

Messaging and Communications Worksheet

*Expressing your message to potential supporters and key decision-makers is the most important aspect of any advocacy campaign. Once you have your specific goals in mind (See the **Music Education Program Modeling Worksheet**), you can begin to explain why high quality music education programming is critical in your community.*

The following worksheet breaks down your message into three components:

- # 1. your personal story or the story of your school or organization,*
- # 2. the story of what music education programming will bring to your school or organization, and*
- # 3. the actual "ask."*

Above all, remember the adage, "Numbers inform, stories transform." In your message, you will be tasked with both producing the data that supports your request and the stories that will inspire decision makers to honor your request.

Complete the following thought guides before creating a final, unified message. Use the guiding questions and instructions in each section to get you started.

Putting It All Together

Your overall message statement should be succinct, clear, and concrete. Use Parts I through III, in order, to create a three paragraph message statement that you would deliver in order to convince key decision-makers to support high quality music education programming.