

Building a Message

What message does your audience need to hear to help you achieve your goal? Use this worksheet to develop a compelling message to drive your audience to take an action to help you get from A to B.

GOAL

What do you want to have happen?

- 1. Community support for an Age-Friendly Community Plan with emphasis on housing and recreational activities to start.**
- 2. Creation of an Office of Aging - Hire a Coordinator to facilitate the planning and implementation process.**

DECISION MAKER / AUDIENCE

Who can help make it happen?

VALUES

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

THREAT OR PROBLEM

What is the problem or threat?

SOLUTION

What is the solution?

CALL TO ACTION

What would you like your audience to do?

YOUR MESSAGE

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

VISUAL MESSAGE

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