

## Crafting a Messaging Strategy

- 1** identify **the problem** **and how this bill provides a solution**
  - focus on broad solutions rather than every little detail about the legislation.
  - create a one-sentence tagline for the legislation.
- 2** identify **the audiences** **and what actions they should can take**
  - Examples of target audiences: Legislators, parents, professional audiences, public health networks, etc.
  - Examples of actions: sign-in on a bill, testify in person, email or call lawmakers, spread the word on social media
- 3** develop **messaging** **what does each audience need to know?**
  - Consider what would motivate each audience to act.
- 4** develop **materials** **what tools work to convey our message?**
  - Tool Ideas: website landing page, one-pagers, social media, email and text outreach, video.

## Creating Materials Quickly and Easily

The Canva logo is a circular emblem with a blue-to-purple gradient. The word "Canva" is written in a white, cursive font across the center of the circle.

Canva is free for non-profits, and is otherwise affordable (\$100 per user per year) for businesses and organizations.

In Canva, users can use thousands of templates as a guide to designing one-pagers, social media posts, videos, swag, and more. It's also great for collaboration!