

**CRAFTING YOUR MESSAGE**

1. **Pick a Vehicle**

Advocacy messages can take many forms including:

* Social media posts
* Letters to the editor
* Elevator pitches
* Articles or press releases
* Blog posts
* Videos
* Meetings with decision-makers

**Your Audience**You’ll typically tailor your message to specific audiences, but you may have unexpected opportunities to pitch your advocacy work, so it’s smart to craft a “stock” elevator pitch with wide appeal.

**Hearts Over Minds**As your time is short and emotions are very powerful, focus more on capturing the person’s heart rather than their mind (compelling stories over facts).

**The “Ask”**With an elevator pitch, the ask is often to capture the person’s interest and set up a longer follow-up conversation.

**4. Create Your Elevator Pitch**

An elevator pitch is a common type of advocacy message used when a speaker has a very short period of time to spur someone’s interest (usually less than 1 minute). Everything about crafting a message applies to the elevator pitch, but you should also consider the following factors:

* An appealing, emotional connection
* Simple, concise solutions
* Answers to common questions or challenges
* An “ask”—what action do you want the recipient to take?

**3. Include the Key Ingredients**

* A targeted message for a targeted audience
* A clear description of the issue and why it’s a problem
* Facts and figures
* Real-life, human examples and stories

**2. Engage the Heart & the Head**

* People understand the world through both their heart and their head—in fact, the heart is often the more powerful driver.
* To get people to take action, your advocacy message needs to touch their hearts (through stories and personal experiences) and minds (through facts, figures, and data).