



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.



Part II: What Music Education Can Bring to Your School or Organization

- What do you and your network hope music education can do for your young people?*

 - Using the data, anecdotes, and case studies that the Spirit of Harmony Foundation has presented as well as the links on our website, find the data that best supports the claim that you are making.*



Part III: The Ask

- What exactly do you want to see happen in your school or organization?*

 - What can the decision-maker who you are meeting with do to help realize these goals?*

 - What is the time scale for your request? Do you want to see programs implemented in the coming days, weeks, months, or years?*

 - What networks and resources can you tap into? Are there other organizations, institutions, or businesses that could become strategic partners for your cause?*

Addendum: Anticipating Potential Opposition

While our research has shown that many people, even at the highest echelons of the decision-making ladder, are not ideologically opposed to advancing music education programs, we know that the field of education is full of trade-offs. Therefore, it is absolutely essential to anticipate what your response will be if your key supporters decide that resources are too scarce to accommodate your request. Use this section to document your responses to the following questions:

- What are you willing to sacrifice in your request? What are you NOT willing to sacrifice?*

- Can you and your network bring any preexisting resources to the table? Are there community organizations and businesses that are willing to dedicate time, money, or other essential resources to the cause?*



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.