

WORKSHEET C: Developing Your Message

This worksheet helps you use the message triangle to develop the key components of your communications campaign message. The checklist at the bottom allows you to examine your message and consider whether it will resonate with your intended audience and clearly convey the components of your message triangle.

1. What is your core message?

2. To support your core message, answer the following questions (remember the message triangle):

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| 1. Problem: What problem are you addressing, and why is it important to your intended audience? | |
| 2. Strategy: How are you and your coalition addressing the problem? | |
| 3. Call to Action: What steps can your intended audience take to get you closer to achieving your intended outcome? | |

3. Now, combine these responses into one concise statement:

(Later, you can add this statement to Worksheet F as your Message)

4. Message Checklist

Is Your Message:

- Clear?
- Compelling?
- Free of Jargon?

Does Your Message:

- State a problem?
- Show a potential solution?
- Provide a call for action?

If you have trouble checking off one of the boxes, think about how you can make your message more concise or clear to your intended audience—and revise it if necessary.