

Messaging Template

Stakeholder group:

First, set your communications objectives. What do you want this group to think, feel and/or do about your grant goals and progress?

Second, brainstorm messages that might persuade them. Don't wordsmith. What are the big ideas and key benefits about the grant?

	Objective	Messages to achieve the objective
Think		
Feel		
Do		

Try to brainstorm how you'd connect the dots with other reforms e.g. ESSA State Plans, STEM Education Initiatives, Math and Science Statewide Initiatives, State Longitudinal Data System.

Messaging Template

Partner group:

First, set your communications objectives. What do you want this group to think, feel and/or do about your grant goals and progress?

Second, brainstorm messages that might persuade them. Don't wordsmith. What are the big ideas and key benefits about the grant?

	Objective	Messages to achieve the objective
Think		
Feel		
Do		

Try to brainstorm how you'd connect the dots with other reforms e.g. ESSA State Plans, STEM Education Initiatives, Math and Science Statewide Initiatives, State Longitudinal Data System.