

MESSAGE DEVELOPMENT BOX

THRESHOLD MESSAGES

What do people need to know, believe, or care about in order to become engaged with your organization or issue? What obstacles do you have to overcome to get people over this threshold?

SOLUTION MESSAGES

And the World Will Be a Better Place ...
What is the projected (positive) outcome?
Offer up suggestions of how, if people do what you say, their lives will be better.

ACTION MESSAGES

What is the purpose of your message?
What do you want the people who connect to your organization to do?
Do you want different things from different audiences?
Do you have different goals for different campaigns?

REINFORCEMENT MESSAGES

How do you keep people involved?
How do those who are involved convey your messages for your organization?
What are some statistics, anecdotes, cliches and sound bites we can use to support these messages, reinforce these messages?

MESSAGE DEVELOPMENT BOX

TRESHOLD MESSAGE and supporting points

1. _____

2. _____

3. _____

SOLUTION MESSAGE and supporting points

1. _____

2. _____

3. _____

ACTION MESSAGE and supporting points

1. _____

2. _____

3. _____

REINFORCEMENT MESSAGE and supporting points

1. _____

2. _____

3. _____