

BUILDING THE

National Will

TO EXPAND

Opportunity

ty



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Research,
Analysis &
Culture

*ABOUT
THE*

OPPORTUNITY

AGENDA

Tools, Training,
Strategy,
Collaboration

ACTION

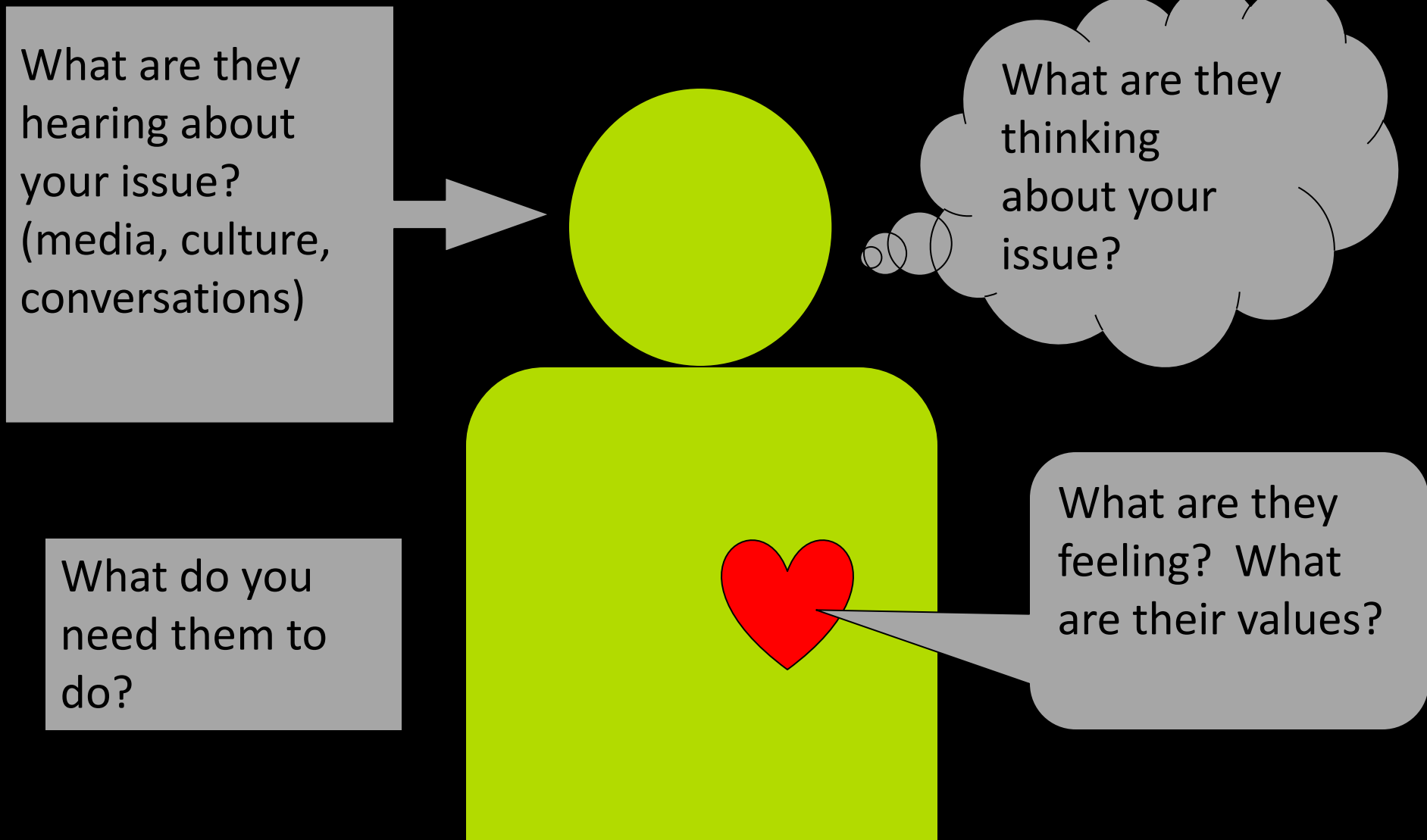
- ★ Activism
- ★ Policy Change
- ★ Culture Shift

Today

- ➔ Messaging with Values
- ➔ Messaging with Stories

Understanding Audiences

What are they hearing about your issue?
(media, culture, conversations)

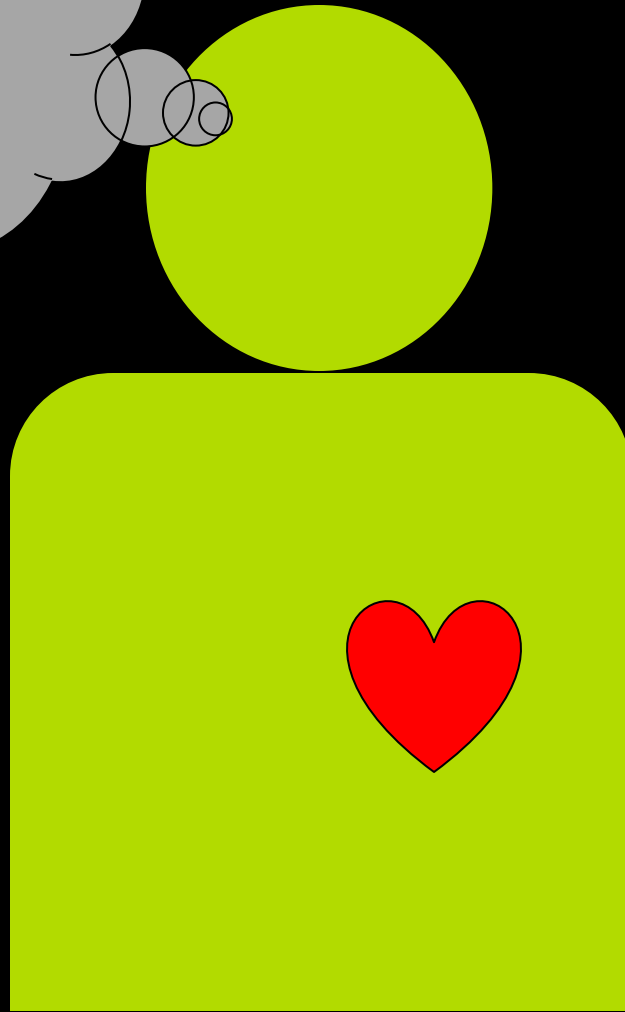
A central figure of a person is depicted with a yellow circle for a head and a yellow rounded rectangle for a torso. A red heart is positioned on the chest. To the left, a grey rectangular box contains text, with a grey arrow pointing from it to the person's head. To the right, a grey thought bubble contains text, with a line connecting it to the person's head. Below the heart, a grey speech bubble contains text, with a line connecting it to the heart. The background is black.

What are they thinking about your issue?

What do you need them to do?

What are they feeling? What are their values?

Why Values?





Why Values?

Value

- Activate positive ideas
- Make people feel good about themselves
- Make people feel a part of something

Example: Community vs. Us and Them

COMMUNITY *We'll get there together.*

Immigrants make us stronger.

**Uniting
NC**

This billboard supported by leaders like these and other individuals through

www.UNITINGNC.org

Opportunityagenda.org

[@OppAgenda](https://twitter.com/OppAgenda)

Community: Participation & Contribution



Community: Stronger Together

There are some things that we cannot do on our own.



A strong and cohesive sense of community is essential to expanding opportunity for all.

Other Relevant Values

↳ Compassion

↳ Dignity

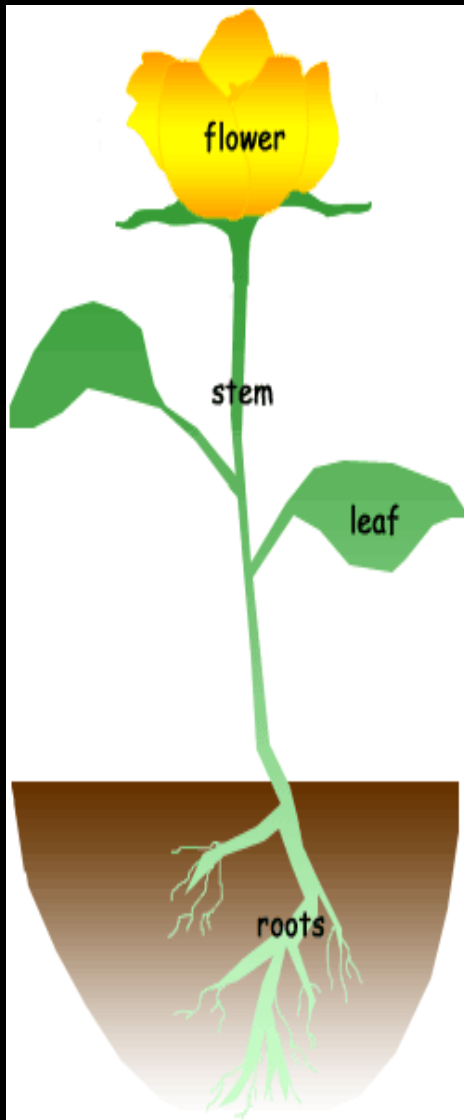
↳ Family

↳ Faith

Permanent and comprehensive reform of our broken immigration system through congressional action is still urgently needed, but the President's action is a constructive step toward a system that honors the dignity and intrinsic value of every human being. It will immediately strengthen our nation's communities by allowing immigrant families much fuller participation in American civic and economic life.

The Most Rev. Katharine Jefferts Schori
Presiding Bishop and Primate The Episcopal Church

Building a Message: VPSA



Value at Stake

- Why should your audience care?

Problem

- Hurts us all. Violates our values.

Solution

- Avoid issue fatigue – offer a positive solution.
- Make sure the solution is systemic.

Action

- What can they concretely do?

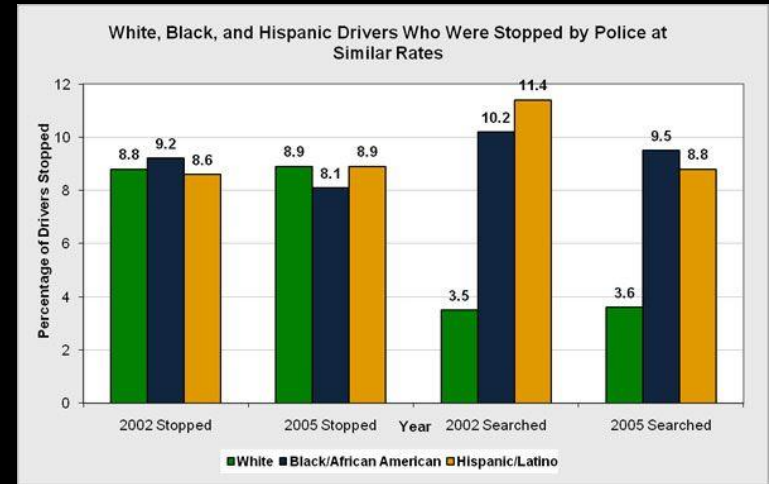
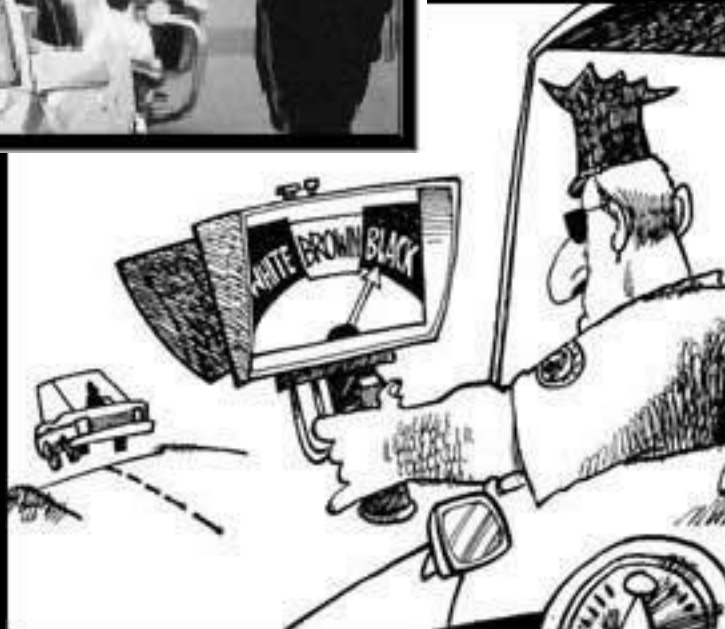
Why Stories?





Individual vs. Thematic Stories

Bad Apple Cop vs. Racial Profiling



INDIVIDUAL VS. SYSTEMIC STORIES

ABOUT	Individuals	All of Us
	Isolated Events	Trends
CAUSES	Individual Decisions & Faults	Social & Environmental Forces
SOLUTIONS	Appeal to consumers	Appeal to common good
	Better Information	Better Policies
	Fix the Person	Fix the Condition

Telling Systemic Stories

- ▶ Start with a story about your vision.
- ▶ Tell a story about why you are invested in this issue.
- ▶ Tell a story about witnessing multiple people facing the same issues.
- ▶ Always include a systemic solution: The solution is about all of us and up to all of us.

Telling Systemic Human Stories

Affected Change
Agents



Enlightened
Insiders



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A NOTE ON MYTH-BUSTING

wants to marry him

Thanks!

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