



TOOLKIT FOR INCREASING UPWARD MOBILITY IN YOUR COMMUNITY

Telling the Story of Your Upward Mobility Work

This worksheet is part of the Upward Mobility Initiative's [Toolkit for Increasing Upward Mobility in Your Community](#). Use it to develop a message to help you tell the story of your upward mobility work.

Start by articulating your values, using your [Community Vision Statement](#) as a guide.

Example value: Everybody needs a safe, high-quality place to live where they don't have to choose between paying the rent and having enough food on the table.

Next, introduce the problem—the local mobility challenges that you identified through collecting and analyzing data in [chapter 4](#)—and pivot quickly to solutions (the strategic actions that you selected in [chapter 5](#)). You should frame the problem as a threat to the vision and values you articulated in the previous step.

Example problem: Many people in our community are unable to afford housing because there are fewer homes available than people who need them.

Example solution: Fortunately, local solutions exist to encourage the building of new housing and to keep rent and home prices affordable.



Finally, include a call to action that is specific, achievable, and easy. Learn more about [creating effective calls to action](#).

Example action: Register for an upcoming webinar to learn about our proposed housing solutions today.

