

**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?