

Building Support for YOUR issue through positive messaging

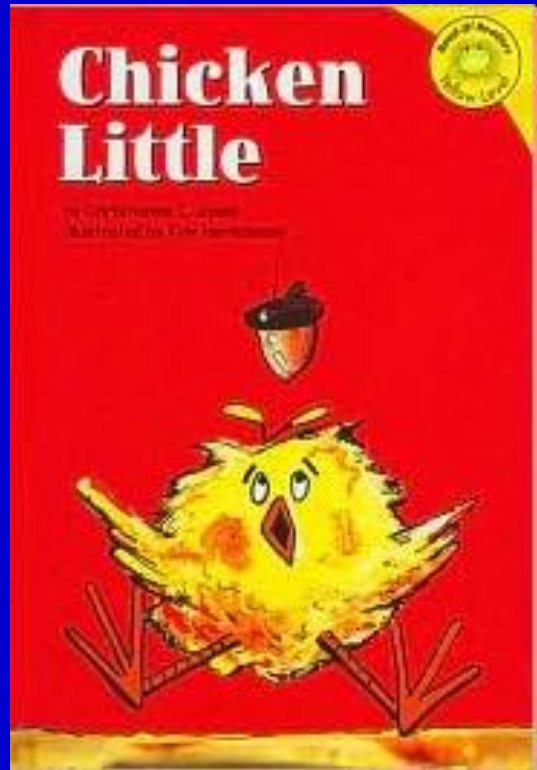
www.realclout.org

www.demos.org

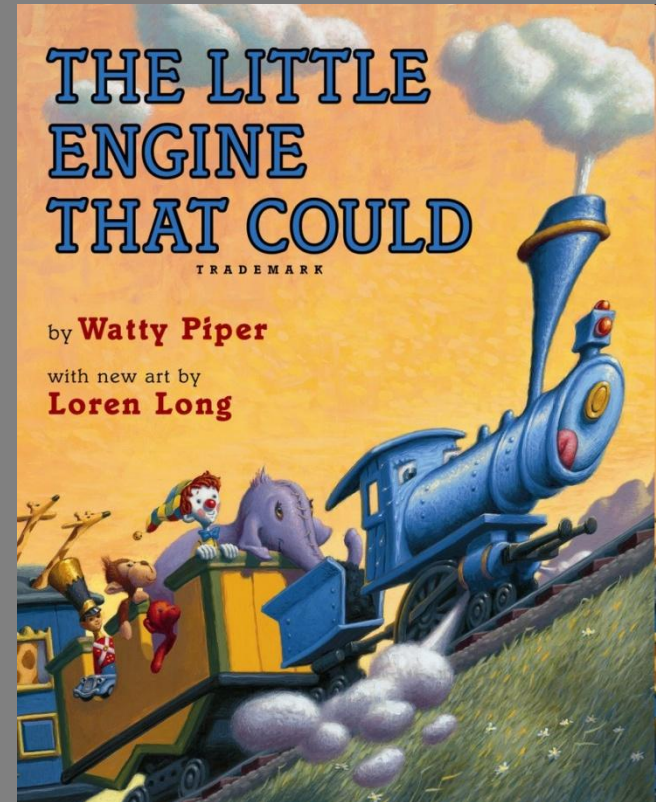
Match the Best Message Vehicle to the Audience?

- A letter
 - A phone call
 - A 1 on 1 Meeting
 - Sign a petition
 - Send an Email
- A Public official
 - A Colleague
 - A neighbor
 - Your Mother
 - Your friends

What Kind of Story Do You Tell?



Desperation



Aspiration

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Two Dominant Images of Government

Bickering
Politicians



A
Blurry
Bureaucratic
Blob



Values Matter

- We reason first from deeply held values.
- Values help answer: “Why does this matter to me?”
- We need to start with Values not with the policy and program details

Learning task

Pair up and each person name *any* government program you care about and say why you care about it. Identify the value.
5 minutes

Stay in pairs and identify the value in

1

2

3

4

Prompt Civic Thinking



- **Interdependence**
- **Working together**
- **Problem-solving**
- **Everyone has a role to play**
- **“Our” Government**
- **The Common Interest**

Learning task

Pair up again and, working together, turn the value you've named into a value that's broadly shared across your community.

See if you can work in:

- Working together
- Interdependence
- Common interest
- Public good
- “Our, we”

Systems & Structures



- Concrete and vivid images
- The public systems we have created
- How they work
- Why they are important

Talking about your issue as a critical element in our Public Structures

... the main advantages that make America so successful come from the **Public Structures** it has created

... these Public Structures include the *physical* structures (highways, airports, and communications grids) and the *organizational* structures (the postal system, courts) we need to get things done, and the *social* support systems that help to ensure the health and well-being of our communities

... it is our **well-functioning and supported** Public Structures that are essential for overall success ...

Your Issue as a critical part of a public program

- Where does your issue fit into an important public program that keeps our communities strong?

Another Answer

- Our families and our communities need investments in the services, schools, and infrastructure that make Massachusetts a great place to live and work.
- In order to make the necessary investments, we will need to raise significant new revenue.
- That revenue should come primarily from the highest income earners.
- <http://ourcommunities.org/>

New Budget Story

From:

- Laundry Lists
- Crisis
- The Vulnerable
- Short-Term Thinking
- How much will it cost?

To:

- Values
- Forward Looking
- Our Communities
- Long-Term Thinking
- What kind of state do we want?