

Module 14: Using Budget Analysis for Advocacy

Activity G: Messaging and messengers exercise

Messages are concise and persuasive statements about your advocacy goal that captures what you want to achieve, why, and how. Since the underlying purpose of a message is to create action, your message should also include the specific action you would like the audience to take. Content is only one part of a message, other non-verbal factors such as who delivers the message, where the meeting takes place, or the timing of the meeting can be as, or more, important than the content alone.

The following suite of exercises support developing and delivering strong budget advocacy messages.

Interviewing role-play: In pairs, choose a priority issue to discuss. Take turns being an interviewer and interviewee regarding this issue area. Take note of what seems to work to get your messaging across – effective communication tips – and what makes being interviewed difficult.

Eliminating jargon: Every sector has common jargon words that are understood to those within the field but are not always clear to those outside of it. When trying to get a message across clearly and effectively, it's important to explain yourself in simple, everyday language that will be easily understood by the person receiving the message.

In this exercise, we practice eliminating jargon from our messages.

1. Identify common jargon words that you all use regularly in the course of your work (some examples are: facilitation, empowerment, capacity building, surveillance, etc).
2. In pairs, each person should take turns explaining their job, as if talking to someone at a social event, without using any of the identified jargon words.
3. The person listening should 'beep' the other person, every time a jargon word is used.

Writing a press release:

Write a press release relating to your budget advocacy goals. What is the message you want to convey? Be very clear of your target audience and the action you want them to take.

Creating a sound-bite:

Write a 30-second sound bite summing up the key point of your budget advocacy campaign.