



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*

Cleveland
1277 West 104th St.
Cleveland, OH 44102

Columbus
74 West Hubbard Avenue
Columbus, OH 43215

Washington, DC
300 New Jersey Avenue, NW
Suite 900, PMB 9005
Washington, DC 20001

Phoenix
207 North Gilbert Road
Suite 007
Phoenix, AZ 85234

advocacyandcommunication.org

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.