

# Advocates Guide to Framing

## *A strategic communications checklist*



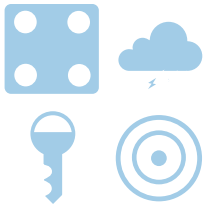
### Use value statements

Why should this matter to your audience?



### Unexpected messengers

Can you deploy a messenger not usually linked to your issue?



### Metaphors trump facts

Are your facts described as metaphors and pictures?



### Public structures

How are you talking about the benefits of government?



### Tell landscape stories

Does your story talk about ripple effects and policies?



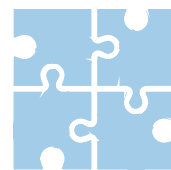
### This is about us

Is there any “us vs. them” or “otherizing” in your language?



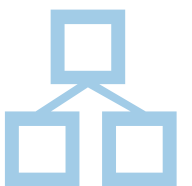
### Insert social math

Can you simplify your numbers and provide comparisons?



### Talk about solutions

Are you overwhelming them with crisis or providing solutions?



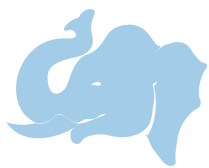
### Feature shared benefits

How can you highlight collective acts and benefits?



### Leverage local narratives

Are there local, historical stories that would ground your story?



### Don't think of the elephant

Are you “cueing up” an opposing position with a “but” response?



### Be aware of tone

Is your tone evoking a fight or is it reasonable and pragmatic?

People aren't blank slates. We come to conversations with previous ideas, values and experiences. These “frames” cause us to generate assumptions that shape the way we see everything. Our goal is to understand frames and use that knowledge to communicate more effectively. Run through this checklist when crafting messaging, media releases, blog posts and more.

Neighborhood  
Partnerships