

# Advocacy Campaign Defining Your Message Prompt Sheet

What is the goal?

What are your objectives?

What is the key message? (10-15 words)

Who is the audience(s)

What is the benefit to them

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What do we want the audience to

1. Think?
2. Feel?
3. Do?

Unique Selling Points

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Examples/stories/facts that support this message:

- 1.
- 2.
- 3.

*Based on a concept developed by Marketing Expert Philip Kotler.*