

# 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!

What is the problem?

Why is it a problem?

Where did the problem come from?

Who has the power to bring about a solution? What is the process?

What would solve the problem?  
Is it one problem, or many?  
Is there a solution?

How does the problem make someone feel?  
Is that the feeling you want them to have?

What words have been used about the problem?  
Are they good or bad words?  
Do they fit the problem?

What do you want people to do when they hear your message?

Use what you've written to create a short paragraph. Look at the score guide below for inspiration of what to include.

## 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.