

Activity: Build a Simple Message



Example



All working people and their children deserve to live a decent life.



This means ensuring that all children are cared for in a great place that their parents can afford. That's why we support [X plan] that makes childcare accessible to all.



The government's childcare plan is out of reach for families that do not have a high enough income.



All of us need quality, affordable childcare – that is what the [X plan] delivers.



Everyone means everyone, no exceptions.

Your turn

1. Choose your goal and target audience
2. Build a simple message using the 3 elements above and the 7 tips to effective messaging

