**Who is delivering the message:** Click here to enter text.

**Setting / event for message:** Click here to enter text.

**My target**: Click here to enter text.

# 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.

Click here to enter text.

# 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.

Click here to enter text.

# Why It Matters

What motivates the work? A policy? Law? Regulation? Need among a particular population? Combination of some or of all of these? This should guide your answers. Again, jargon free and limit your response to two sentences.

Click here to enter text.

# Why They Should 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.

Click here to enter text.

**Who is delivering the message:** Click here to enter text.

**Setting / event for message:** Click here to enter text.

**My target**: Click here to enter text.

# What You Do

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

# How You Do It

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

# Why It Matters

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.

# Why They Should Care

* Click here to enter text.
* Click here to enter text.
* Click here to enter text.
* Click here to enter text.