



IROOTS
A DESIGN + MARKETING GROUP

The Message Triangle: Developing Messages

1. What it is

Create an explanation of the issue, program, or service. The statement should remain constant and be similar to your organization's values, knowledge, and experience.

2. What it means

Create a statement that tells the audience why the issue, program, or service is important. This statement can be varied to address a specific audience (grandparents, parents, or youth). Think about reasons why an individual should pay attention, be concerned or take action.

3. What to do

Create a request or action. Your "ask" should make someone think about an issue differently, or do something. You can ask - call for more information, ask our community representative, Vote Yes on Policy #, drink more water, etc. Keep the statement positive, persuasive and possible.



Goal or Value	
<i>Challenge: What it is</i>	
<i>Solution: What it means</i>	
<i>Action: What to do</i>	



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Group Activity: Developing Messages

The objective of this activity is to develop key points for your messaging campaign. Participants will refine the final message which will create ownership within your organization.

Materials

Post-It Self Stick Easel Pad
Post-It: Sticky Notes
Marker (Black)
Pens or Pencils

Preparation

Use the large Post-It Easel Pad paper to draw a large triangle in the center.

On the left side, write "What it is"

On the right side, write "What it means"

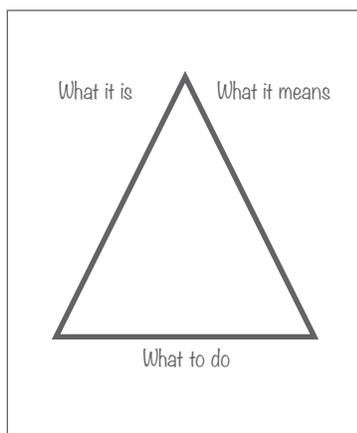
On the bottom, write "What to do"

Paste the sheet on a wall.

Place enough Post-It Sticky Notes and Pens/Pencils on tables for groups.

Facilitator instructions

1. Decide what issue, program, or service needs messaging development, and share with the group.
2. Have participants write down one or two messages: one or two things you might say to get someone from the target audience to take the desired action. Use no more than 12 words.
3. Ask each person to share their best messages.
4. As ideas are shared place them on the triangle clustering similar ideas and set aside any that don't seem to fit in the three areas.
5. Ask if anyone has additional messages that are different from those that have been shared.
6. Ask the group if any of the messages on the triangle or those set aside might be the central theme? If there is agreement move that message to the center.
7. Review messages that were set aside. If a message seems important, place them on the triangle with the set of messages that seem to best fit.
8. Divide into three groups. Give each group the cluster of messages from the triangle and have them write a single message that encapsulates those ideas, based on "What it is, What it Means, and What to do."
9. As a group create or revise the central theme so it fits with the three messaging points.



Example for Post-It Easel Pad