

UNIT
2.3

Crafting a Clear Message

MODULE
Effective
Communication

FORMAT
Presentation

TIME REQUIRED
60 minutes

**MATERIALS
NEEDED**
Computer and
screen for sharing
slides

Exercise
worksheets
(printed or
distributed
electronically)

Pens/pencils for
exercise (if
in-person)

Slide presentation with speaker notes. This presentation provides tips for youth advocates to improve their effectiveness in communicating to policy audiences.

The presentation outlines four considerations that should be made when designing a advocacy messages: audience, objectives, content, and delivery. Each of these considerations is explained carefully in the subsequent slides, instructing participants how to prepare messages that are tailored appropriately to their target audience and to present these messages professionally and confidently, motivating their audience to act.

KEY LEARNING CONCEPTS

- Crafting advocacy messages tailored to the audience
- How to deliver an advocacy message effectively

ASSOCIATED EXERCISE

- "Story Brief" Worksheet (Exercise 2.3, see also slide 21, "Do the Work!"). Participants should be divided into their regular small groups for this activity. Each group should define their objectives, audience, and key messages for the advocacy campaign they will start planning in Module 3 by answering questions on the worksheet. **Collect the worksheets after they are completed or ask participants to keep track of them—they will refer to them in future sessions.**

REQUIRED PREPARATION

- Print exercise worksheet (or distribute PDF versions to participants). Each small group will need one.