

Developing an Ask

An **ASK** is the specific task or action that you request from someone to help you achieve your policy goal. If the person is a **decision maker**, the ask is a request to make your goal happen. If the person is an **influencer**, there are dozens of ways that they can support your goal, including reaching out to the **decision maker** themselves or rallying support, and it's your job to pick the best, most specific ask for that individual.

An ask is all about the *action*, so think about using *verbs* like: Write, Create, Speak, Testify, Organize, Rally, Vote, Call, Survey, Meet, Approve

Verbs like “support” are too broad or vague: what does “support” mean in this case? What does that action look like? If you're having trouble making an ask more specific, ask yourself, “How?” For example:

Instructions: List the target & tactic your group is in charge of in the chart below. Then, use the example in the chart to help you develop a specific ask for your target.

Target (a key decision maker or influencer who you will interact with for your tactic)	Tactic	Rough Draft Ask	HOW? (specifically HOW can they do that?)	Final Draft Ask
<i>Example: Teachers' Union Rep</i>	<i>Example: Present at School Committee Meeting</i>	<i>Example: “Will you support our project at a school committee meeting?”</i>	<i>Example: by testifying that our school district needs \$1 million to hire more social workers?</i>	<i>Example: “Will you testify at a school committee meeting that our school district needs \$1 million to hire more social workers?”</i>