

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”

Funders

Media

Clients & Prospective clients

Partners & Prospective partners

Health/MH providers

Volunteers

Donors

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?

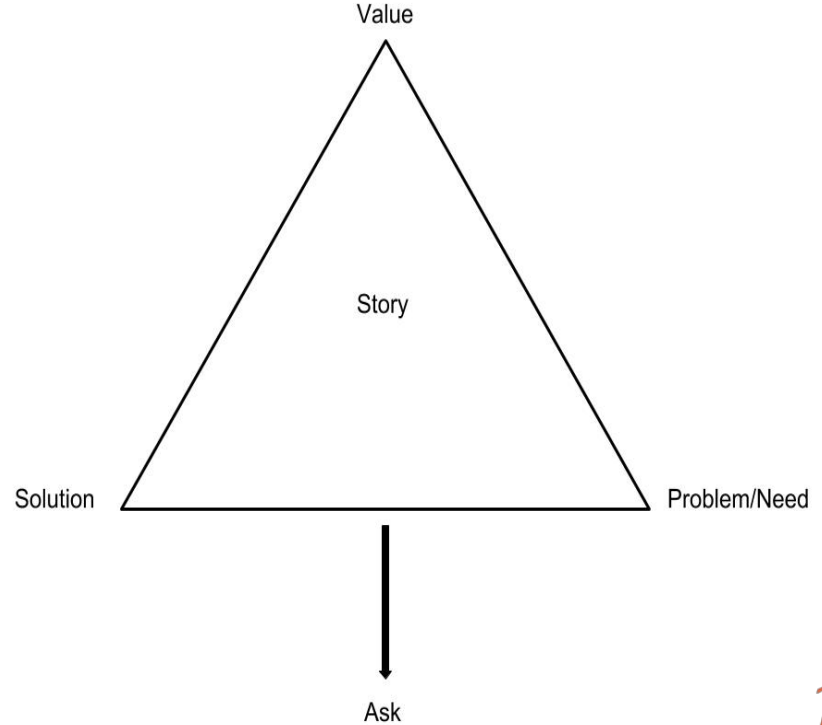
Message Triangle

+

Story

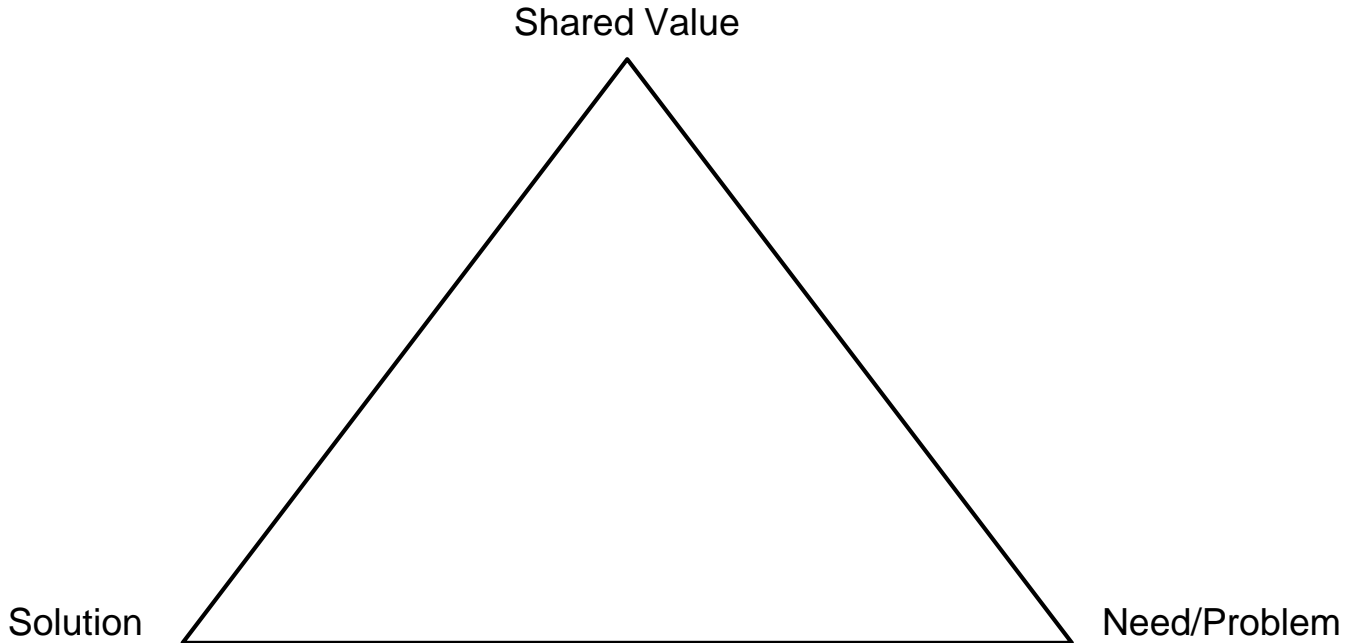
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Ask



Message Triangle

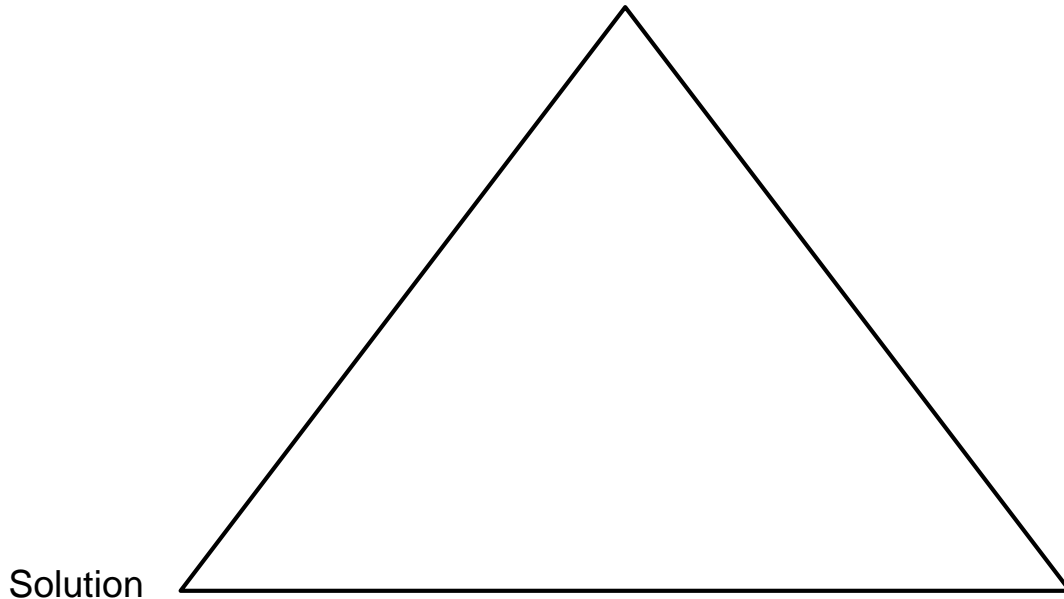
Explain who you are in a way that connects with your audience





Message Triangle

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



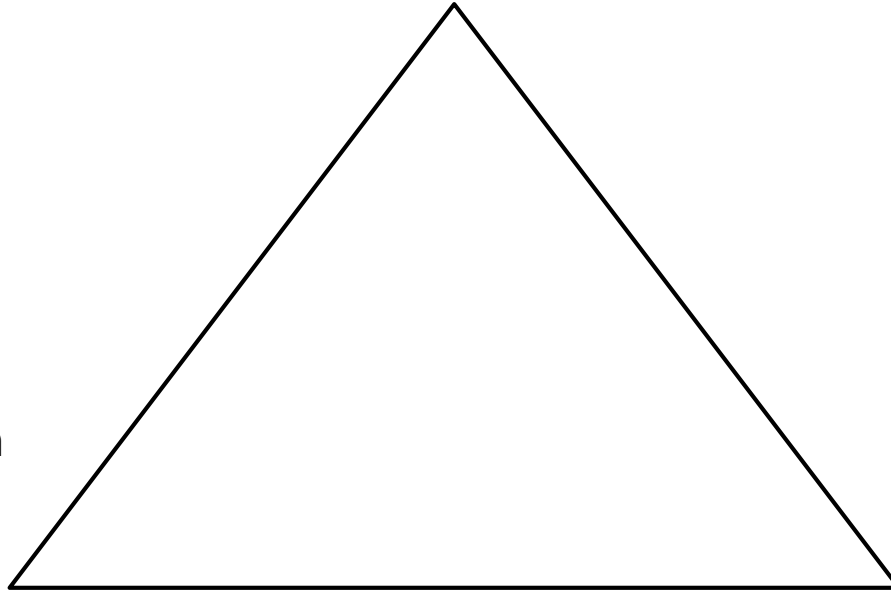
Need/Problem: Clear statement of what bars us from the shared value





Message Triangle

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



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

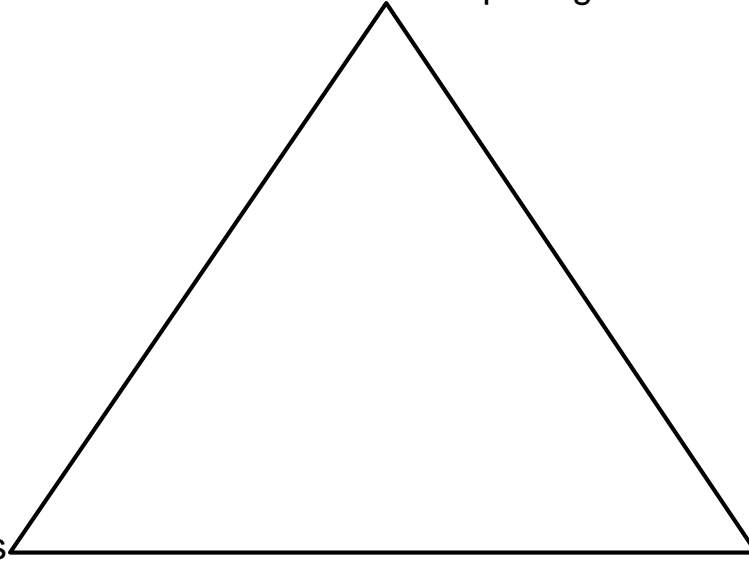
Problem: Clear statement of what bars us from the shared value





Message Triangle

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





Story



“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.

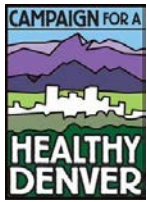


“Laura – a Starbucks barista – likes her job but has no paid sick leave. Just a month ago she went to work with a serious stomach flu because she couldn’t afford to miss a day and still pay rent – that puts us all at risk.”

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

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



“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.”

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

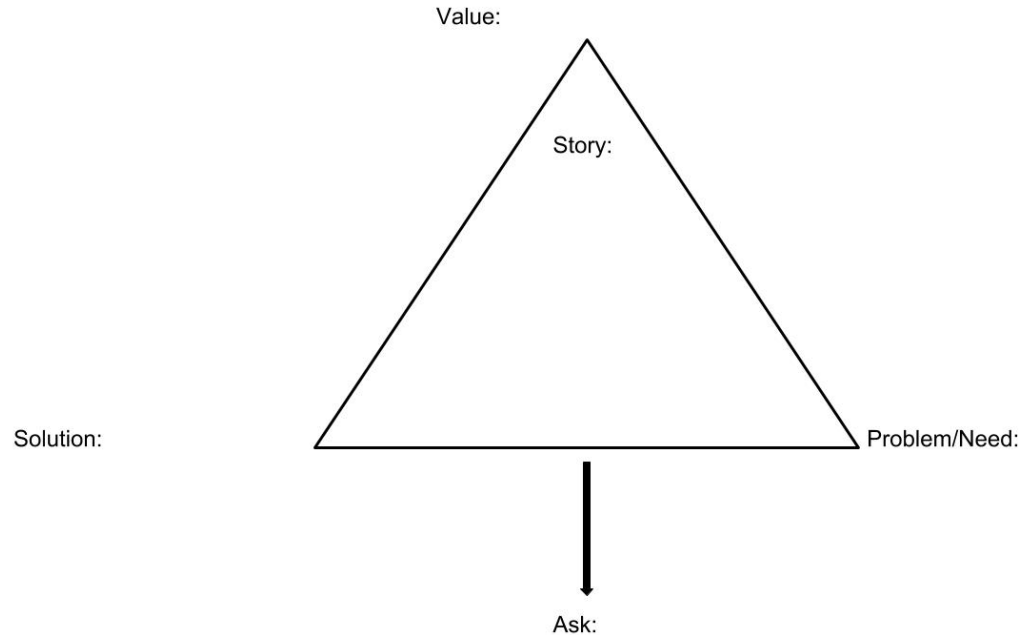
Ask: Vote YES on paid sick days initiative



What's YOUR perfect pitch?

Goal:

Audience:



New message & pitch

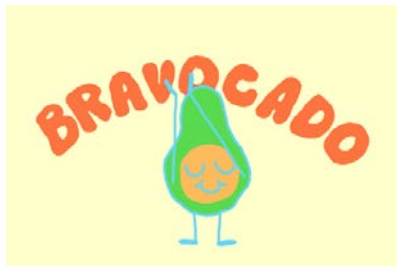


Give us your new 1-2
minute “elevator speech”!



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!

