

Building The Will

Pro Tips for Strategic CaseMakers™



Mapping the Quest

Q:

We're building a coalition that aims to deal with some of the biggest challenges communities face nationwide. But we can't seem to agree on what aspect of the issues to focus on first as we make the case for justice. What should we do?

A:

Public will-building is an important part of the journey toward justice. But it's not the starting point. As CaseMakers — whether we're working on local, regional, or national issues — we have to map out the quest before we can get people to join us. That means we need to know what we stand for, where we're going, and how we plan to get there.

We also need to make sure we have the right partners at the table to get the job done.

PREPARE FOR A SUCCESSFUL JOURNEY

Pack these things:

- 1 A mission, vision, and values that build trust. Know who you are as a group of partners, and live it.
- 2 A destination that gets people interested in the journey. Know where you're going. What's the future you're building? Is it one where housing is abundant? Where every child gets the support they need to succeed? Where everyone has the opportunity for economic mobility?
- 3 A roadmap that telegraphs success. Have an idea of how you're going to get there — at least the sketch of a plan.

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

"How are we going to get there?"

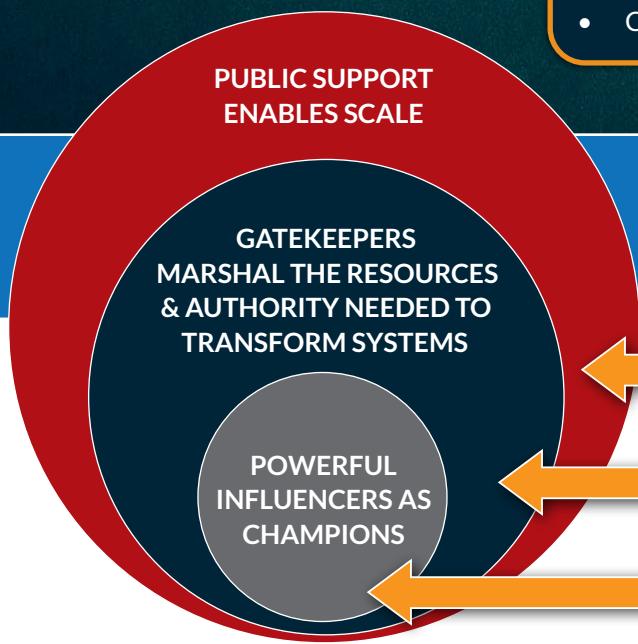
CaseMaking is an appeal to people's hearts and minds. Once they understand who you are and where you are headed (heart), they need to believe your proposed solution will work (mind). They also need to know you can measure your success.

To appeal to the mind, you need two things: a **theory of change** and a **results framework**. Then as you make your journey, you can be transparent about the outcomes you seek, where you're succeeding, and where adjustments need to be made.

DECIDE WHO YOU NEED ON YOUR QUEST

Who should be with you on the road to justice? You'll want to go well beyond your usual partners. Create a comprehensive list of the people and organizations that can build momentum for your cause, including:

- People with lived expertise and people from historically underinvested communities
- Unions (law enforcement, teachers, service workers)
- Anchor institutions (hospitals and health systems, houses of worship, universities)
- Community-based organizations
- Social justice organizations and organizers
- Citizens groups (League of Women Voters, Rotary Clubs, homeowners' associations, tenant groups)
- Student groups
- Cultural influencers and media



MAKING THE CASE FOR TRANSFORMATIVE CHANGE

Understanding the Roles of Different Stakeholders in Systems Change

PUBLIC AUDIENCES

(Residents, Voters, Donors, Citizens, Taxpayers, etc.)

COMMUNITY PARTNERS

(Gov't Agencies, Organizations, Funders, Adjacent Sectors, Corporations & Universities)

INTERNAL STAKEHOLDERS

(Senior Leadership, Board, Staff)



PUTTING IT ALL TOGETHER

Once you know where you're headed and have engaged the right partners at the table, you're ready to start your CaseMaking journey! Learn to build narratives that inspire action by reading our book, "Strategic CaseMaking: The Field Guide for Building Public and Political Will," or by working with us.

