

Three Parts to Making Your Case

Statement of concern:

What is wrong?

Statement of the value/frame:

Why it matters?

Statement of solution:

What is the policy?

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Example Communication

Introduction

My name is _____ and I am one of your constituents.

Statement of concern:

When families in Alabama do not have a safe, decent and affordable place to call home, their children are affected physically, emotionally, and academically.

Statement of the value/frame:

I believe that every child deserves a safe place to call home.

Statement of solution:

To ensure that every child has the best opportunity to succeed in school and life, we need a dedicated revenue source for the Alabama Housing Trust Fund. Only when we can ensure that every child has a place to call home, can we give every child the opportunity to succeed.

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