

# ACS Messaging Boot Camp

## Create Your Menu of Statements

### What You Do

**Step 1—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.

### How You Do It

**Step 2—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.

### Why It Matters

**Step 3—Why Does It Matter?** What motivates the work? A policy? Law? Regulation? Need among a particular population? Combination of some or all of these? This should guide your answers. Again jargon free and limit your response to two sentences.

### Why They Should Care

**Step 4—Why Should They 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.

## ACS Messaging Boot Camp • Giving Jargon the Boot: Simple Messages for Clear Communication- 9/2017

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