

EXERCISE

2.3

Story Brief

Thinking about who you want to reach and what you want to communicate through your advocacy, provide details on your objectives, audience, and content below. (Note: You will continue to refer to this and build on what you include here as you develop your advocacy campaign).

OBJECTIVES

1. What is the problem you are trying to address?
2. What is your proposed solution? Why do you think this is the best way to address the problem?
3. How will you know you have succeeded in addressing the problem?

AUDIENCE

1. Who is your primary audience? Who is your secondary audience? What do you know about them?
2. What does your audience value? What motivates them to act?
3. What are the barriers that stand between your audience and their support of your issue? (Common barriers include beliefs, cultural factors, political pressure, or misinformation).
4. How would addressing or mitigating the problem benefit your audience?

MESSAGE CONTENT

1. What are the implications of the problem you identified? Why is it important? Who is most affected by it? Why should your audience care about it?
2. What immediate action do you want your audience to take?

NOW PUT IT ALL TOGETHER!

Draft a 5-10 sentence "elevator pitch" that explains the problem you are trying to solve, why it is important, and what you propose as a solution. Ensure you are concise, clear, and choose language that will resonate with and be understood by your audience.