

# RALLY

## MESSAGING FRAMEWORK

BRAND/NAME

WHAT IS YOUR GOAL?

POSITIONING

FACTS

NARRATIVE

TONE

- How could we change how the issue/org is currently framed?
- How can we position *relative* to other issues, orgs, policy stances?
- What *question* do we want people to answer in forming an opinion?
- What is the client's unique position in the debate?

- What are our main "factoids" to support our position?
- What facts might we need to create or find from new research?
- Where does our credibility come from?

- What's the story here?
- Who are the heroes and villains of the story?
- What's the tension?
- Why is this new and relevant?
- What would facilitate a back and forth conversation?

- What is the tone we want to strike?
- What are the sensitive areas and pitfalls we need to navigate?

### MESSAGING DIFFERENCES BY TARGET AUDIENCE

Message For Audience 1

Message For Audience 2

Message For Audience 3

**RALLY**

**MESSAGING  
FRAMEWORK**

**BRAND/NAME**

**TOPLINE MESSAGE**

**SUPPORTING POINT**

**SUPPORTING POINT**

**SUPPORTING POINT**

**SUPPORTING POINT**