**Insert name of Community/Coalition/Group**

**Organizing Statement WORKING DRAFT**

**\_\_\_\_\_ is organizing (WHO/CONSTITUENCY)**

Tools: Map of Actors, Actor Analysis

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| **(Entire network)** | | |
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| **(Leadership team)** | | |
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**To do (WHAT/MEASURABLE AIM/GOAL)?**

Tools: Campaign Timeline

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| --- | --- | --- |
| **Measures** (Process, Proxy, Outcome) | **How Many?** | **By When?** |
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**By (HOW/TACTICS/INTERVENTIONS)?**

Tools: Tactics Evaluation, Campaign Timeline

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**In order to (MOTIVATING VISION, the heart of the work):**

Tools: Public Narrative- Story of Self, Us, and Now

Avoid industry jargon, medical terminology. Instead speak of the nightmare and dream. Use vivid details that allow those involved to feel the impact of the work. This is where you make the human connection to the work and pull the heartstrings of those involved so they stay motivated to continue the work.

* What are the nightmares your clinicians/providers/practices are experiencing? What matters to them?
* What are the nightmares your people/patients are experiencing? What matters to them?
* What are the nightmares that caregivers are experiencing? What matters to them?
* What are the challenges, what is the choice to make, and what will be the outcome?
* What is the hopeful future, the dream? What would LIKE your people to experience as opposed to what they ARE experiencing?
* What is the urgency, why must we act now?
* What videos/media/stories do you have that tell this story?

Once these questions are answered, craft the motivating vision in the positive, the hopeful future, the dream state.

**By (WHEN/TIMELINE)?**

Tool: Campaign Timeline

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**When the work is not progressing as desired, ask:**

* Is it a strategy issue (the head of the work)? Revisit the Who and What
* Is it an action issue (the hands of the work)? Revisit the How/Tactics/Interventions
* Is a motivational issue (the heart of the work)? Lean on your Motivating Vision

Without the heart, heads, and hands all involved – progress will be slower. It takes all 3.

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