

Message Box

Problem/Context

A clear statement of the problem you are trying to address in a way that everyone can see their stake in addressing the issue.

Benefit/Vision

So what? What the world will look like if your audience does what you want them to do. **Reflects shared values.**

Solution

What solves the problem?
Give the outcomes it is designed to achieve.

Policy

Call to Action/Ask

What one, specific thing do you want them to do?

Message Box

