



Building The Will

Pro Tips for Strategic CaseMakers™



Social Math Makes Our Data Work Toward Justice

Q:

We know that data needs to be deployed carefully to make the case for the solutions we are asking people to get behind. But there is so much data to choose from! How do we select compelling numbers and use them to our advantage?

A:

Even though data and statistics rarely *win* arguments, they can lend powerful support to our case if we deploy them in the right way. Every data point is an opportunity to improve people's understanding of our solutions and help inspire the possibility of change.

SOCIAL MATH can help!

Join our *Fierce CaseMaker community* to connect to other good troublemakers working toward justice in our world.

It's hard to get people excited about our solutions because they default to believing the problem is too big or the costs are too high. Social math can help us break down and connect a big issue with the possibility of change.



Don't skip this step

Here's how to do it:

1. **Choose one clear, credible number to anchor your case on.** For example, the cost of your solution or the number of people that would benefit.
2. **Relate the number to something that your audience would already know a lot about.** The goal is to make the number quickly make sense to the specific people you are talking to.
3. **Tell people what you want them to think about that number comparison.** Excite people's sense of what's possible!

Here's an example:

Child care costs the average family \$24,000 a year.

That's like paying a second monthly rent or more than a year of tuition at many colleges.

If that same amount of money had been invested in the stock market for each of those first five years instead, every child would have over a million dollars by the time they turned 18 to go to college, start a career, and build a successful life.

When child care costs more than rent or college, it steals a family's ability to invest in the future. That's a problem for all of us, not just parents.

AND it's something we can fix today.



Want to learn more will-building skills? Drop us a line at talktous@thecasemade.com.