Worksheet: Message Strategy for Community Education and Engagement
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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
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 CIQA 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?