

# ACS Messaging Boot Camp

## Create Your Menu of Statements

### What You Do

- 1.
- 2.
- 3.
- 4.

**Step 1—What You Do.** This is your mission. State what you do but in 9 words or less. Review it. If your grandma wouldn't understand it, erase and start again.

### How You Do It

- 1.
- 2.
- 3.
- 4.

**Step 2—How You Do It.** Write down all of the ways you and your organization work to meet your mission. This is your time to shine. Talk about the unique work you do. What is different about your work than what other organizations do? What is your value? Keep it wonky-free.

### Why It Matters

- 1.
- 2.
- 3.
- 4.

**Step 3—Why Does It Matter?** You're speaking to a local legislator. Why does this issue matter to them? Write down all of the ways it impacts them and the people they represent. It isn't about you. You have to frame it so it matters to them.

### Why They Should Care

- 1.
- 2.
- 3.
- 4.

**Step 4—Why Should They Care.** Connect the dots for them. What's at stake? What will happen if there's no action? How does this impact the community? The economy? What are the student outcomes?

**Step 5—Let's Choose Your Words.** What is your analysis of the problem, its cause and impact? How does your work solve the problem? What are your arguments in support of your solution?

**Step 6—Persuade.** What will be most persuasive for that audience? What information it needs to hear? What action you want the audience to take?

**Step 7—Go Back to the Beginning.** Review all of your messages. Are they simple? Easy to understand? Would grandma understand them? If not, start again.

**Step 8—Practice.** Pick a statement from each category on the menu. Practice delivering your statements.

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

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