

V.P.S.A. WORKSHEET:

DEVELOPING VALUES-BASED MESSAGING

This is a worksheet you can use to develop messaging for any campaign you're working on. As you develop messages, keep in mind the needs of your audience. For example, look at the components of the flawed mental templates our audience holds about people who are immigrants. Which components are you disrupting, and with which parts of your messaging? What else does your audience need to hear to help them manage their complex and conflicting feelings?

Before filling out this worksheet, take a moment to write down the goal you are seeking to achieve (eg, to pass specific legislation, to close a detention center, to win a policy to stop ICE transfers, to stop a deportation, etc). Also consider who the key audiences are that you need on board to win, including decision-makers and the broader audiences that influence them.

Goal	
Audiences	

Below are questions which can help you develop messages with the **Values, Problem, Solution, Action** (VPSA) model. Try to keep sentences short and simple.

Messaging in action - check out a few real-life examples of values, problem, solution, action messaging!

1.SHARED VALUES

<p>How would you describe the core values or beliefs that animate your campaign or your organization -- that your audience also shares?</p> <p>If you are speaking at an event or writing an op-ed, you can also build a connection with the audience by sharing a bit about yourself, your lived experience, and your values.</p> <ul style="list-style-type: none">• How would you describe your journey to feel as you do today about immigrant criminalization and detention in ways that might resonate with your audience? What were some of the things you struggled to understand at first? What were turning points?	
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2. DEFINING THE PROBLEM IN WAYS THAT YOUR AUDIENCE CAN UNDERSTAND - AND CARE ABOUT STOPPING

<p>Since your audience is not as familiar with this issue, how would you describe the harm you are trying to stop in simple terms that disrupt the audience's flawed 'mental templates,' without repeating the opposition's frame?</p> <p>How does this harmful policy/practice threaten the shared values you have identified?</p> <p>Eg, how would you describe the harm experienced by immigrants who are criminalized, turned over to ICE, or in detention? Is there a story or two that especially stand out in your mind?</p>	
<p>Supporting points. What are the 2-3 most important pieces of information that your audience needs to correct their broken reasoning chains and become more supportive of your issue?</p>	

3. OFFERING A SOLUTION

<p>What is the solution that will make the goal you are working to achieve a reality? Use simple language to describe the elements of the solution and to connect the dots for the audience between the problem as you describe it and how the solution addresses it.</p>	
<p>What is your vision for a world where your goal is achieved? And for a world without detention and where immigrants are not criminalized?</p> <p>What would that look like? How would those changes work? How would it be better than what we have now?</p>	

4. CALLING FOLKS TO ACTION

<p>What can people do now to help stop harm and help to work toward a better system? (Consider how you are disrupting flawed mental templates of immigrants with convictions.)</p>	
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Developed by the Comm/Unity network and Goodwin Simon Strategic Research