

Messaging Matters

Maximizing Digital Media Strategies to Drive Social Change



Who Before What

Frame the **message** for the audience.

Connect the **ask** to your audience.



Case Study: Advocacy for H.R. 3700

Email

Engage members/stakeholders in their inbox.



Event

Face time with both advocates and legislators.



Video/Social

Video record your message for repurposing.



Carl Richie Supports H.R. 3700
nationalNAHRO

Leverage Relationships

Encourage team members and supporters to be brand ambassadors



Pat Partner

Have other groups work with you.



Larry Leg

Ask legislators to engage with you.



Megan Member

Make clear asks to your grassroots advocates.



Ronny Reporter

Share and engage with reporters and influentials.

A close-up photograph of a person's hands writing on a document with a pen. The image is dimly lit, with a dark background and some blurred lights in the upper left corner. The text 'Call to Action' is overlaid in white on the left side of the image.

Call to Action

Now that you have told me this information, what do you want me to do?