

Messaging Worksheet

Here's an example:

1. Tell us the problem – give context

“Too many Americans die alone, in pain, and attached to machines.”

2. Tell us a story or provide vivid examples

“I know of a family who could not grant their mother’s request to die at home, because they had no other means than the hospital to support her. She died in the intensive care unit, and the family could not get there in time to be with her.”

3. Tell us about solutions

“Hospice care works because it helps dying people and their families feel comforted and supported in their home or a calm environment.”

4. Tell us what we can do to help

“Too many people’s wishes for a peaceful death are not met. The government needs to assure that we can all have access to hospice care. And families can help keep their promise to their loved ones by having every family member fill out a living will.”



Advancing Social Change for Nonprofits Worldwide

Now it is your turn:

1. Tell us the problem – give context.

2. Tell us a story...

3. Tell us about solutions

4. Tell us what we can do to help