Class Agenda

**Week 3: Message Frameworks & The Personal Story**

**TIME ALLOTTED:** 3:00-5:50 PM

**INSTRUCTOR(S):**

**GUEST SPEAKER(S):** None

**MATERIALS NEEDED:**

* PowerPoint presentation
* Projector and Screen
* White board and markers

**PRINTED MATERIALS NEEDED:**

* Messaging Through personal Stories Worksheet
* Personal Stories in Organizing Worksheet

**GOALS FOR THE SESSION:**

* (K) Students understand how a message frame helps advance an issue campaign
* (S) Students know how to tell their personal stories to get new people involved
* (S) Students know how to train others on talking about the issues through the lens of their personal stories
* (A) Students are ready to write the message frame section of their issue campaign plans

**SKELETAL AGENDA:**

**6:00-6:15 Report-back on Power Mapping and First Step of Plan Writing**

**6:15-6:45 Building a Message Frame**

**6:45-7:30 Messaging Through Personal Stories**

**7:30-7:45 Break**

**7:45-8:40 Personal Story as a Recruitment Tool**

**8:40-8:50 Next Steps and Closing**

**ANNOTATED AGENDA:**

**6:00-6:15 Report-back on Power Mapping and Theory of Change**

**6:15-6:45 Building a Message Frame**

* You already have a policy – why do you need a message?
  + Simplify what you’re trying to accomplish
  + Make it easy for people to agree with your objective
  + Drive the narrative around your issue
  + Examples of message wars:
    - Stand Your Ground vs “Shoot First, Ask Questions Later”
    - Right to Work vs Weakening Unions
    - Border Security vs Anti-Immigrant
* What a message should look like:
  + Based in values, No numbers, No absolutes
  + Easy to agree with intuitively
  + Evergreen
  + Appropriate for multiple audiences:
    - Not JUST the people who are with you
    - Targets
    - Influencers
* How to build a message frame: Message Box
  + Values
  + Problem
  + Solution
  + Call to Action
  + Benefit

**6:45-7:30 Messaging Through Personal Stories**

**7:30-7:45 Break**

**7:45-8:40 Personal Story as a Recruitment Tool**

**8:40-8:50 Next Steps and Closing**