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.

Policy

Solution

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

Call to Action/Ask

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

Message Box

Problem

Barriers by income, race and place leave too many children unable to have a chance at success in school and in the workforce.

Vision

All children in Michigan have equal access to opportunities for a quality public education.

Education

Ask

Contact your state legislator and urge them to invest in public education funding that meets current needs.

Solution

Supporting targeted investments to reduce or eliminate the barriers will allow more Michigan students to be better prepared to strengthen and grow our economy.