

# MESSAGE DEVELOPMENT



## WHAT

What does your target audience need to know?

- Key piece of information
- Avoid over-reaching
- Specific and focused
- Less is truly more

## WHY

Why should your audience care?

- How does this impact them?
- How would this benefit them?
- What are the opportunities?
- What are the risks?
- What are the emotional, fiscal and personal costs?

## ACTION

What do you want your audience to do with this information?

What ONE action do you want your audience to take?

## STORY

Support your message with a compelling personal story.

### WHO IS YOUR AUDIENCE?

#### School Principal

**WHAT:** The ABC Student Health Center has seen enormous growth, with student participation doubling in the last year alone. Because of the increased demand for services we've outgrown our present space. The good news is that the soon-to-be abandoned shop building would be an ideal space to expand our center, requiring only limited modifications.

**WHY:** The Student Health Center serves as a well-being hub for the entire campus, helping children stay healthy, stay in class and learn more. If we want our students to continue to achieve, we need to pay attention to their physical and emotional needs as much as their academics because they all go hand-in-hand.

**ACTION:** An ad-hoc committee has researched what it would take to transform the old shop building into a health center. We'd like to meet with you to discuss our findings.

#### SUPPORTING STORY: