

Messaging Template

This template is intended to support you to work with skilled volunteers to develop a messaging statement grounded in the defined facts and purpose of your program, organization, or initiative. We recommend focusing on one project or initiative when using this template.

Initiative Name:

IDENTIFY THE CHALLENGE IN THE FORM OF A STATED FACT

Fact:

WHAT SOLUTION DOES YOUR PROJECT/PROGRAM/INITIATIVE PROPOSE FOR ADDRESSING THE CHALLENGE STATED ABOVE?

Solution:

HOW WILL YOUR SOLUTION ADDRESS THE STATED CHALLENGE?

Purpose:

WHAT IS THE BACKGROUND OF YOUR ORGANIZATION'S WORK ON THIS CHALLENGE? WHAT QUALIFIES YOU TO ADDRESS IT?

Context:

WHAT RESOURCES DOES YOUR SOLUTION DIRECT TOWARDS THE CHALLENGE?

Inputs:

WHAT SPECIFIC ACTIVITIES DOES THIS PROJECT/PROGRAM/INITIATIVE ENTAIL?

Activities:

HOW WILL THE SUCCESS OF THIS PROJECT/PROGRAM/INITIATIVE BE MEASURED? WHAT ARE THE ANTICIPATED OUTPUTS AND OUTCOMES?

Outputs:

WHAT ARE THE LASTING CHANGES THAT WILL RESULT FROM THIS PROJECT/PROGRAM/INITIATIVE?

Effects: