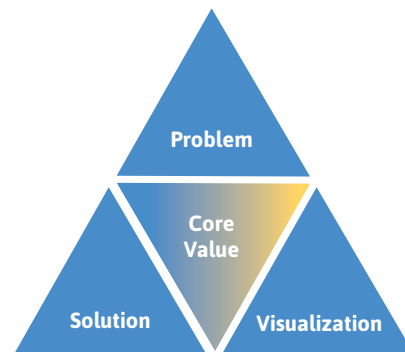


# CREATE YOUR MESSAGE

## THE MESSAGE:

The message triangle and message box are useful to formulate your core campaign message. If you have access to message-testing polling, base your messages on the results.



## EXAMPLE:

<b>Core Value:</b> A single sentence that articulates the fundamental value statement of the campaign.	<i>The campaign believes that voting should be easy and accessible.</i>
<b>Problem:</b> 1-2 sentence statement that captures the problem your campaign is trying to fix.	<i>Currently, voters have limited time and ways to vote in local, state and national elections. This results in many eligible voters not casting a ballot.</i>
<b>Solution:</b> What solution are you presenting to voters?	<i>Permanent vote by mail would provide an additional way of voting that does not require voters to go to a polling place during specified dates and times.</i>
<b>Visualization:</b> 1-2 sentence statement that shows what things will be like if your solution is enacted.	<i>With an additional easy method to vote, turnout will increase, and all voter's voices will be heard.</i>

## HOW TO COMPLETE THE MESSAGE TRIANGLE:

<b>Core Value:</b> A single sentence that articulates the fundamental value statement of the campaign.	
<b>Problem:</b> 1-2 sentence statement that captures the problem your campaign is trying to fix.	
<b>Solution:</b> What solution are you presenting to voters?	
<b>Visualization:</b> 1-2 sentence statement that shows what things will be like if your solution is enacted.	

**EXAMPLE MESSAGE BOX:**

<b>Us on Us:</b> What we say about ourselves, issue, plan	<b>Them on Them:</b> What the opposition says about themselves, position, plan
<i>Our community needs to fund public libraries as they provide resources and services in one place for free to the users.</i>	<i>We can get books, can meet, can use the internet in many places and ways. The library is not needed.</i>
<b>Us on Them:</b> What we say about the other side and their plan/position	<b>Them on Us:</b> What they say about our campaign and arguments; how they frame the issue
<i>Those against funding public libraries do not understand that the resources the library provides are FREE resources which serve all people including those living in poverty.</i>	<i>The fund public libraries campaign wants all of us to fund resources that are readily available in other spaces.</i>

**HOW TO COMPLETE THE MESSAGE BOX:**

<b>Us on Us:</b> What we say about ourselves, issue, plan	<b>Them on Them:</b> What the opposition says about themselves, position, plan
<b>Us on Them:</b> What we say about the other side and their plan/position	<b>Them on Us:</b> What they say about our campaign and arguments; how they frame the issue

Source: What Can Libraries Learn from Using a Message Box like Kellyanne Conway?

**TOPLINE CAMPAIGN MESSAGING:**

What are the top talking points that should be used over and over again?

It should answer the question: *Why should I donate to you instead of another campaign/organization?*

Talking Point #1	
Talking Point #2	
Talking Point #3	