



## Messaging Guides

2023

To understand what to write on your postcards and why certain messaging works better than others, we recommend investing a few minutes of your time to check out the messaging guides below. First we have the guides produced by Anat Shenker-Osario, Principal of [ASO Communications](#). Her “Words that Work” approach will help you understand what words work and what words to avoid when you write your postcards. We also have a guide from [Galvanize Action](#) whose work is directed to identify, engage, and move moderate women in rural, small town, and suburban America to reliably vote for progress.

### **Anat Shenker-Osario Messaging GUIDES**

[Click here for All Messaging Guides](#)

**Getting started** - Start with “[Messaging this Moment](#)” to learn the principles of persuasive and mobilizing messaging with examples for how to apply them.

Issue Guides (Many of the guides are available in Spanish)

- Criminal Justice & Policing
- Economic Justice
- Education
- Gender Justice
- Health
- Human Rights
- Immigration Rights
- Voting and Representation

### **Galvanize Action GUIDE**

- [What Moves White Women: Messages that Work](#)