WORKSHOP
MESSAGING

Confront polluters. Seed solutions.
MESSAGING WORKSHOP

WORKSHOP GOAL
To develop a message for your campaign and a plan to create needed materials.

AGENDA
Welcome, Agenda Check, Introductions
Principles of Developing Your Message and Materials
Steps to Developing Your Message and Materials
  Step 1: Campaign Strategy
  Step 2: Priority Audience
  Step 3: Message and Practice
  Step 4: Materials and Fact Sheet
  Step 5: Plan
Evaluation and Next Workshops

APPENDICES
Sample Petition
Sample Endorsement Letter
PRINCIPLES OF DEVELOPING YOUR MESSAGE & MATERIALS

MESSAGE

Your message is the core of your campaign story. Your message uses the words you most want people to remember about your campaign—leaving them completely clear on your cause.

STORY-TELLING

Your story is separate from your message. Consider using your own personal story and talk about the consequences for the health of your family, because that’s often what is most compelling.

In creating your message, keep in mind these principles:

1. Compelling

To win, you need people power, and you can get people involved by sharing your message and telling your story. We are told to believe that numbers, statistics and reports alone are enough—and they’re not. The best messages share your values and emotional connection to the work. Talk about the problem, the solution, and the action.

2. Concise

Make sure your message is simple, jargon-free, and to the point. The best messages are short enough for a grocery line conversation: 15-30 seconds.

3. Consistent

Repeat your message throughout your campaign. Saying it once is not enough. On your website, your bumper sticker, your fact sheet, the message is the same. Uniting your voices makes your message really strong.

4. Controls the Issue

The best messages frame the conversation on your terms (not your opposition’s). Stay on the offense. Never use the opposition’s language or message. Words like “dangerous” or “toxic” are stronger than “unsafe” or “unclean.”
STEPS TO DEVELOPING
YOUR MESSAGE & MATERIALS

STEP 1: START WITH YOUR CAMPAIGN STRATEGY

Your message flows from your strategy, your theory for how you’re going to win.

_________________________ has the power to ______________________
PRIORITY DECISION-MAKER NAME[S] GOAL

by ____________________________.

PROCESS

We believe we can get ____________________________
DECISION-MAKER NAME[S]

to do the right thing if we show support from ______________________

__________________________.

INFLUENCES AND TACTICS

We will build people power by organizing in ______________________

__________________________.

OTHER PROCESSES

STEP 2: FIGURE OUT YOUR PRIORITY AUDIENCE

Determine your priority audience. Your priority audience is the group of people you need to organize to have the people power you need to influence the decision maker. Who must be moved into action in order to achieve your goals?

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________

__________________________________________________________
**STEP 3: MESSAGE AND PRACTICE**

Brainstorm words that help and hurt your cause. From that brainstorm, create the campaign message.

<table>
<thead>
<tr>
<th>Words that help your cause (words to use)</th>
<th>Words that hurt your cause (words to avoid)</th>
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The key parts of any good campaign message are: problem, solution, and action.

**Problem**
Paint a picture of the threat.

**Solution**
Name your goals, your demands, or the ideal outcome.

**Action**
Call on the decision-maker to use their power to do the right thing. Remember your strategy to hit the right tone.
STEP 3: MESSAGE AND PRACTICE CONTINUED

Message
Bring all the pieces together. Using the **compelling** words that **control** your message, create a **concise** version you can **consistently** say to the public, elected officials, and the media. This is the short response you would give to the basic question: “What is your campaign about?”

Practice Delivering Your Message
Talk to your neighbor, a friend, or a coworker about the campaign.
Be concise but also personal and conversational, sharing your experience where possible. What are you working on? What is the problem and how can you solve it? No matter who you’re talking to, your message is the same!

Slogan
Create a short, memorable slogan that you can use for stickers, fact sheets, a social media hashtag, and other materials. What do you want people to remember? What’s your chant?

Visuals that Complement Your Message
What do you want to come to someone’s mind when they think about this campaign? What visuals will motivate them to take action?
STEP 4: MATERIALS AND FACT SHEET

Don't Waste ME!
Close the out-of-state waste loophole

Maine has become a dumping ground for toxic out-of-state waste.
- A loophole in Maine’s waste management laws allows for significant landfiling of out-of-state waste in Maine’s state-owned landfills.
- Hundreds of thousands of tons of waste per year come from surrounding states and end up in landfills across Maine.
- One example is the Juniper Ridge Landfill, which has become a dumping ground for toxic waste, threatening drinking water, the Penobscot river, and sites of cultural significance to Penobscot Nation.

We can close the out-of-state waste loophole and protect our communities.
- A bill before the legislature would close this loophole once and for all by preventing out-of-state waste from being “counted” as Maine waste.
- But we need a lot of public pressure to show our representatives that this bill is important to Maine communities.

TAKE ACTION!
Call your Maine Representative at 1-800-423-2900 and your Maine Senator at 1-800-423-6900 and ask them to close the loophole.

To learn more and take action, contact Don’t Waste ME at action@communityactionworks.org, (207) 871-1810, or dontwasteme.wordpress.com.

TITLE & SLOGAN
(insert graphic/image representing your issue)

Problem Statement

Points to Support the Problem

Solution Statement

Points to Support the Solution

Action

Action Specifics

For more information: insert contact information
STEP 4: MATERIALS AND FACT SHEET CONTINUED

What materials do you want for your campaign? Check all that apply.

- One-page fact sheet
- Logo
- Petition (on paper and online)
- Facebook page
- Q&A and/or FAQs sheet
- Event flier/poster
- Graphics for Facebook and other social media
- Emails
- Website
- Endorsement letter and/or sign-on letter
- Window sign or lawn sign
- Buttons or stickers
- Other social media pages: ________________________________
- Other: door hanger, bumper sticker, t-shirts, hats, hashtag, memes
  ________________________________

Final Messaging Checklist

- Is your message compelling?
- Is your message concise?
- Can you consistently share this message?
- Are your materials simple and concise?
- Do you know your opposition’s message?
- Does your message stay in your controlled frame?
# STEP 5: MAKE THE PLAN

<table>
<thead>
<tr>
<th>Campaign Activity</th>
<th>Material</th>
<th>Who</th>
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</thead>
<tbody>
<tr>
<td>1000 Petition signatures</td>
<td>Petition sheet</td>
<td>Deb &amp; Pat</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Draft</th>
<th>Finish</th>
<th>Print</th>
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</thead>
<tbody>
<tr>
<td>Will draft by next week</td>
<td>Will run by Maria &amp; Mary</td>
<td>Ken will print and copy 100 at church</td>
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EVALUATION AND NEXT WORKSHOPS

What went well about this workshop?

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

What can change about this workshop?

___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________
___________________________________________________________________________________________

Do you need workshops for things like:

☐ Campaign Planning
☐ Media Events
☐ Group Building
☐ Fundraising
☐ Winning a Community Vote
☐ Planning for an Upcoming Hearing
☐ Re-evaluating and Updating Your Campaign Plan

Do you need training on other campaign skills:

☐ Knocking on doors
☐ Starting an online petition
☐ Holding your own meetings
☐ Pitching reporters
☐ Using social media
☐ Recruiting supporters online
☐ Public speaking
☐ Other: ____________________________

Next Workshop: ____________________________
Appendix 1: Sample Petition

The Wheelabrator trash incinerator and dump for the toxic leftover ash are dangerous threats to our health and community. If this oldest incinerator in the country were held to the same standards as others, it would be illegal. The Saugus Board of Health has the power to bring justice to its residents and protect the health of those living in Wheelabrator’s shadow. The Alliance supports the Board of Health in their responsibility to hold Wheelabrator accountable for their actions and protect the community and our health.

NAME (please print)             PHONE              ADDRESS              EMAIL

☐ D Father  ☐ D Mother  ☐ D Other parent  ☐ D Self  ☐ D Signature
NAME (please print)             PHONE              ADDRESS              EMAIL

☐ D Father  ☐ D Mother  ☐ D Other parent  ☐ D Self  ☐ D Signature
NAME (please print)             PHONE              ADDRESS              EMAIL

☐ D Father  ☐ D Mother  ☐ D Other parent  ☐ D Self  ☐ D Signature
NAME (please print)             PHONE              ADDRESS              EMAIL

☐ D Father  ☐ D Mother  ☐ D Other parent  ☐ D Self  ☐ D Signature

We, the undersigned businesses, oppose the continued dumping of toxic coal ash on Copicut Road in Freetown. Coal ash is very toxic and hazardous to our health, especially our children. The dumping is taking place above an aquifer and near a residential neighborhood.

We want to do business in a safe and healthy community.

We urge the Freetown Board of Health to:
• Stop dumping in Freetown
• Contain the existing dump
• Line landfills

Business: ________________________________
Address: ________________________________
City, State: ______________________________
Contact name: ___________________________
Phone: _________________________________
Email: _________________________________

Please return this form to Maria with the Concerned Citizens of Freetown, 85 Center Street, Freetown MA 02702, stopthedump@gmail.com, or call 781-555-1212.

Appendix 2: Sample Endorsement Letter

DUMP THE COAL ASH DUMP

We, the undersigned businesses, oppose the continued dumping of toxic coal ash on Copicut Road in Freetown. Coal ash is very toxic and hazardous to our health, especially our children. The dumping is taking place above an aquifer and near a residential neighborhood.

We want to do business in a safe and healthy community.

We urge the Freetown Board of Health to:
• Stop dumping in Freetown
• Contain the existing dump
• Line landfills

Business: ________________________________
Address: ________________________________
City, State: ______________________________
Contact name: ___________________________
Phone: _________________________________
Email: _________________________________
At Community Action Works, we believe that environmental threats are big, but the power of well-organized community groups is bigger.

That’s why we work side by side with everyday people to confront those who are polluting and harming the health of our communities. We partner with the people who are most impacted by environmental problems—which are Black, Indigenous, People of Color and poor communities—training them with the know-how anyone would need to make change in their own backyard.

Because when you and your neighbors know how to make change, you can build the power to transform our world.

WORKSHOPS WE OFFER

- Campaign Planning
- Group Building
- Fundraising
- Community Votes
- Public Hearings
- Messaging
- Media Events

Community Action Works
communityactionworks.org
action@communityactionworks.org

facebook.com/comactionworks
@ComActionWorks
@ComActionWorks

Massachusetts, Vermont, Maine, New Hampshire, Connecticut, Rhode Island