

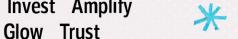
Creating Strong Messaging!

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



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:

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



