

Values Messaging Worksheet

List three concerns in your community. What does your community or target audience care about?

Example: Needs Job, Ability to Pay Rent and Bills

- 1)
- 2)
- 3)

Why do you think they care about those things? For each concern, list the value(s) behind that concern:

Example: Personal Fulfillment, Financial Independence

- 1)
- 2)
- 3)

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 listed above.