

WellstoneAction!

Educate. Advocate. Organize.

Communicating an Effective Message

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Message = Core argument of campaign or organizing effort

It answers the question "Why?"

- Why does it matter?
- Why should I care?

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Message

≠

Slogan



Message

≠

10 Point Plan



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Message = A conversation



So, what makes for a good conversation?

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An effective message is:

- Credible
- Concise
- Relevant
- Compelling

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Internal Message
(organizing & mobilizing)

vs.

External Message
(education & persuasion)

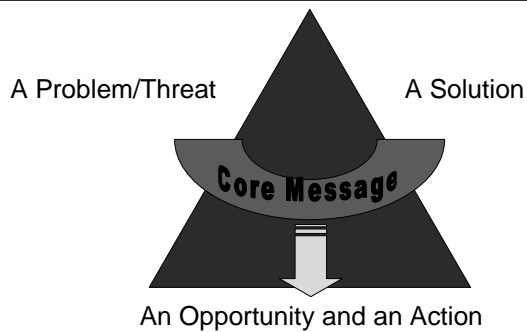
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Getting Started

- Identify your audience and get to know them
- Brainstorm ideas
- Practice, role play and test
- Create an action messaging triangle...

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Moving a message to action



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Successful grassroots campaign message:

People feel that their **interests** and **values** are reflected in the campaign and tied with its success, and they **take action** based on that belief!

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