

Making a case to the public

This is a top ten checklist for activists and advocates in achieving a successful advocacy strategy. All ten elements must be canvassed.

Four Elements: The Conventional Wisdom (J.K. Galbraith); and

Six Elements: The Moral Palette (Jonathan Haidt)

John Kenneth Galbraith: The Conventional Wisdom (The Affluent Society)		
Element	Success	Failure
1. Simplicity	It's easy	It's complicated
2. Comfort	You should feel OK about it	You should feel uncomfortable about it
3. Understandable Frame	You will understand	You will have to study
4. Self Esteem Enhancing	You should feel good about yourself	You should feel bad about yourself
<i>Any advocacy strategy must observe all four elements of the conventional wisdom to be successful. All failing strategies will violate all four elements.</i>		

Jonathan Haidt: The Moral Palette (The Righteous Mind)	
Element	Definition
5. Sanctity	The state or quality of being holy, sacred, or saintly Of ultimate importance and inviolability: the sanctity of human life
6. Loyalty	Steadfast in allegiance to one's homeland, government, or sovereign. Faithful to a person, ideal, custom, cause, or duty.
7. Liberty	The state of being free within society from oppressive restrictions imposed by authority on one's way of life. A right or privilege, especially a statutory one.
8. Authority	The power or right to give orders, make decisions, and enforce obedience: The right to act in a specified way, delegated from one person or organization to another.
9. Caring	Feeling and exhibiting concern and empathy for others
10. Fairness	Free from favoritism, self-interest, or preference in judgment.
<i>Most progressive advocacy strategies emphasize caring and fairness without appealing to the other four elements of the moral palette. All highly successful strategies appeal to all six elements of the moral palette.</i>	

Note: Progressive advocacy strategies often fail to achieve any elements of the conventional wisdom and only appeal to the caring and fairness elements of the moral palette.