

Worksheet: Message Strategy for Community Education and Engagement

April 5, 2017 | Katie Titterton, Clear Spot Communications Consulting

1. Grounding

Where is my campaign on the timeline?

| | | | | | | |
|----------------|------------------------------|--------------------------------|------------------------------------|--------------------------|-----------------------|---|
| Identify issue | Assess factors/ resources | Clarify goal/ frame message | Outreach, organize, mobilize | Legislation/ adoption | Implement/ enforce | Measure outcomes/ review/ maintain |
|----------------|------------------------------|--------------------------------|------------------------------------|--------------------------|-----------------------|---|

Where am I on the campaign experience spectrum?

| | | | | |
|-------------------|---|--|---------------------|--------------|
| Brand new at this | Some relevant skills from other experiences | Helped plan part or all of a campaign | I've run a campaign | Seasoned pro |
|-------------------|---|--|---------------------|--------------|

2. Focus

What have I accomplished so far?

What do I want to accomplish next?

What do I want to accomplish overall?

3. What is my message?

Core of Your Message exercise: Notes and message drafts

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4. Where do I think my community/stakeholders are in the Stages of Change as it applies to my campaign?

| | | | | |
|------------------|---------------|-------------|--------|-------------|
| Precontemplation | Contemplation | Preparation | Action | Maintenance |
|------------------|---------------|-------------|--------|-------------|

6. Common ground

When presenting my message to stakeholders, what common ground can I start with?

What evidence do I have or can I find to build on common ground?

Stakeholder Storytelling exercise: Notes

7. Who are my key stakeholders? What questions do I want to ask them?

Homework:

- After CIFA conversations with my stakeholders: where is my community in Stages of Change? Is it different from what I thought before?
- Has my message changed? How?
- Have my goals changed? How?