give to the rich, while our infrastructure crumbles and services disappear. On an even bigger scale, politicians are doing next to nothing to curb emissions, even as record storms, fires, floods and tornadoes ravage the planet—because doing something would interfere with short-term profits. If ever there were a time to get active, now would be that time. There are many ways to do so, of course—and although humor may not be the most important, history does show that funny actions can have a huge role in [shaking off tyranny](#). The Yes Lab has proven that it can help produce a few funny, revealing actions. Now, it's time for it to produce many more revealing funny actions!

Last updated: Tuesday Sep 6, 5:59am EDT

- Yeah, but does it work?

Since we started testing the Yes Lab, it's helped [derail](#) a \$90 million Chevron greenwashing campaign, [reveal](#) how sick the Coal industry is for ignoring childhood asthma, [knock](#) \$3.5 billion dollars off General Electric's share price, and [a number of other hilarious](#), mischievous actions allowing regular folks to have the kind of media impact usually reserved for celebrities, robber-barons and mass murderers (and we all prefer not to be that). Compared to traditional kinds of so-called "Public Relations"—the sort that corporations spend billions on every year—it's an awfully cheap way to get important stories out in the media.

Last updated: Tuesday Sep 6, 5:59am EDT

- What will you use the money for?

Not space: starting this fall, the Yes Lab has a [brand-new home](#) at New York University complete with lots of eager, funny collaborators who care about stuff. Not a new website: [it's got one](#), just launched, and will soon have a set of online [tools](#) and [resources](#) to get people like you more involved. Not an army: it's already got one, since anyone on our mailing list can work on Yes Lab projects ([for example!](#)). All the Yes Lab needs money for is to support the PROJECTS that'll start rolling out shortly. The \$10,000 raised will all go to making the all-new Yes Lab the lean, mean, change-making machine it can be; any amount raised over \$10,000 will bankroll projects beyond the first round.

Last updated: Tuesday Sep 6, 7:54am EDT

- Why should I contribute?

You mean besides all the above reasons? Well: (1) Contributing is as fun as some kinds of sex. (2) Watching the results is as fun as several more kinds of sex. (3) The next time a big, repulsive, granny-beating corporation is exposed for all to laugh at by a Yes Lab-generated action, you can tell your own granny that you made it happen. (4) You get tchotchkes, knickknacks, schwag, and bric-a-brac with your bedlam. So what are you waiting for?

Last updated: Tuesday Sep 6, 6:01am EDT

[Ask a question](#)

**Have a question?** If the info above doesn't help, you can ask the project creator directly.

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172  
Backers

\$8,206  
pledged of \$10,000 goal

37  
days to go

This project will only be funded if at least \$10,000 is pledged by Monday Oct 17, 9:46am EDT.

### **[Back This Project \\$1 minimum pledge](#)**

#### **[Pledge \\$1 or more](#)**

13 Backers

Public thank you on the Yes Lab website

**Estimated Delivery:** Oct 2011

#### **[Pledge \\$10 or more](#)**

35 Backers

A password-protected preview of a video that will end up in our new film, “The Yes Men are Revolting”

**Estimated Delivery:** Oct 2011

#### **[Pledge \\$25 or more](#)**

60 Backers

Signed copy of the fake NY Times newspaper + above

**Estimated Delivery:** Oct 2011

#### **[Pledge \\$50 or more](#)**

15 Backers

Signed copy of the fake NY Post Newspaper + above

**Estimated Delivery:** Oct 2011

#### **[Pledge \\$100 or more](#)**

18 Backers

Signed copy of the Yes Men Fix the World DVD + above

**Estimated Delivery:** Oct 2011

**Pledge \$250 or more**

1 Backer

The right to name a character in a Yes Lab action + above

**Estimated Delivery:** Oct 2011

**Pledge \$500 or more**

0 Backers

Survivaball fragment signed by the Yes Men + above

**Estimated Delivery:** Oct 2011

**Pledge \$1,000 or more**

1 Backer

Invitation to attend “The Yes Men are Revolting” release party + above

**Estimated Delivery:** Oct 2011

**Pledge \$2,000 or more**

0 Backers

Yes Lab Skype brainstorm / lunch around your issue + the above

**Estimated Delivery:** Dec 2011

**Project By**



**The Yes Lab**

 New York, NY

 [Send Message](#)

The Yes Lab is a project of the Yes Men, the internationally known mischief-making collective behind a heap of groundbreaking activist media campaigns. Armed with nothing but thrift store suits and fake websites, the Yes Men have impersonated big-time corporate criminals in order to draw attention to their actions against humanity and the environment.

The Yes Men have now founded the Yes Lab, a system for helping activists carry out creative actions and help build a growing global network of funny media ninjas.

1. [yeslab.org](http://yeslab.org)
2. [theyesmen.org](http://theyesmen.org)

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**next in [New York, NY](#)**

1.



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