



Messages that Move Reading and Resource List

Compiled by Fig + Sass, February 2023

ASO Communications Message Guides. Movement message researcher and expert, Anat Shenker-Osorio, shared a library of message guides on her website with helpful guidance for how to talk about issues ranging from election protection to education to mass incarceration.

<https://www.asocommunications.com/messaging-guides>

Conscious Style Guides. A collection of guides for using inclusive, equitable, respectful, and empowering language to message about different types of people, identities, and communities.

<https://consciousstyleguide.com/>

Drop the I-word. A campaign launched by Race Forward and its partners to disrupt the frequent use of the term illegal to describe immigrants.

<https://www.youtube.com/watch?v=K4KObY2tqe4&list=PL4ruTyc9FHOXliw7XW1kF424I4wRPGRo8>

Flesch-Kincaid Grade Level Test. This test indicates how difficult a passage of text in English is to understand. The Flesch-Kincaid Grade Level is equivalent to the US grade level of education. It shows the required education to be able to understand a text.

<https://charactercalculator.com/flesch-reading-ease/>

Heartwired. A joint project of Wonder: Strategies for Good and Goodwin Simon Strategic Research this strategy guide examines how change-makers have leveraged a deeper understanding of their target audiences to hasten a tipping point on pressing issues of the day.

<https://heartwiredforchange.com/strategy-guide/>

Messaging this Moment. Commissioned by the Center for Community Change early in the Trump Administration, this guide includes useful tips and language guidance related to key progressive issues. [https://communitychange.org/wp-content/uploads/2017/08/C3-](https://communitychange.org/wp-content/uploads/2017/08/C3-Messaging-This-Moment-Handbook.pdf)

[Messaging-This-Moment-Handbook.pdf](https://communitychange.org/wp-content/uploads/2017/08/C3-Messaging-This-Moment-Handbook.pdf)

Narrative Observatory. The Narrative Observatory provides narrative and cultural strategists tools, along with industry-grade data infrastructure to understand audiences relative to their place in culture; to identify, measure, and track narratives within audiences over long time scales; and to surface audience-specific story opportunities and threats.

<https://narrativeobservatory.org/>

The Opportunity Agenda. This organization shares a lot of free message tools often released in real-time to share guidance on how to talk about emerging events.

<https://opportunityagenda.org/our-tools/messaging-reports/>

The Power of Asset Framing. This blog features videos produced by the Skillman Foundation with Trabian Shorters going deeper into asset framing and how to apply it to your messaging.

<https://www.skillman.org/blog/the-power-of-asset-framing/>

Race Class Academy. This video series takes you through why and how to use race class narrative frameworks in messaging to audiences. <https://race-class-academy.com/>

Start with Why. Short clip of Simon Sinek's TED Talk about why to Start with the Why.

<https://www.youtube.com/watch?v=gySZJ490Ebg>