

MY MESSAGE...

The message you deliver in your advocacy is key to its success. People are persuaded by diverse types of information. When informing people about your issue, they need to know some facts, they need to feel an emotion and they need to believe they can do something about it. This is the head, heart, hand approach to influencing people. See if you can create a message about this issue that achieves all three.



Explain the **facts** that will convince people to act.

FACT 1: Did you know...

FACT 2: Experts say...



Tell an emotional **story** that will make people care about the issue.

EMOTIONAL APPEAL: This impacts people's lives...



Give people **actions** that they can take to create change.

CALL TO ACTION: You can make a difference by...