

# Vision, Values, and Voice

Communications, Philanthropy, and Health Opportunity for All



*Grantmakers In Health ★ March 5, 2014*

# THE OPPORTUNITY AGENDA

*BUILDING THE NATIONAL WILL TO EXPAND OPPORTUNITY IN AMERICA*

## ANALYZING

Opinion & Media Research  
Culture and Entertainment  
Law and Policy

## SHARING

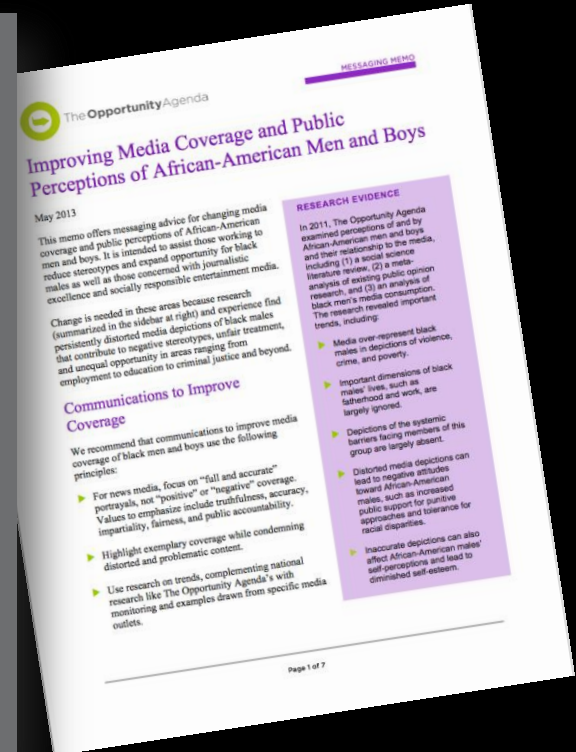
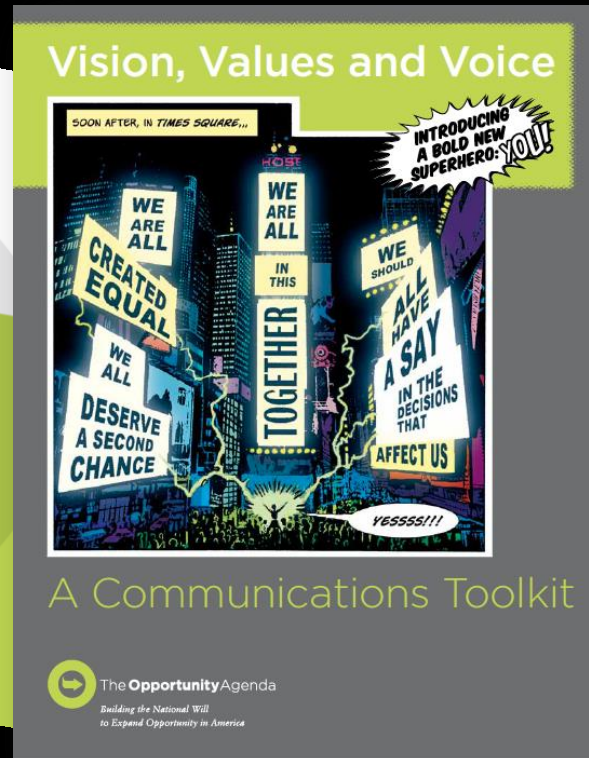
Strategy  
Tools  
Training

## BUILDING

Public Support  
& Public Policies to  
Expand Opportunity



# Research and Tools



# Toolkit and Messaging Online

The screenshot shows a web browser window with the URL [toolkit.opportunityagenda.org/building](http://toolkit.opportunityagenda.org/building). The page features a navigation bar with the following items: ADMIN TOOLBAR, Flashcards, Documents, Admins, Edit Mode OFF, Signed in as Julie Rowe, and Sign Out. Below the navigation bar is a menu with five categories: BIG PICTURE THINKING, NARRATIVE, FRAMING & MESSAGING, BUILDING A MESSAGE (highlighted in orange), MESSAGING IDEAS: FLASHCARDS, and MEDIA TOOLS. On the left, a purple banner contains the text 'VISION, VALUES -AND- VOICE' and 'A SOCIAL JUSTICE COMMUNICATIONS TOOLKIT'. The main content area has a green background with a circular illustration of a woman in a white and green superhero costume, holding a glowing orb. To the left of the illustration is the text 'BUILDING A MESSAGE' in large, bold, dark blue letters. To the right of the illustration is a green button that says 'SHARE THIS +'. The background also features faint, large text: 'ALL', 'HELP', and 'W'.

Introducing people to a new way of thinking about an issue means carefully considering the our messages—and particularly how they begin. We suggest building messages with the following structure.

# For More Resources...

The screenshot shows the homepage of The Opportunity Agenda. At the top, there is a navigation bar with links for HOME, CONTACT US, and a search bar. The main header features the organization's logo and tagline: "The Opportunity Agenda Building the National Will to Expand Opportunity in America". Below this is a secondary navigation bar with links for ABOUT US, OUR WORK, OPPORTUNITY IN ACTION, BLOG, and DONATE NOW. The main content area is dominated by a large image of a diverse group of people. Overlaid on this image is the text "Ensuring Equal and Expanded Opportunity in Our Nation's Economic Recovery Efforts" with a "LEARN MORE" button. To the right of the image, there is an "ABOUT US" section with text explaining the organization's mission and a link to "click here". Below this is an "OPPORTUNITY SHOWCASE" section featuring a photo of a man speaking at a podium and a "more" link. At the bottom, there are four smaller featured articles: "Economic Recovery and Opportunity", "Healing the Race Gap in America", "Immigration Arts + Culture", and "Talking Human Rights In The United States". The footer contains sections for "AMERICAN OPPORTUNITY: A COMMUNICATIONS TOOLKIT", "SYNOPSIS OF THE DOJ'S ARGUMENTS IN UNITED STATES V. ARIZONA", and "NEW BLOG POSTS".

- ★ [www.opportunityagenda.org](http://www.opportunityagenda.org)
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Economic Opportunity / Racial Equity / Immigration / Criminal Justice



# Communications Quiz #1

Car + Safe =



Computer + Creative + Genius =



# COMMUNICATIONS STRATEGY



# Four Kinds of Communications

- ▶ Branding
- ▶ Campaign Communications (50% +1)
- ▶ Crisis Communications
- ▶ Long-Term Moving of Hearts and Minds







**The General Public**

# IDENTIFYING STRATEGIC AUDIENCES

## Base

- To be mobilized

## Persuadables

- To be persuaded

## Opposition

- To be ignored or marginalized

## Decisionmakers

- City Council
- Swing Voters
- Boards of Directors
- Consumers

## Influencers

- Faith Leaders
- Editorial Boards
- Peers
- Celebrities



# *CONNECTING and INSPIRING AUDIENCES*

(Elementary School Election)



# *CONNECTING and INSPIRING AUDIENCES*

## A Compelling Shared Narrative



# WHAT ARE FOUNDATION'S COMMUNICATIONS STRENGTHS?

- ◎ Big Picture perspective
- ◎ Independent voice
- ◎ What issues and problems matter
- ◎ What's working and how
- ◎ Who's leading the way



# WHAT CAN FOUNDATIONS CONTRIBUTE TO *GRANTEES'* COMMUNICATIONS?

- ◎ A **green** light!
- ◎ Space and incentives for collaborative strategy.
- ◎ Research on public opinion, media coverage, culture trends.
- ◎ Narrative and message development and testing.
- ◎ Training and skill-building
- ◎ Infrastructure—staffing, consultants, technology, rapid response
- ◎ Evaluation



# LOCAL and REGIONAL GRANTMAKING: CONSIDER a “HUB and SPOKES” APPROACH



# Six Principles for Change Communications





#1

# *Positive Vision And Values*



**What are you FOR?**

**#1**

*LEAD with VALUES*

**Community Opportunity  
Prevention  
Safety**

**Immigration Criminal Justice  
Early Childhood Education  
Prisoner Re-Entry**

*ISSUES*

**Community Development Block Grants  
Race to the Top Affordable Care Act  
Second Chance Act**

*POLICIES*



#1

# EFFECTIVE SHARED VALUES

- ▶ **Opportunity** – Everyone deserves a fair chance to achieve his or her full potential. What you look like or where you come from should not pre-determine your life chances.
- ▶ **Community** – We're all in it together and share responsibility for the common good.
- ▶ **Prevention** – We need to prevent the conditions that pose obstacles to good health.
- ▶ **Common Sense** – We need to focus on what works, based on evidence, experience, and ingenuity.
- ▶ **Investing in our Future** – These are our future doctors, inventors, fathers, teachers, and entrepreneurs.

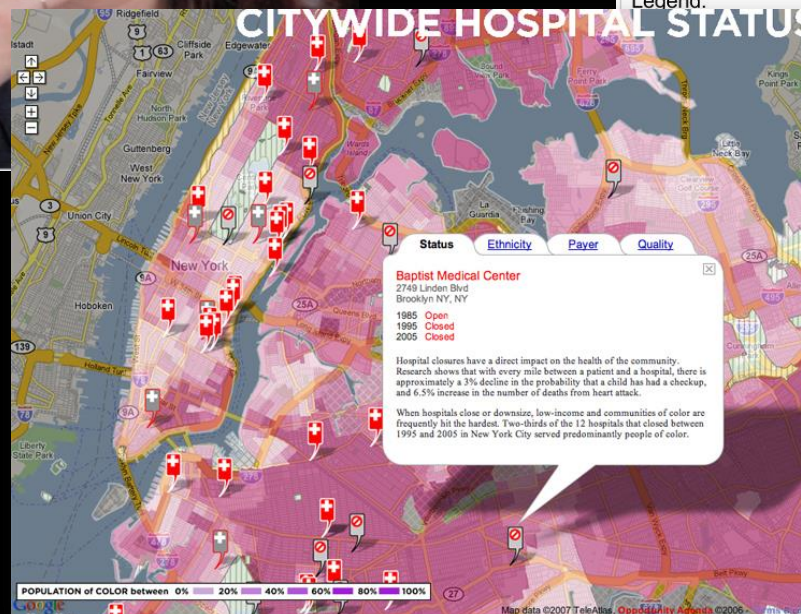
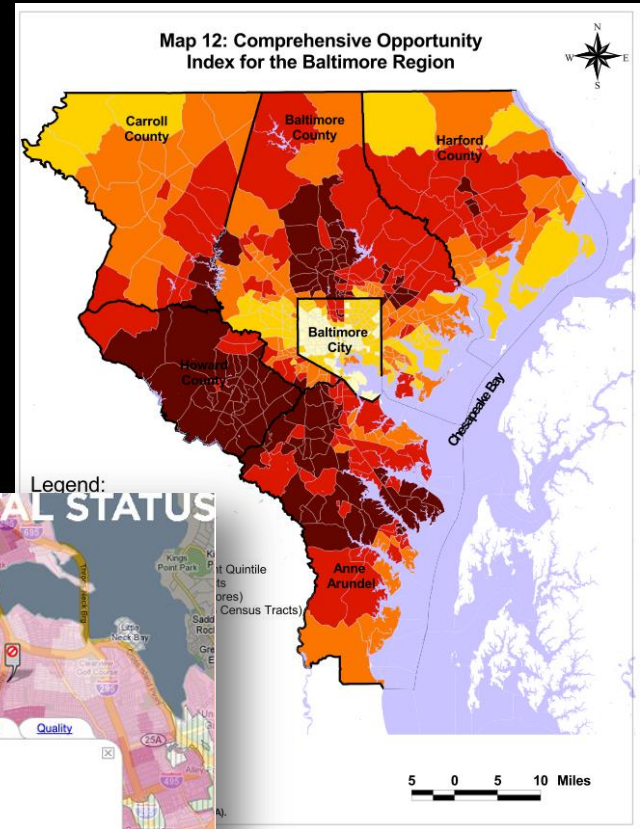
#1

# VALUES in ACTION



#2

# Tell a *Systemic* Story



#3

# EXPLAIN AND OVER-DOCUMENT BARRIERS TO EQUAL OPPORTUNITY

“That’s terrible, especially in these times.”

“I seriously question those facts.”

“I’m worried about my own health and health care”

“The health of different groups of people has been compromised due to gender, race, ethnicity, education, income, disability, living in rural localities, and/or your sexual orientation.” -- What would you say, think, and feel about this statement?



#3

# EXPLAIN AND OVER-DOCUMENT BARRIERS TO EQUAL OPPORTUNITY



#4

# EMPHASIZE SOLUTIONS



- ☆ Overcome issue fatigue.
- ☆ Show what we're FOR.
- ☆ Pragmatic ingenuity.
- ☆ Intuitive connection to the value and problem.





#4

# EMPHASIZE SOLUTIONS

## INCLUDE a CONTRIBUTION MODEL



“African-American men are twice as likely to die from prostate cancer; Hispanic women are more likely to die from cervical cancer....**If every state expands Medicaid, it could cut the uninsured rate for people of color in half.**” – Brian Smedley & LeeAnn Hall in *USA Today*.



#5

## *POSITIVE ROLE FOR GOVERNMENT*

- ▶ A way that we come together to solve common problems.
- ▶ Planning for the future.
- ▶ Making and enforcing fair rules.
- ▶ Protecting the public.
- ▶ Preserving the pathways to opportunity.



#6

*AVOID MYTH-BUSTING*



*TELL YOUR STORY!*

#6

# AVOID MYTH-BUSTING

# This is tobacco marketing.

*Kids who see it are more likely to smoke.*



# TELL YOUR STORY!

#6

# AVOID MYTH-BUSTING



*QUESTIONS?*

*INSIGHTS?*



# For more resources...



The **Opportunity**Agenda

Building the National Will to Expand Opportunity in America

HOME | CONTACT US

SEARCH

SIGN IN

ABOUT US

OUR WORK

OPPORTUNITY IN ACTION

BLOG

DONATE NOW



Ensuring Equal and Expanded Opportunity in Our Nation's Economic Recovery Efforts

LEARN MORE

#### ABOUT US

Opportunity is a deeply held American value and a precious national asset. At its core, it means that all of us deserve a fair chance to achieve our full potential.

The Opportunity Agenda works to build public support and public policy for greater and more equal opportunity in the United States. To find out more about our work, please [click here](#).

#### OPPORTUNITY SHOWCASE



Recently, members of The Opportunity Agenda attended the America's Future Now! conference in Washington, DC hosted by the Campaign for America's Future. To continue reading, click [more](#)

- ★ [www.opportunityagenda.org](http://www.opportunityagenda.org)
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- Economic Recovery and Opportunity
- Healing the Race Gap in America
- Immigration Arts + Culture
- Talking Human Rights In The United States

- AMERICAN OPPORTUNITY: A COMMUNICATIONS TOOLKIT**  
Tools, tips, and techniques for building the national will to expand opportunity for all. [Read More](#)
- SYNOPSIS OF THE DOJ'S ARGUMENTS IN UNITED STATES V. ARIZONA**  
On Tuesday, July 6, 2010, the United States filed a [lawsuit](#) against the State of Arizona to invalidate, and stop the enforcement of, [S.B. 1070](#) (as amended by [H.B. 2162](#)).
- NEW BLOG POSTS**
  - [Monday's Immigration Roundup](#)
  - [Synopsis of the DOJ's Arguments in United States v. Arizona](#)
  - [Bloomberg, Murdoch and Top CEOs Push for...](#)

