

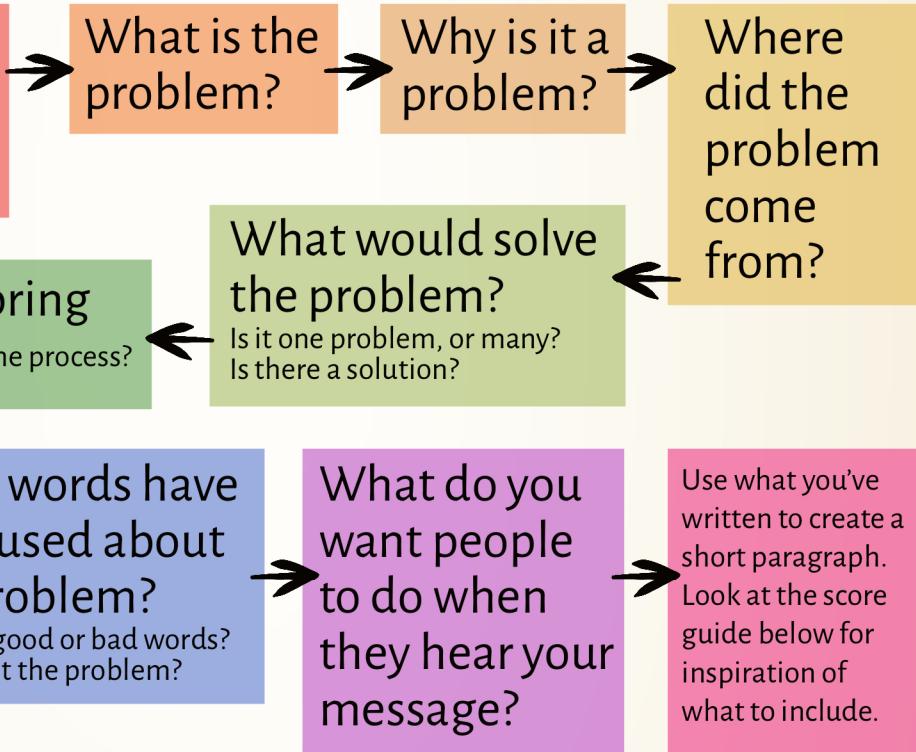
# Message

Crafting the right message is absolutely essential. The boxes below are for your issue (snappy title of five words or less), message, and score. Read through the next two sections to craft your message and score it.

|              |       |
|--------------|-------|
| Issue        | Score |
| Your message |       |

## How to craft your message

Look at each of the questions in turn, and write down your thoughts. They don't need to be full sentences — words or even diagrams are fine. You'll need at least one extra sheet of paper!



## How to score your message

Please score your own message honestly. If you have multiple people playing, then score each other's messages. This is a blunt instrument, so don't worry about getting the message perfect — while a 3 point message is the strongest, a 2 point message can do the job necessary. Write the score in the box at the top of this page.

- 0 You do not have a clear message.
- 1 Your message gives some explanation of what the problem is, and some idea of what should be changed.
- 2 Your message is clear, gives an explanation of what the problem is and why, provides some indication of action, is no longer than 50 words, and uses few technical terms.
- 3 Your message is clear, gives sufficient explanation of what the problem is and why, provides a next step and inspires action, is no longer than 30 words, and uses no or few technical terms.