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