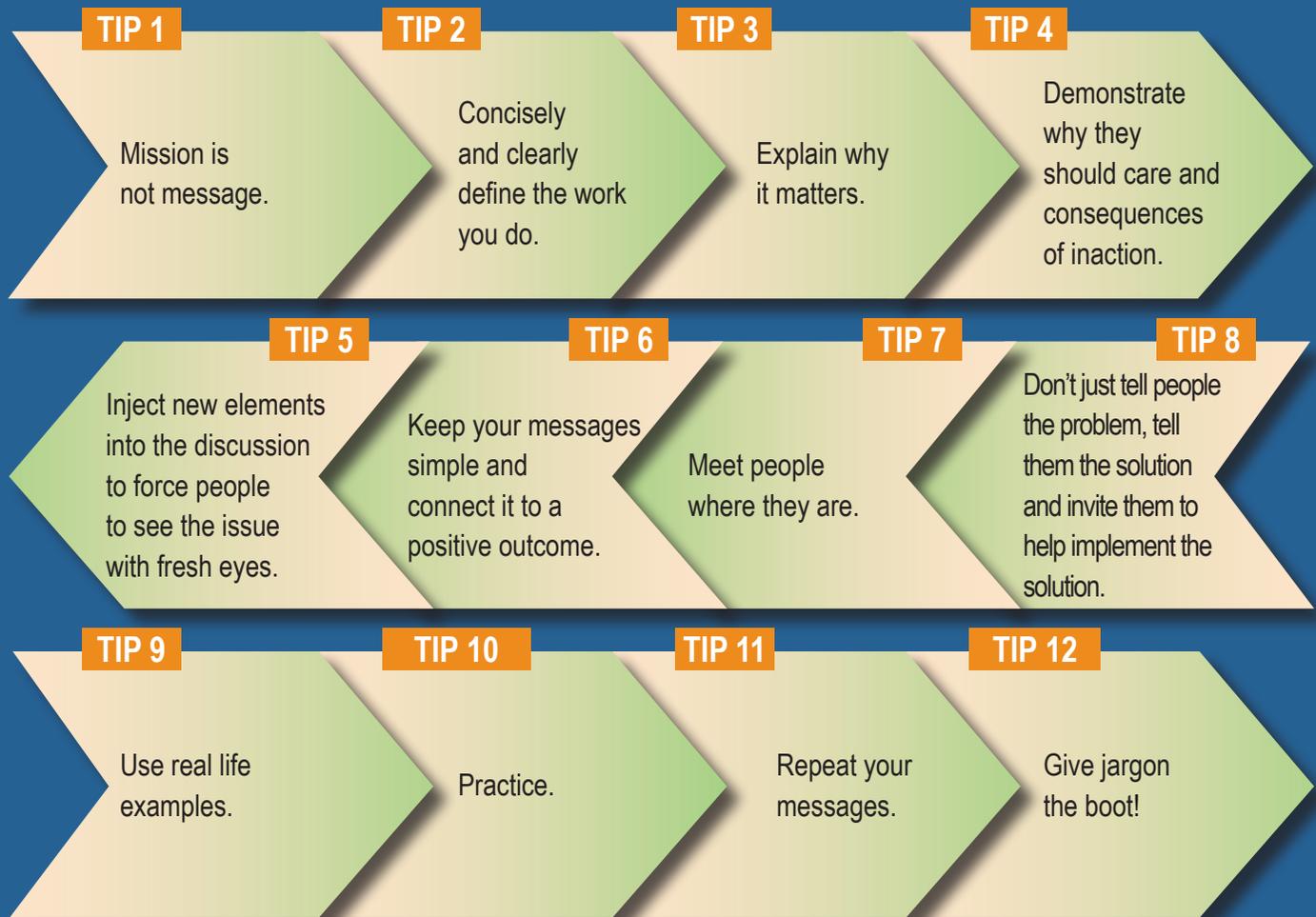




ACS Messaging Boot Camp

Tips to Remember:



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

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ACS Messaging Boot Camp:

Giving Jargon the Boot: Simple Messages for Clear Communication

Create your core messaging statements by following the steps below. Using 10 words or less, answer the four questions. It may help to think of a target audience in advance, such as a legislator, a parent, a member of the faith community, a teacher, or a business owner.

What You Do—write what your organization does.

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

Step 1—What You Do. This is your mission. State what you do but in 10 words or less. Review it. If your grandma wouldn't understand it, erase and start again.

How You Do It—write the ways you and your organization work to meet your mission.

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

Step 2—How You Do It. 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 to 10 words or less and keep it wonky-free.

Why It Matters—think about your target audiences and why what you do matters to them.

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

Step 3—Why Does It Matter? You're speaking to a local legislator. Or a parent. Or a business owner. Or a teacher. Why does this issue matter to them? Why does it matter to children and their families? Write down all of the ways the issue impacts them and the people they represent. For each target audience, keep why it matters to 10 words or less.

Why Should Anyone Care—bring it all together for someone who does not care about your issue.

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

Step 4—Why Should Anyone Care. 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? How does your work solve a problem? What will be most persuasive for your audience? What information does your audience need to hear? What action do you want the audience to take? Keep it to 10 words or less, and in words your parents would understand.

Step 5—Review and Practice. Review all of your messages. Are they simple? Easy to understand? Would your grandma understand them? If not, start again. Practice delivering your statements.

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For additional tools and resources find us on the web at www.advocacyandcommunication.org.