CREATING A MESSAGE FRAME AND MAKING IT PERSONAL

WORKSHEET

Traits of a Strong Message Frame

* Based in values – no numbers, no absolutes, not about strategy
* Evergreen – you can keep referring to it throughout your campaign
* Appropriate for multiple audiences – targets, influencers, those who are with you, those who are neutral, and even those who are leaning against you

Building a Message Box

Part 1a: Create a message box for your issue campaign

Part 2a: Add some notes about how each part of the message box is personal to you.

|  |  |
| --- | --- |
| VALUES: | |
| PROBLEM | **SOLUTION** |
| Personal notes: | **Personal notes:** |
| **BENEFIT** | **CALL TO ACTION** |
| **Personal notes:** | **Personal notes:** |

Crafting an Overarching Statement

Part 1b: Craft 1-2 overarching sentences which will form the backbone of your campaign message.

Part 2b: Adjust the overarching sentences to be personal in tone.

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| --- | --- |
| Overarching Statement | Personalized Statement |
|  |  |