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The Opportunity Agenda

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The **Opportunity** Agenda

using

VP SA in Writing



Why VPSA?

A way to organize your messaging thoughts...

The basis for a soundbite...

(Crib notes for an interview)

A Social Media Update

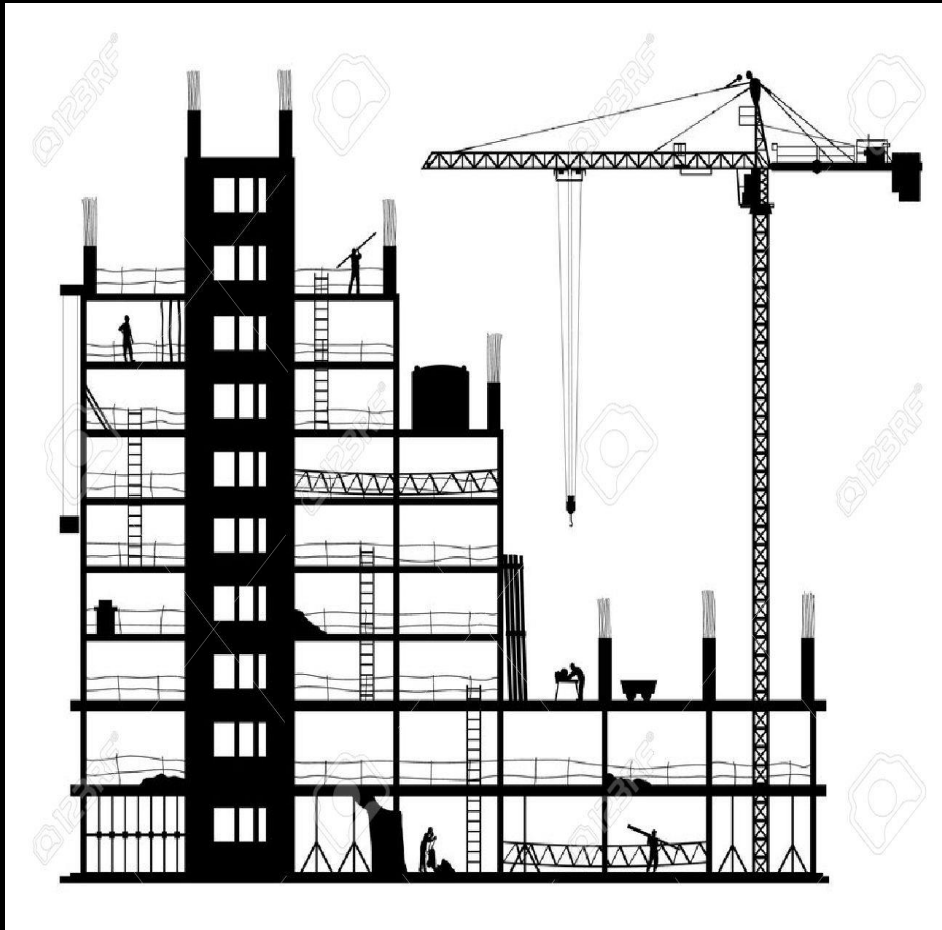
A Speech

An Op-Ed

A Letter to the editor



Building a Message: VPSA



Value at Stake

- Why should your audience care?

Problem

- Hurts us all. Violates our values. Use stats carefully

Solution

- Offer a positive solution.
- Make sure the solution is systemic.

Action

- What can they concretely do?

KEY: Lead with **Values!**



Describe the **Problem**



- Frame problems as a threat to our values
- Use stats and facts carefully
- Systemic & human: Stories in a broader context

Present Your **Solution**



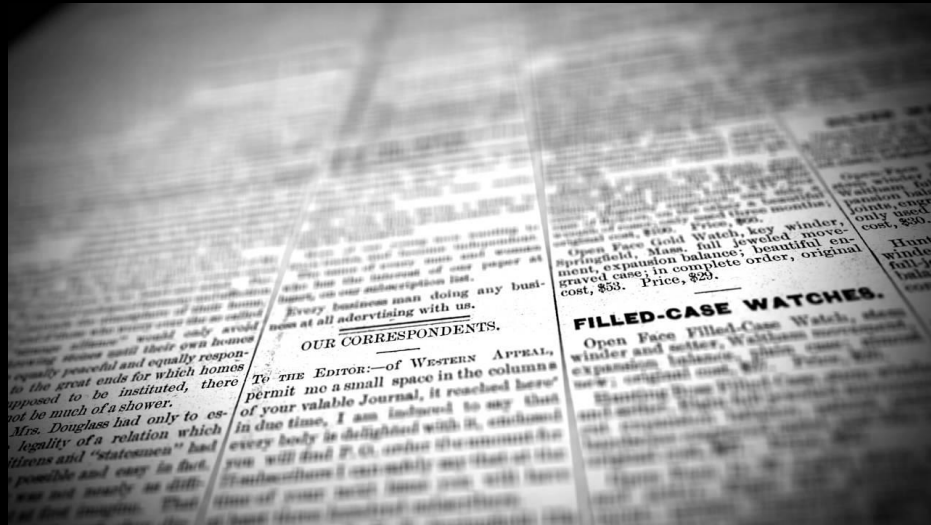
- Promote positive solutions
- Examples of success & alternatives
- Assign responsibility:
Who needs to do what?

Action!



- Something people can picture
- Concrete Action
- Clear
- Concise

VPSA in action



- Powerful in written form
- Control your message
- Who is the expert?
- You are the expert!

Questions?



EXAMPLES: TWITTER FORMULA

#Value

PROBLEM

SOLUTION

#ACTION

ADD A LINK and/or VIDEO/PHOTO/GIF

#Twitter VPSA



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@oppagenda



Undocumented people deserve dignity, not detention. Read [@ImmDefense](#) & [@theCCR](#)'s guide to [#StopIceCold](#): bit.ly/2jliVnS

ICE Raids and Community Arrests



- Value?
- Problem?
- Solution?
- Action?

👤 👤 PAIR EXERCISE 👤 👤

Create
a

TWEET



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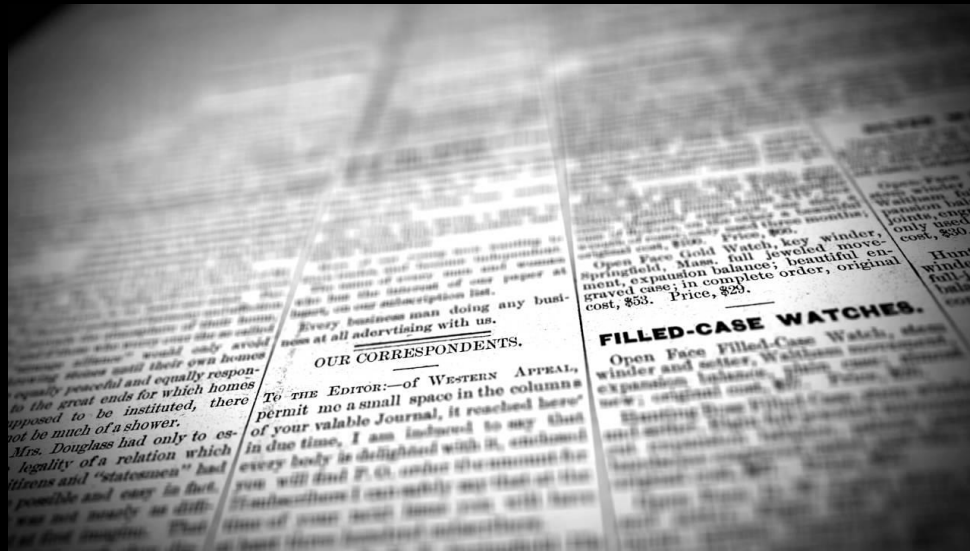


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VPSA in action



- Op-eds: 400-600 words
- LTEs: 100-250 words
- News hooks are your friends

Writing Samples

- **VALUE:** We believe that opportunity should be full and equal and that greater opportunity benefits everyone. Every day, social justice leaders work to expand opportunity by advancing policies and a culture that support the rights and voices of all people.
- **PROBLEM:** Yet, too often the social justice community must counter well-financed communication efforts that support inequitable and unjust policies. To successfully oppose these efforts, social justice leaders need support to tell compelling and evocative stories that drive policy and culture change. The Opportunity Agenda exists to provide that support.
- The Opportunity Agenda is a social justice communication lab. We collaborate with leaders to move hearts and minds, driving lasting policy and culture change. We bring the inspirational voices of opportunity and possibility to social justice issues through communication expertise, and creative engagement.
- **SOLUTION:** To advance the impact of the social justice community, we shape compelling narratives and messages; build the communication capacity of leaders through training and resources; and engage with artists, creatives, and culture makers as powerful storytellers to shift the public discourse.
- We believe in the power of communication and collaboration to drive lasting change.
- **ACTION:** Let's work together to move hearts and minds to drive lasting policy and culture change, and to expand opportunity for all.

Writing Samples

- Regarding the Jan. 28 Business article "From the jailhouse to a job":
- Having both served more than five years in federal prison and worked in human resources, I know firsthand that helping formerly incarcerated people find jobs after prison is critical to making their reentry into society successful. The first step is to reconsider the kinds of work we believe people with criminal records are capable of performing.
- **All families, especially the families of the formerly incarcerated, need jobs that pay living wages.** The U.S. farming and construction industries hire immigrants on guest visas and otherwise because the workers are easier to exploit, not because no one else will do the work. The notion that formerly incarcerated people can afford to take those jobs with poverty wages and no benefits is wrong.
- Steady employment and livable wages will help formerly incarcerated people rebuild their lives and stay out of the system. That's good not only for formerly incarcerated people, it's good for our communities, too.

 PAIR EXERCISE 

Create

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LTE

OUTLINE



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