

6. Three Steps of Messaging Worksheet

Before *any outreach*, it is good practice to go through these three steps to ensure you are sending the right message. Use this form when you are moderating a candidates' forum to help craft a strong membership message, when you are contacting another organization about an upcoming event, when preparing a press statement or when preparing for any other opportunity to talk about the League. These prompts will help you to craft a strong and consistent message.

Step 1 - What is my Goal?

Step 2 - Who is my Audience?

Step 3 - What is my Message?
