

Building The Will

Pro Tips for Strategic CaseMakers™



Anchoring Solutions



With Positive Data

Q:

Hey, TheCaseMade team! We've heard you say a bunch of times now that we need to stop using negative data when we're making a case for our work. But health disparities data is all we really have at our community health coalition. Where do we find positive data that makes our case for a better future?

A:

We hear you! For so long in the social justice field, we've been trained to state the problem we're solving and to use data to prove it: health disparities deepening, kids "falling behind," more families paying too much of their income on rent, more people forced to live on the streets. As useful as that data is for setting goals and tracking our progress, "bad news" data simply doesn't get people fired up for justice. Instead, it entrenches bias and fatalism.

Visit our [website](#) to join the wider community of Strategic CaseMakers and help lead the charge for justice.

SHIFT THE FOCUS TO SOLUTIONS

TO DRAW PEOPLE FORWARD, YOU NEED TO LEAVE BEHIND YOUR PROBLEM STATEMENT. INSTEAD, CRAFT A "SOLUTION STATEMENT" THAT ANCHORS PEOPLE IN THE SYSTEMS CHANGE YOU'RE WORKING TOWARD. HERE ARE SOME EXAMPLES:

- "RIGHT NOW, HOUSING IS THE SINGLE BEST INVESTMENT EVERY COMMUNITY ACROSS THE STATE CAN MAKE TO SECURE THE FUTURE WE ALL WANT AND DESERVE."
- "WE ALL BENEFIT WHEN WE INVEST IN THE FULL DYNAMISM OF WOMEN OF COLOR IN OUR WORK FORCE."
- "THERE'S NEVER BEEN A MORE IMPORTANT MOMENT TO INVEST IN THE ENTREPRENEURIAL SMALL BUSINESSES OWNED BY PEOPLE OF COLOR THAT ENRICH OUR COMMUNITY."

THEN, COLLECT "PROOF POINTS" TO REINFORCE YOUR ANCHOR IN PEOPLE'S MINDS. WE CALL THAT "CREDENTIALING."

4 REASONS CHOOSING THE RIGHT ANCHOR MATTERS

- 1 People give the most weight to the first piece of information they hear.
- 2 Human brains are wired for optimism. When you start with the problem, people tune out.
- 3 That means we have to choose the first thing we tell people – our anchor – strategically.
- 4 Starting with systems-level solutions generates excitement and makes people want to join us.



PUTTING IT ALL TOGETHER

PERSUADE WITH A MIX OF DATA

Survey data and hard statistics aren't the only ways to credential your solutions. Think about gathering a mix of qualitative and quantitative information that would be persuasive to different audiences in your community, such as:

Type of proof point	What it sounds like
Surveys	"Investing in diverse suppliers is good for business. People who were aware of a soda company's supplier diversity initiatives were 49% more like to use its products."
Return on investment (ROI)	"Every dollar invested in our community health program leads to a 20% reduction in medical costs for people without insurance."
Social return on investment (SROI)	"If we build 10 new parks in neighborhoods that don't have them, thousands of kids will have an outlet for physical activity for the first time."
Stories	"When people in our community are able to have a living wage, the local economy will grow, making this the kind of place where families can raise their children and thrive." "When we strengthen economic and mental health supports for families, kids are able to focus on their schooling and teachers are able to do what they do best: educate and nurture kids and help them grow."
Quotes from local leaders	"Every study shows the one thing that makes our community expensive is housing cost. When we expand housing options, we make this an attractive place for residents and businesses." – The Mayor
Pilot program data	"When we offered free public transit to five communities where people rely on it to get to work and school, 1 in 3 people saved around \$20 a month."

