



Crafting Your Message

Once you have an idea of your vision and have made note of the nuts and bolts of your how and why, it is time to include your community.

When crafting your message, be clear about what you are inviting your community to join. The visioning worksheet helped you to better understand what you do and what you don't do and now you need to share this message with your community. The following will help you to identify what you need to include in your message to the community.

What is it?

Share with your community what you want to do and how you want to do it.

What it isn't?

Be sure to be clear about what you are not doing.

Your top 3

What are the 3 key messages you want to convey?

- We want to . . .
- We will . . .
- We invite you to . . .

Ask for helpers

Be sure to tell your community that this group is a collaborative effort. Volunteers are welcome and feedback is important.

How to contact us

Set up communication channels early and make sure one person is in charge of responding to and monitoring messages.