

DEVELOP GOOD EVIDENCE-BASED MESSAGES

Ensuring that your messages are relevant, effective, motivating and clear is fundamental to achieving your strategic vision, your goals and objectives.

They should tell the listener what the problem is, what the solution should be, what needs to be done and why. Always make sure to support your messages with robust evidence, examples and credible voices.

Crafting strong messages

KEY QUESTIONS YOU NEED TO ASK YOURSELF FOR CRAFTING STRONG MESSAGES:

What is the **PROBLEM** that must be addressed?

What is the **SOLUTION** you propose and how will it impact the problem?

Collect the **EVIDENCE** supporting your assertions about the problem and solution.

Use strong **EXAMPLES** of the problem and/or solution, such as success stories.

Be clear what the **ASK** is – what action or decision does the target audience need to take?

MOTIVATE the audience with hope that a change is within reach and that it is their interest to address the problem.

What are the **BENEFITS** of the proposed solution? Why should they care?

Speak to their **HEAD AND HEART** – we all respond with both our emotions and our logic, even seasoned decision-makers. The story of the plight of a child or a community is powerful.

NOTES:

➔ The development of a compelling advocacy message

Instructions:

Use the above questions to fill in the bubbles of the below diagram.

Once you have filled all the bubbles, combine them into one key concise and compelling advocacy message that can be delivered in a couple of minutes to your target audience.

PROBLEM?

SOLUTION?

EVIDENCE?

EXAMPLES?

BENEFIT?

ASK?

YOUR ADVOCACY MESSAGE