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

www.advocacyandcommunication.org
For more information about ACS, please contact us at info@advocacyandcommunication.org.
© Copyright 2015 by Advocacy & Communication Solutions, LLC.