MESSAGE DEVELOPMENT BOX

THRESHOLD
What do people need to know, believe, or care about in order to become engaged with your issue? What obstacles do you have to acknowledge and overcome to get people over this threshold?

SOLUTION
And The World Will Be A Better Place Because...
What is the projected positive outcome? Give suggestions of how, if people do what you say, the education world will be better for students.

MAIN MESSAGE

ACTION
What is the purpose of your message? What do you want people to do? Do you want different things from different audiences? Be specific.

REINFORCEMENT
What are some statistics and anecdotes to reinforce your message? Is there research that can be cited? What personal stories help make your point?