



DIRECTIONS: Take a moment to think about a current organizing campaign or action you are currently working on and then practice the Cornerstones tool by seeing if you can identify all of the parts below.

The cornerstones are the defining aspects of a campaign that set the parameters for developing a narrative. Before developing your narrative strategy it is important to clarify all of these cornerstones. They will provide the foundation on which to build your narrative.

GOAL

What are we trying to achieve? What is the specific change we are trying to make?

AUDIENCE

Who are the specific groups of people that we most need to reach and persuade?

TARGET

Who is the decision-maker that can make this desired change happen?

CONSTITUENCY

Who is our base? The organized groups of people or communities who we already work with, represent or share common interests with.

STRATEGIC CONSIDERATIONS/EXISTING HOOKS