



Popular Demands

An important part of advancing policy change is being able to **galvanize the people** and get stakeholders on board.



Policy Demand



Popular Demand

A **popular demand** is a clear straight forward demand that is easy to understand and easy to get behind.

Popular demands energize your base, move the middle, and isolate the opposition.

- Leapfrog towards structural change.
- They speak to the broader problem.
- Offers an alternative vision of what is possible for our communities.



From Policy Wonky to Popular

Eviction Moratorium



Freeze the Rent

Challenge
education budget



Cancel Student Debt



From Policy Wonky to Popular

Increase police
accountability for
racial violence.



Black Lives Matter

raise the federal
minimum wage



Living wage for all



A popular demand has three characteristics:

- It's simple: A middle schooler can understand it.
- It "hits" every time.
- Our message of what we want is clear and simple.

