Messaging Magic

Communicate to get the results you want

Thursday, August 3, 2017

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By the end of this session, you will know how to:

1. Set your goal first.
2. Identify your audience clearly.
3. Put together a “message triangle,” story & ask for your organization that works.
4. Deliver that organizational message to “hook” your audience.
Current message and “pitch”

Give us your project’s 1-2 minute “elevator speech”!
Pitch Perfect(ly)!
Campaign for a Healthy Denver
What’s our goal?

Get your Audience to Know --> Care --> Do

Know: Make people aware of an issue or organization/educational campaign

Care: Inspire people to care about an issue or organization/educational campaign

Do: Motivate people to partner/volunteer/donate to organization/educational campaign
Goal?

Vote for municipal ballot initiative
**Audience: Who do we want to reach?**

**NOT “the general public”**

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<tr>
<th>Audience</th>
<th>Volunteers</th>
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<td>Funders</td>
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<td>Media</td>
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<td>Clients &amp; Prospective clients</td>
<td>Populations: people of color,</td>
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<td>older adults, young adults,</td>
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<td>women</td>
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<td>Partners &amp; Prospective partners</td>
<td>Elected officials</td>
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<td>Health/MH providers</td>
<td>Policymakers</td>
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- Populations: people of color, older adults, young adults, women
- Elected officials
- Policymakers
Audience

**Voters in Denver**

- Democrats & some Unaffiliateds
- Frequent voters in local elections
- Younger
- People of color
- Lower income
- Parents of younger kids
Pitch: How do we move an audience?

Message Triangle

+ Story

+ Ask
Message Triangle

*Explain who you are in a way that connects with your audience*
Message Triangle

**Shared Value:** A statement that conveys an obvious good situation or aspiration

**Need/Problem:** Clear statement of what bars us from the shared value

**Solution**
Message Triangle

Shared Value: A statement that conveys an obvious good situation or aspiration

Solution: Description of your org’s role in fixing problem

Problem: Clear statement of what bars us from the shared value
**Shared Value:** We all want a Denver in which we all stay healthy because sick workers can afford to stay home to recover instead of exposing us all to the flu and other illnesses.

**Solution:** Voting yes will mean we all stay healthier because workers can stay home to recover from illness.

**Problem:** Lack of PSD means that lower wage workers like home health aides and waiters expose everyone to illnesses because they can’t afford to make ends meet if they take a day off to recover.
Story

Make an emotional connection to illustrate your message
“Patricia is a Denver home care nurse working two jobs, both without paid sick days. Her patients are typically immuno-compromised and when she is forced to go to work sick, she puts them at risk of illness or even death.

“Laura – a Starbucks barista – likes her job but has no paid sick leave. Just a month ago she went to work with a serious stomach flu because she couldn’t afford to miss a day and still pay rent – that puts us all at risk.”
Ask

Clearly ask for what you want – and how they help move to solution
Ask

Vote YES on paid sick days initiative
Pitch Perfect

**Goal:** Win paid sick days ballot vote

**Audience:** Denver voters – D’s, U’s, frequent local voters, younger, people of color, lower income, parents with young kids

**Problem:** Lack of PSD means that lower wage workers like home health aides and waiters expose everyone to illnesses because they can’t afford to make ends meet if they take a day off to recover.

**Solution:** Voting yes will mean we all stay healthier because workers can stay home to recover from illness

“Laura – a Starbucks barista – likes her job but has no paid sick leave. Just a month ago she went to work with a serious stomach flu because she couldn’t afford to miss a day and still pay rent – that puts us all at risk.”

**Shared Value:** We all want a Denver in which we all stay healthy because sick workers can afford to stay home to recover instead of exposing us all to the flu and other illnesses

**Ask:** Vote YES on paid sick days initiative
What’s YOUR perfect pitch?

Goal:

Audience:

Value:

Story:

Problem/Need:

Solution:

Ask:
New message & pitch

Give us your new 1-2 minute “elevator speech”!
It’s 2:00 PM – do you:

1. Know that setting your goal always comes first?

2. Understand the need to clearly identify your audience?

3. Have a “message triangle,” story & ask that resonates with your audience?

4. Feel confident delivering that message to get your audience to take action?

Congratulations!