

Developing Winning Messages and Better Advocacy Material

®



NARRealtorParty



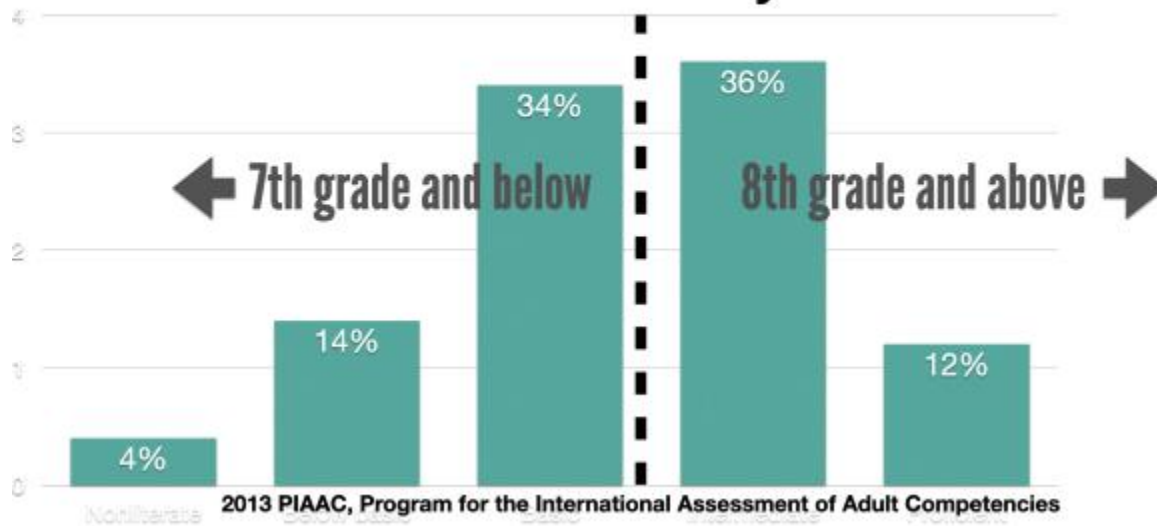
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Rule #1: Know Your Audience

- Insiders and Super Informed
- Informed-But Not About Your Issue
- Average Voters/Citizens

U.S. literacy





Rule #2: Know Your Opposition



Rule #3: Don't Make Your Audience Do Homework



**DON'T MISS
THE FOREST
FOR THE TREES**

Voters Support Candidates Who:

- ❑ Shares Their Values
- ❑ Cares About People Like Them
- ❑ Trust to Represent their Values and Interests

Advocates Need:

- Know How It Impacts Them
- Understand Your Solution/Opposition
- Believe That Their Advocacy Will Make a Difference
- Have a Simple Path To Take Action

Advocacy Messaging

- Clear
- Concise
- Compelling
- *Bonus Points if It Touches the Responsive Chord (Emotional)

Messaging to Voters

- Clear
- Concise
- Demonstrating
Shared Values

What's your story?



Stories

- ❖ Beginning (Problem)
- ❖ Middle (Solution)
- ❖ End (Resolution)
- ❖ 1-2 Sentences

WHAT IS YOUR STORY?



Biographic detail or unique attribute that helps fill in the gaps beyond partisanship



Clear and Concise and Contrasting



10 seconds before they vote



Told in different ways in different formats to different audiences



For a few pennies more, we can make sure that all of Henrico's children have a brighter future.

Grandma shouldn't have to wait on Walmart to get tax relief.

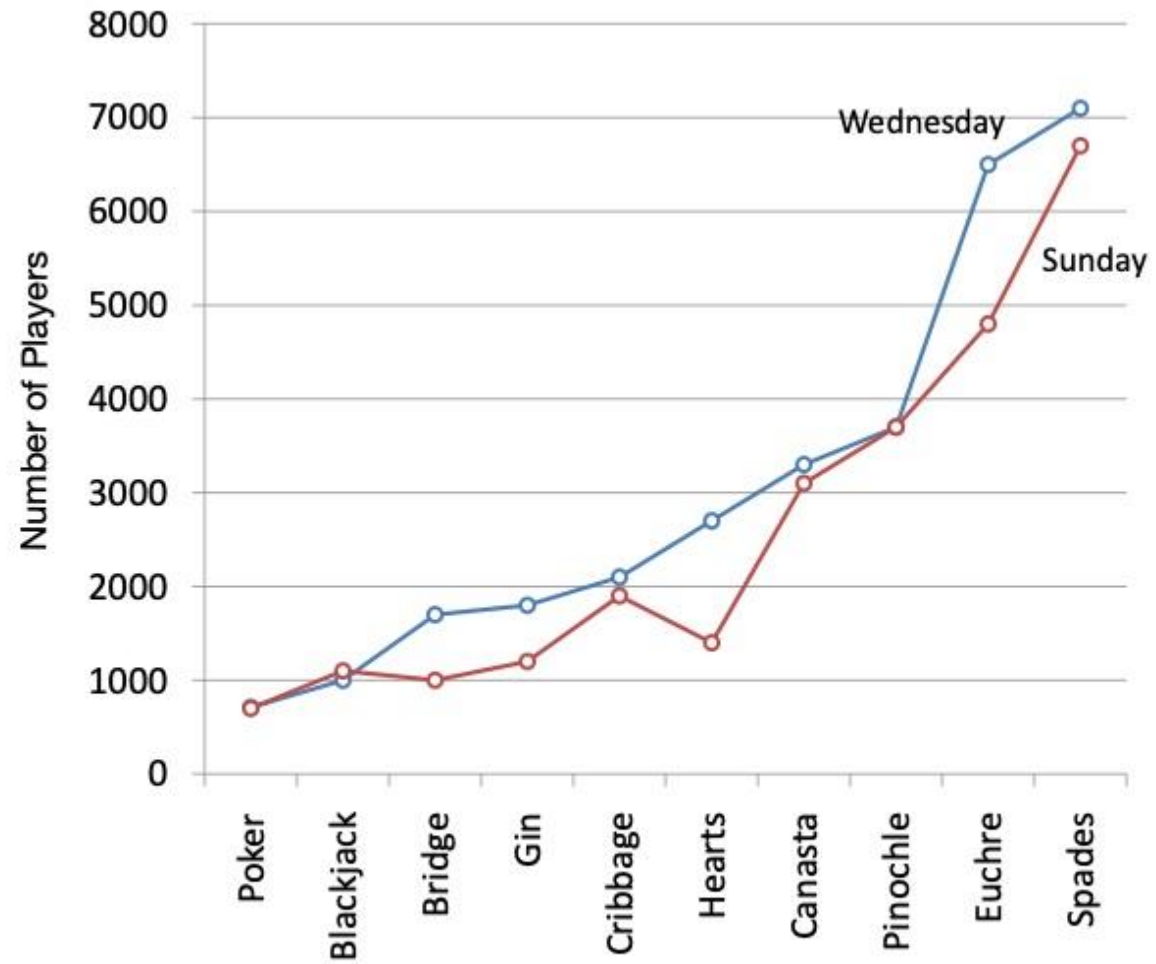
Turning Your Message Into Communication Materials: Best Practices



HEADLINES

- ❑ Do The Visuals/Graphics Reinforce the Message
- ❑ Is the Headline Clear
- ❑ Chunking Information

Compelling Graph(ic)s



Citation Make Things More Believable¹

¹I can really, really say anything and readers will think it is true

Poroofting Does Matter

- Is the Candidates Name Spelled Right
- Is the Town/County/State Spelled Right
- Is the social media links Accurate
- Is the election day(s) correct-are they listed?
- Does the QR code work
- Do the images look like the area
- Do the images reinforce the message
- Is the information accurate/defensible
- Any controversial people/images in the visuals

THANK YOU.



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