

ROGUE ACTION CENTER

Tools for Organizing: Core messages

- Connect with the public interest and core values.
- Are short and easy to remember and repeat.
- Provide frame and context, not just facts.
- Anticipate and neutralize the opposition's messages.
- Generally are about outcomes, not process.
- Have to be true.
- Work with all audiences – workers, public, politicians, etc.
- Have some emotional punch.
- Are likely to hold up throughout the campaign.

GOAL	“MESSAGE” THAT IS REALLY SUPPORTING FACTS OR SPECIAL INTEREST ARGUMENT	MESSAGE WITH PUBLIC INTEREST FRAME & VALUES
A pay increase and a reduction in what employer-provided health insurance costs	These workers make only \$7 an hour. Even though they clean 30 offices in four hours every night, their paychecks are below the poverty line. They can't afford hundreds of dollars per month for health coverage for themselves and their families.	If you work hard to provide important services, you shouldn't have to choose between food on the table or medicine for your children.
Win citizenship for immigrant workers	Our proposal fixes our broken immigration system, protects immigrants' rights, and provides basic fairness.	Taxpaying, hard-working immigrants who are part of our community should be able to earn citizenship and not have their families living in fear.