



# Messaging Strategies

## Determining your Home Base and Supportive Points

Determine a subject that your schools are addressing this year (or use your district's mission statement as a guide):

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Create your "Home Base" message

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Supportive Point #1:
Proof Point
Proof Point

Supportive Point #2:
Proof Point
Proof Point

Supportive Point #3:
Proof Point
Proof Point

Is it true?  
Is it clear?  
Is it simple and to the point?  
Did you avoid jargon?  
Will it stick?