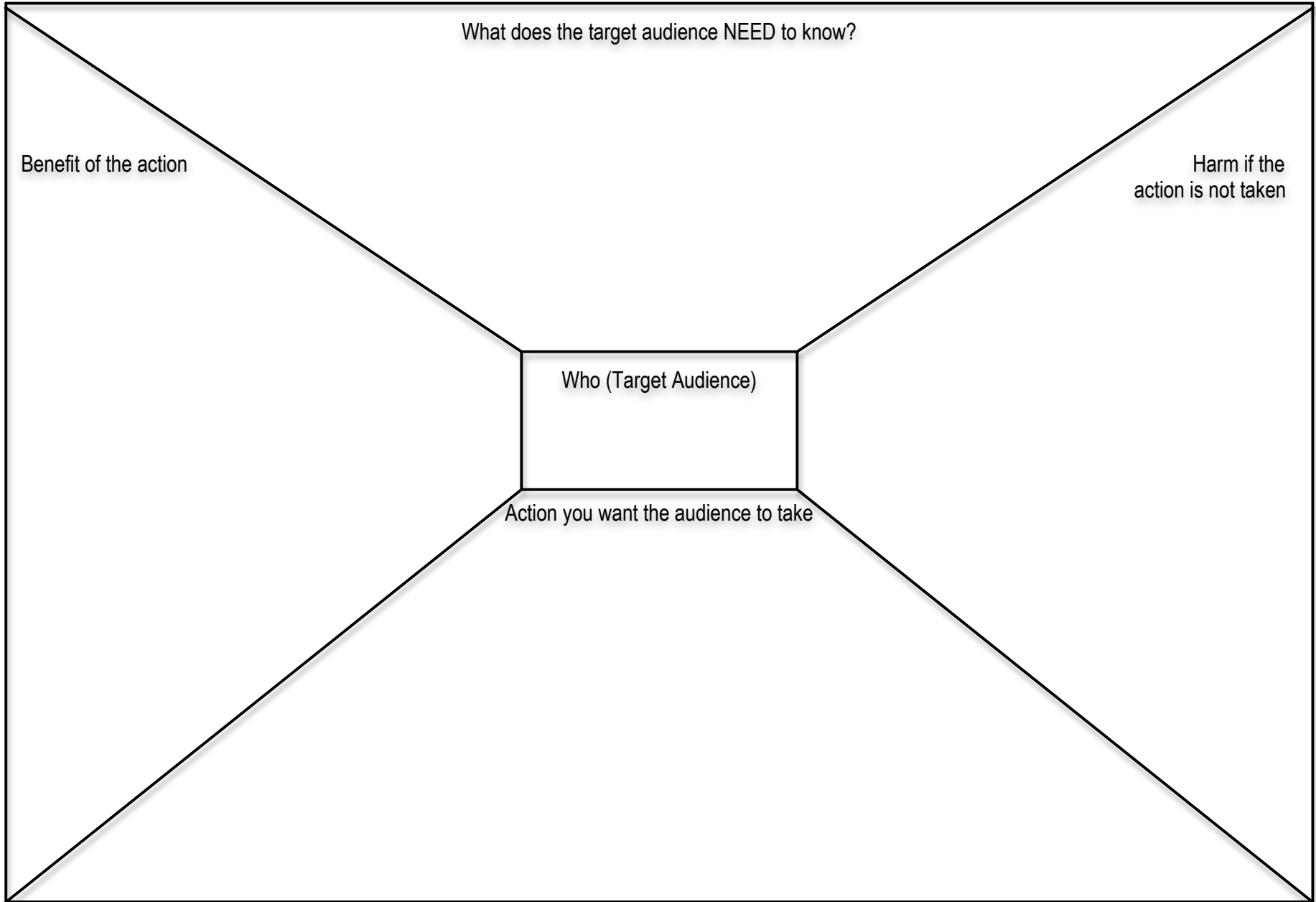


Message Mapping Worksheet

Plan your message by including only the most essential information in the boxes below. Use this to craft your “elevator” speech for advocacy.



The diagram is a large rectangle divided into five sections by lines that converge at a central point. The sections are:

- Top: What does the target audience NEED to know?
- Left: Benefit of the action
- Right: Harm if the action is not taken
- Center: Who (Target Audience)
- Bottom: Action you want the audience to take