## **ACS Messaging Boot Camp**

## Create Your Menu of Statements

What You Do
Step 1—What You Do. This is your mission. State what you do but in two succinct sentences or less. Review it. If your grandma wouldn't understand it, erase and start again.
How You Do It
Step 2—How You Do It. Write down all of the ways you and your organization work to meet your mission/goal/northstar. What is your value? Keep your response to two succinct sentences or less. Review it. If your grandma wouldn't understand it, erase and start again.
Why It Matters
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Step 3—Why Does It Matter? What motivates the work? A policy? Law? Regulation? Need among a particular population? Combination of of some or all of these? This should guide your answers. Again jargon free and limit your response to two sentences.
Why They Should Care
Step 4—Why Should They Care. Connect the dots by outlining impact, outcomes, and/or outputs related to children, families, society etc as a result of your effort. Again jargon free and limit your response to two sentences.

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