

# TYPES OF CHANGE PUBLIC MOBILIZATION CAN CREATE



## BEHAVIOR CHANGE

Compelling shifts in individuals' habits and behaviors (e.g., developing better eating habits)



## CULTURE CHANGE

Shifting public opinion and narratives (e.g., changing societal perception of same-sex marriage)



## POLICY CHANGE

Shaping political outcomes and decision-making processes (e.g., stopping a bill from being passed)



## INFRASTRUCTURE CHANGE

Creating channels and processes that change how change happens (e.g., building a participatory budgeting system)

# WHY IS PUBLIC MOBILIZATION VALUABLE?

---

## **LEGITIMACY**

Public mobilization can provide bottom-up validation and/or political cover for decision-makers aiming to enact new policies/reforms.

---

## **ACCOUNTABILITY**

Public mobilization can ensure that decision-makers remain accountable to promises they have made.

---

## **RAPID RESOURCES**

In times of crisis or immediate need, public mobilization can help you rapidly gather resources – for example, crowdsourcing funding or ideas.

---

## **EMPOWERMENT**

Public mobilization gives individuals agency; this feeling can, in turn, inspire them to deepen their participation over time.

---

## **OWNERSHIP**

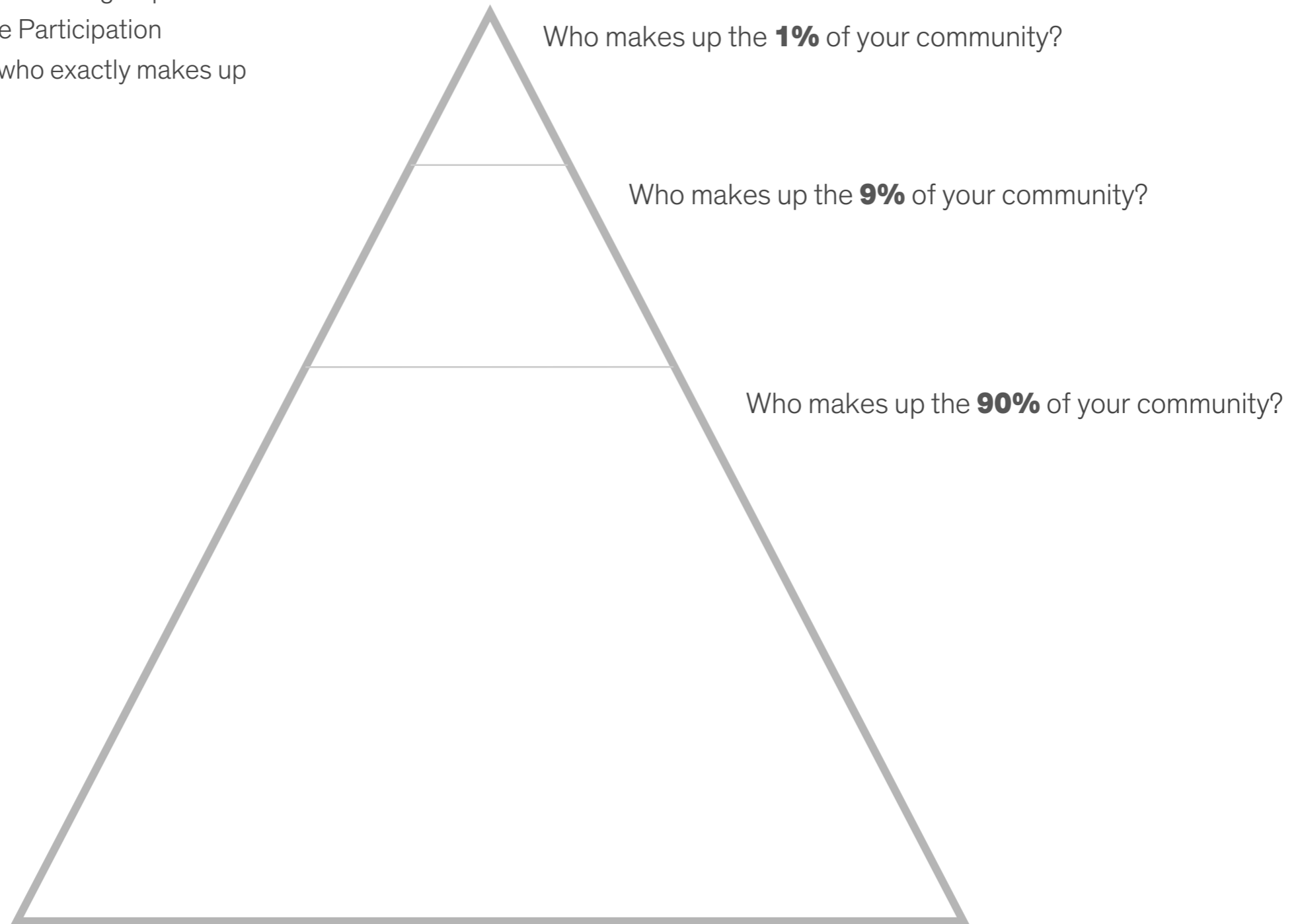
If individuals are engaged in collaborative or consultative process, they are more likely to feel bought in and take ownership over solutions.

---



## PARTICIPATION PYRAMID

Think about a community you (OR a grantee) want to mobilize toward achieving a specific kind of change. Fill in the Participation Pyramid to understand who exactly makes up that community.



# COMMITMENT CURVE

Fill out a Commitment Curve to determine potential low-, medium- and high-barrier actions your community members could take to mobilize around your initiative.

