Values Messaging Worksheet

Imagine you are having a conversation with your community or a representative of your target audience. You want to say a bit about your project.

**Write a short six or seven sentence paragraph**. Convince your audience that your project is a good thing by using **words and phrases that pick up on the values** and concerns you identified earlier today.

Things to keep in mind:

* “Sell” your project
* Use your audience’s language
* Present, local and specific
* Be skeptical — ask, “why should they care?”
* Who will deliver this message? Is it you? And if it’s a champion or other member of your community, how do you express your project in their voice?

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