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Building the Public and Political Will for Ending Homelessness and Creating Communities Rich with Abundant Housing

A CaseMaking Playbook for Leaders Everywhere




Building Support for a Civil Right to Counsel by Anchoring Your Case in Racial Justice

A Playbook for Justice Seekers Everywhere




Building the Will to Thrive Together

A Playbook for Establishing the Vital Conditions Everyone Needs for Well-Being




Using the Grants Pass Decision to Change the Conversation on Homelessness

When the Supreme Court announces the Grants Pass ruling and reporters come to us for comment, we have an opportunity to talk in a different way to the bystanders who are watching. Let's create an echo chamber for the thing we want - abundant housing options for everyone in our nation, starting with those who are unhoused and most in need!

When the reporters call or the cameras go on, think about the conversation you want to be hearing in your community and start making it happen.

WHAT YOU SHOULD DO	WHAT THAT SOUNDS LIKE
Position the decision we get to make. We don't get to decide Grants Pass v. Johnson, or vote on a piece of legislation in our state house of representatives, but we do get to choose from a different set of options.	Thank you for asking me about this issue. I care very deeply about making sure everyone in our community has a roof over their head, and I'm not waiting around for the Supreme Court to make its decision because I've already made mine. Every person in this room deserves to share in the prosperity and abundance of the world we have created together. And there's a growing coalition of everyday people, like me, who are rising to the occasion.
Speak to the moments, energy, and excitement that we see building around our collective action.	At my organization, we're working with community members and business leaders every day to make sure that we create more abundant housing options and so more people get to experience the best of what this community has to offer.
Endorse immigrants' rights - without explicitly saying it. We don't want the politicization of immigration to become a dividing line that pulls people away from the broader coalition we're building. We must take on the issue now, before it gets ahead of us.	We're working hard with neighbors off over this community to do everything we can to ensure that every person - no matter where they come from or what brought them here - has a place to live.
Tell people we have solutions. Say this early and often to stop people from saying "We have to find solutions..."	The smartest investment we can make is showing our unhoused neighbors that we care and care for - and do that through our compassionate response to their hardship using thoughtful solutions that coexist with compassion and get a roof over their heads as quickly as possible. These solutions aren't always easy but they exist, they work, and they are often less destructive and less costly than what we see playing out today.



Building Momentum on the Racial Justice Runway

Having thoughtful, strategic conversations about race and racism is the only way for us to achieve a more just world. But they are deeply uncomfortable for lots of people. This framework gives you a step-by-step approach to navigating the critical conversations we all must have to get closer to justice.

Think about a situation in which you are trying to persuade people to get behind a big community change.

- Who have you talked to already?
- What can you discern from listening to their responses?
- How might you move them thoughtfully down the racial justice runway?

If you don't hear ...	Then ...
Race being named in conversations about community challenges	Step #1: Name the elephant in the room Slowly introduce race into conversations about the decisions we are making for our future
An understanding of how our systems were designed to harm people	Step #2: Recognize racial power imbalances Start to build a shared understanding of the way historical and present-day racism affect access to power and opportunity
An understanding of the solutions that could begin to repair the harm	Step #3: Support racial equity Start to come and strengthen support for solutions that advance racial equity
A willingness to take responsibility for harms of the past and work toward racial healing	Step #4: Achieve racial justice Start to build support for redressing the harm of racialized policies and creating abundant opportunities for thriving

Remember: You'll inevitably run into people who won't welcome a conversation about race. That's ok. Most movements begin with early adopters who recognize the need for change and help bring others along. Use the runway to find your key champions - and keep moving thoughtfully forward to lift all.



Discerning the CaseMaking You Need to Build Will for a Thriving Future

Strategic CaseMaking is a set of principles that leaders should use to make the strongest case for a just, thriving future for everyone. To determine which principles to use in any particular conversation, you must first listen closely to what is - and isn't - being said.

Think about a situation in which you are trying to persuade people to get behind a big change.

- Who have you talked to already?
- What can you discern from their responses?
- What CaseMaking principle(s) might you need to deploy?

If you don't hear ...	Then ...
An appreciation of a bigger "We" A shared stake in the future A collective identity	Principle #1: Help people make the connection between your work and their own aspirations for themselves, their families, and their communities.
A focus on the future Urgency to act Power to make change	Principle #2: Help people understand why they must activate right now to get to the future they want.
Activated bystanders Fear of loss from inaction Helpful narratives replacing harmful ones Energy and momentum	Principle #3: Help people understand what they will lose in their own lives if they don't join your work now.
Proven solutions being advocated Proof points being widely circulated	Principle #4: Carefully prepare for the dominant narratives and negative dissonances that you know will come up in conversation about your work.
An understanding of and focus on systems	Principle #5: Lead with solutions rather than going time and energy to naming well-known problems. Use all the creativity of your data and storytelling to show the benefits of your solutions.
Storytelling that highlights our interconnectedness	Principle #6: Highlight how social and economic inequalities have been built into our man-made systems and how we can redesign them.
Confidence in collective problem-solving	Principle #7: Make sure the people you need are heroes in the stories you tell about the challenges you are solving.
Trust in your leadership	Principle #8: Talk people back into their power and their ownership over solutions by being a community success story.
An understanding of how to get	Principle #9: Be clear about your coalition's value proposition and the track record of success that you have individually and/or collectively.
	Principle #10: Share your roadmap for change, how you'll measure success along