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| WORKSHEET | 2014  |
| Building a Message  |

What story does your audience need to hear to help you achieve your goal? That story is your message! Use this worksheet to develop a strong message to support your advocacy goal.

goal

**What do you want to have happen?**

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decision maker / audience

**Who can help make it happen?**

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Values

**What does your audience care about, what are the values you share with them?**

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threat or problem

**What is the problem or threat?**

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solution

**What is the solution?**

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*Continue on next page*

call to action

**What would you like your audience to do?**

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your message

Now bring together your shared values, compelling threat, simple solution and call to action in a single message.

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visual message

Describe the visual that will accompany and reinforce your written message.

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