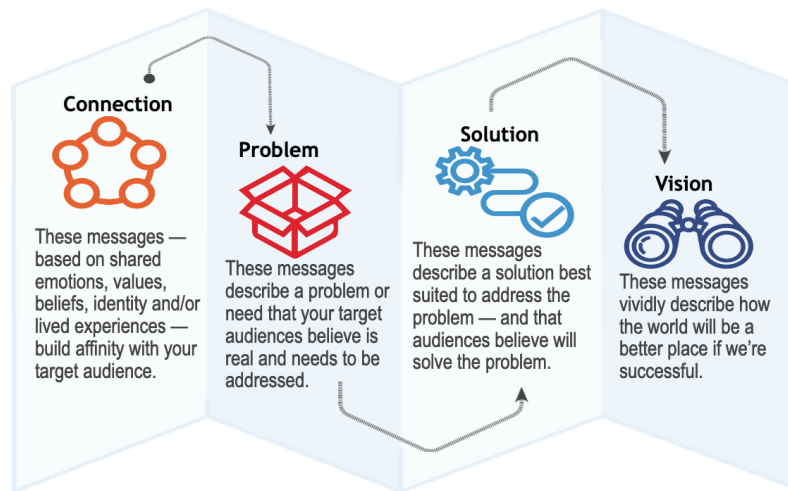


Messages that Move

Core Narrative Message Worksheet

For Elevate Youth CA Series by Fig + Sass

Make a copy of this worksheet before you fill it out.



INSTRUCTIONS: Develop a few sentences or bullet points for each of the message categories below to introduce your organization, discuss a core issue, or explain a campaign. Keep in mind what your audience might need to hear and feel to take the action you need in order to achieve your goal. Once you've developed a core narrative framework, you can use it to develop messages for diverse platforms and formats needed to execute your communications strategy.

1) What do we Believe in? **Connection Message**

Who are you and what do you care about? The connection message communicates the values, beliefs, or experiences that you share with your target audience and establishes your own connection to the issue/organization.

(E.g. We all know family is important. The caring support that family can provide gives kids a foundation for success that sustains them for the rest of their lives.)

2) What Stands in the Way? **Problem Message or Opportunity Message**

This message describes and communicates the problem or opportunity you are working to address. What might your audience not realize about the issue you work on or the people you serve?

(e.g. Foster kids grow up without a family who can be there for them. Through no fault of their own, many grow up feeling alone, and they struggle to imagine a hopeful future. Without the support of family to guide them through school and teach them life skills, they all too often fall prey to homelessness, unemployment, and poverty.)

3) What can we do about it? Solution Message

This message communicates the power of your mission, your solution to the problem you have described, in a way that resonates with your audience. What do people need to know about your work and your impact to be willing to invest in it? Why is the response you are suggesting to the issue the right solution?

(E.g. At First Place for Youth, our nationally-recognized model helps foster kids beat the odds. We support young people in finding a safe place to live, get their first job, and keep progressing in school. We provide California's most vulnerable young people with the tools they need to reach their full potential in school, work, and life.)

4) Why Will it Matter? Vision Message

This message describes to your audience how the world will be a different, better place with your solution. Include your call to action here – what are you asking your audience to do? What are you asking your audience to support and work towards? How can their donation, their action, their time make a difference in the large scheme of things?

(E.g. We believe that all foster kids in the United States can achieve self-sufficiency and make a successful transition to adulthood. With your donation of \$100 this December, First Place for Youth supports young people, and in turn, they learn to support themselves.)