



### Exercise 3. / Week 5

How to build a campaign  
Massive Open Online Course  
by European Changemakers

**Exercise 3: Fill the Message Creation Worksheet to refine your messages. Ideally this is a group work but can be done individually as well.**

A message with impact will tell people the problem, propose a solution and help them feel a part of the action that needs to take place. In other words, it transports them from where they are to where we need them to go.

The following worksheet should help people working on communications and campaigns to work out together what the overall **message statement** should be to create that transformative opportunity.

This overall message will be an enduring part of the campaign. It is not likely to change unless a major shift happens in the political or public response to an issue.

What is the **PROBLEM**?


What is the **SOLUTION**?


What are **YOU** doing?


What is the **ACTION** that needs to happen?


How can a person **HELP**?


Put it all together here. (20 seconds long when read out loud)


Now, make sure that it is:

1. Consistent with your objectives and the expectations of your followers
2. Has visual, memorable elements and is delivered with energetic language
3. Can be supported by talking points that are derived from real people's stories, research or statistics.

Now, we create a "top line" statement from the above message. (8 seconds maximum)


Now, what are the "talking points" that fit under the message statement? (This is where you can put in the statistics, etc.)

Talking Point	Reference for real story/research
1.	
2.	
3.	

