

NATIONAL CONSUMER VOICE FOR QUALITY LONG-TERM CARE

CRAFTING & DELIVERING AN EFFECTIVE ADVOCACY MESSAGE

EXERCISE WORKSHEET

Crafting Your Message

Write down what you would say for each of the following points:

- Opening statement
- Problem you want to present
- Facts about the problem that make your case
- Real life, human example/story about the problem
- How this issue connects to your audience
- Your request (the “ask”)

List the possible arguments against your request and your response to each argument

Identify what you know about your audience based on research.

Delivering Your Message

Who is going to do what?

- Make opening Introduction/thank you
- Take notes
- Present the problem
- Give facts
- Give personal example/story
- Make the request
- Respond to questions
- Respond to counter-arguments/resistance
- Close the meeting/thank