

# Message Development Worksheet

## Values/Vision

Lead with shared, universal values like family, equal treatment, or economic security. An affirmative vision rooted in shared values connects you and your audience, priming them to listen to the rest of your message.

*Every person deserves access to safe water and sanitation, regardless of where they live.*

## Problem

What threatens your shared value? Facts alone don't change minds so choose a statistic and a story that backs up your case.

*Yet 2 million families in the United States are living without running water or a working toilet.*

## Solution

Fixing the identified problem motivates your audience to act. Get as specific as you can about who the decision makers are and how they can act.

*This problem is solvable. By passing this bill, we will provide every household in the U.S. with safe water and sanitation in the next ten years.*

## Action

What can the audience do? Give people a clear next step like supporting a policy, signing a petition or sharing a video.

*Tell your representatives to support this bill and close the water access gap once and for all.*

Credit: The Opportunity Agenda, [Communications Toolkit](#)