ACS Messaging Boot Camp

Tips to Remember:

**TIP 1**
Mission is not message.

**TIP 2**
Concisely and clearly define the work you do.

**TIP 3**
Explain why it matters.

**TIP 4**
Demonstrate why they should care and consequences of inaction.

**TIP 5**
Inject new elements into the discussion to force people to see the issue with fresh eyes.

**TIP 6**
Keep your messages simple and connect it to a positive outcome.

**TIP 7**
Meet people where they are.

**TIP 8**
Don’t just tell people the problem, tell them the solution and invite them to help implement the solution.

**TIP 9**
Use real life Examples.

**TIP 10**
Practice.

**TIP 11**
Repeat your messages.

**TIP 12**
Give jargon the boot!

ACS Messaging Boot Camp - Giving Jargon the Boot: Simple Messages for Clear Communication

Advocacy & Communication Solutions, LLC, helps organizations utilize strategies in advocacy, communication and organizing to achieve success. For more information about ACS please contact us at info@advocacyandcommunication.org.