

Building a Common Good Campaign: Key Questions to Guide Your Team



1. Naming the Problem and Its Systemic Roots

- What challenges keep resurfacing across our schools or neighborhoods?
- Which of these challenges seem connected to larger patterns such as funding, staffing, discipline, access to services, or community conditions?
- Who appears to benefit under the current conditions, and who is most burdened?
- What stories, observations, or data help us see root causes rather than symptoms?
- What else do we need to learn from those most directly impacted?

2. Clarifying the Purpose

- How can we explain this issue in a way that connects with the values of people in our school community?
- How does this issue align with our deeper commitments to public education, dignity, justice, and student success?

3. Understanding Community Experiences

- How can we gather insights from students, families, and community members?
- How do different groups experience the issue differently?
- How can their lived experiences guide our starting point?

4. Strengthening Community Connections

- Who in our community already cares about this, and how might we invite them in early?
- What opportunities exist for listening and relationship-building?
- How can we build trust before asking anyone to act with us?

5. Exploring Our Internal Capacity

- Who among our educators, support staff, early-career members, and retirees can anchor this work?
- What communication routines could help us stay connected as we learn and plan?
- What early activities (story-gathering, short meetings, conversations) can help build confidence and participation?
- What are our realistic boundaries in the next 1–3 months?

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6. Understanding Who Can Make Change

- Who has the influence and/or authority to change this issue (school board, district leaders, local agencies, state decision-makers)?
- What helps us understand their priorities and motivations?
- Who might challenge this work, and what can we learn from their perspective?
- How can we prepare to approach decision-makers with clarity and unity?

7. Crafting the Story that We Want to Tell

- What shared values—belonging, fairness, safety, opportunity—can anchor our story?
- How might we describe the future we want in a hopeful, grounded way?
- How can we explain the systemic cause of this issue and identify who has the authority to change it (for example, when housing or food insecurity affects student attendance and learning)?

8. Planning Collective Actions That Build Power

- What small, early steps can help us build momentum?
- What might an intentional pathway look like—from gentle actions to stronger collective efforts only as needed?
- Where can joy, culture, and community care be intentionally built into the process?

9. Preparing for the Long View

- What relationships, structures, or routines can support this work overtime?
- How will we ensure that underrepresented voices remain centered throughout the process?
- How do we plan for growth beyond a single moment or negotiation?

10. Reflection for Moving Forward

- We are noticing systemic patterns in...
- We want to learn more about the deeper causes behind...
- We are curious about building relationships with...
- We are excited to grow our capacity around...
- We hope this campaign will make possible...
- Our next small step is... and we will take it by...