



Our Campaign

Using only one sentence – What is your campaign and how will you achieve it?

3 Key Messages

Your key messages should be **short and easy to remember**. You want all your supporters know them, and anyone you speak to, (a decision-maker, community member or other stakeholder) should be able to quickly understand what you are trying to achieve.

1. **What do you want changed?** (What is the current problem? What is your suggestion for a solution?)

2. **Why does it matter?** (Why should the person be interested? Who is most affected?)

3. What could [the person you're speaking to] **do to help?** (Think about how different groups of people can support your campaign)

MSP/Local Councillor:

Possible supporter:

Community member:

Other stakeholder (who this might be for your campaign? Someone whose practice/way of working would need to change):

