

Building The Will

Pro Tips for Strategic CaseMakers™



The CaseMade
Reimagine How Justice Wins

Navigate Zero-Sum Thinking and Get More Buy-in by Shifting the Narrative to Abundance

Q:

Our community is poised to make big changes. More housing people can afford. Education policies that benefit students of color. Health care for the most vulnerable.

Some folks oppose our plans because they think there aren't enough resources. Or they think they'll lose something if someone else gains something. How do we navigate this zero-sum thinking?

A:

It's all too common for folks to think if someone wins, someone else must lose. People might worry, for example, that if we give more or better education to students who have traditionally been locked out, we'll take it away from others.

We've got to get people to see that the resources we need to solve big, systemic problems are abundant—and everyone can win!

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



Why Abundance?

When people say there's not enough time, money, people, or expertise, they're repeating a **scarcity narrative**.

By refocusing people **away from scarcity** and **toward abundance**, we connect the bigger issues to the things **virtually all people want**: an abundance of choices when it comes to housing, education, health care, and all the ingredients that help us live a good life.

Here's How You Do It

Shifting people to an abundance mindset takes **all the tools in the Strategic CaseMaking™ toolbox**. But you've got to start somewhere! Here are a few ways you can seed an alternative narrative:



Use data to anchor abundance.

Instead of citing dire statistics about what's wrong, use numbers to back up how much can become available to people if everyone works together.



Tell stories of us, where everybody wins.

Get people to remember a time when everyone in your community came together to solve a problem.



Tell people what they lose if they sit on the sidelines.

What bright future does your community stand to lose if folks don't band together to act now?

PUTTING IT ALL TOGETHER

Here's how you might talk about abundance to folks stuck in a zero-sum mindset:

This is a community where many people don't hesitate to share time, money, expertise, and care to support each other in good times and bad. During the pandemic, many people rallied to make sure everyone was cared for—that families had food, children could go on learning, small businesses could retain workers, and our most vulnerable had health care. Together, we kept many of the most vulnerable children out of poverty!

Now, we're focusing on what can be done for other children and making sure this continues to be a welcoming, nurturing place where people find what they need to thrive. Nobody wants to look back five years from now and regret not keeping our community strong. Help us make sure there's enough quality housing, education, and health care for everyone who lives here—and we never lose the sense of community that makes this such a great place to live.

