TREC TOGETHER RISING AS AN ENVIRONMENTAL COMMUNITY

TREC CAMPAIGNS & ORGANIZING RESOURCE

Messaging to win:

Campaigns are Communications Exercises

Start with where you're at: What's your current message, unedited or polished? Include all the data and stats you want. The remaining questions in this guide will help you refine it.

"We're running a campaign to ____ because _____ . When we win, _____ will happen/change/be better."

Who do you need to motivate with your message? (List here)

- Your decision-maker(s) -
- People who influence them -
- Your supporters –
- Who else? -

Campaigning is about motivating people to act, to believe that doing something will have an impact. This is very different than educating. If information won campaigns, librarians would be the best campaigners in the world! Thinking about your campaign, how can you motivate instead of just educate?

(Example: If you're working to stop fish farms, you might be tempted to share all the stats about the impact of those farms. That would be educating people. Motivating would be creating a simple message such as "farmed fish are harmful, buy wild."

This work is licensed under a Creative Commons Attribution 4.0 International License.

Now, trying making your message simple: the best messages fit on a bumpersticker and is memorable & easy to repeat (and repeat and repeat!)

(Using our farmed fish example, you might try out "Farmed fish is fishy – buy wild!")

Speak to your audience (not to yourselves!) – Who are your audience(s) and how will you connect to them? Remember: speak to their values, not yours.

-
-
-

"55 minutes of emotion to 5 minutes of fact" – How can you balance storytelling with facts?

-
-
-

Repeat, repeat, repeat – What key messages should you repeat?

-
-
-

 This work is licensed under a Creative Commons Attribution 4.0 International License.

Celebrate success early and often – How will you recognize and celebrate wins?

-
-
-

Test it out:

- Could your fav middle schooler or grandparent tell you what you're doing?
- Are the problem AND the solution easy to remember and repeat?
- Do people feel the issue; does it connect to them personally?

 This work is licensed under a Creative Commons Attribution 4.0 International License.