



# Creating Strong Messaging!

## 7 TIPS WE STAND BY:

1. Keep it Simple: 6-ish words are ideal
2. Say What You Want / State Your Demands
3. Name the Problem
4. Step into Your Power: Claim what You Deserve
5. Don't Be Shy: State BIG Dreams Loud & Clear
6. Speak from Your Authentic Heart: You're an Expert on You & Your Experiences
7. Your Message Must Stand Alone & Be Understood

## Use language that helps people visualize your demands WORD BANK for Inspiration!

Build    Uncuff    Fly    Free    Listen    Lift  
Imagine    Grow    Unite    Change    Fight    Magnify    Shine    Honor  
Fund    Turn    Support    Plant    Envision    Water    Invest    Amplify  
Rise    Dream    Unlock    Believe    Embrace    Glow    Trust

## Starters: frameworks to practice

Choose a word from the word bank, and use it to describe your demands:  
example: Uncuff the Future

Choose a word from the word bank and describe the future you want to see:  
example: Unlock Youth Power

More:  
Less:  
example: More Healing, Less Harm

We Want:  
Not:  
example: Schools Not Prisons

## Convey Urgency & Name Both Problems and Solutions:

\_\_\_\_\_ Now!  
Because \_\_\_\_\_  
example: Act Now! Youth Dreams Cant Wait!

Name the Problem:  
example: Prisons Dont Work

Name Your BIG Dream:  
example: We Dream of A World Where All Youth are Free

Tell Your Audience what you want to see:  
example: Put Youth in Power Not Prison!

**Describe Success.**  
Our Dreams Become Real When.....

Youth Freedom means.....

**Explain what your values look like in action...sometimes this means explaining how things should be howing contract with how they are.**

Justice Looks Like.....

Accountability is.....

Youth Thrive when.....

Young People Deserve.....

## Share New Possibilities and Impact.

\_\_\_\_\_ becomes possible when all youth are free.

\_\_\_\_\_ (the name of your city) Rises when All Youth \_\_\_\_\_.

Youth Leadership makes way for \_\_\_\_\_.