

# How to Win Using the Message Box Method

When you're running a campaign, it's important to have a clear and consistent message, so that people understand who you are and what you're trying to achieve. Your message will come up in everything you do—from writing press releases to designing rally signs to creating web content to conducting press interviews. The clearer your message is, the more likely you'll be to get people involved and win your campaign.

A message box is a tool that helps you put together a cohesive and compelling message frame around your issue, making sure the most important things are covered. It can be referenced when creating any of the media materials listed above, and more.

## A message box consists of four parts:

### Problem

Your campaign exists to solve a problem. What is the problem you're trying to solve?

### Solution

What change or decision are you proposing that would solve the problem you've identified?

### Benefit

How will the world be a better place once people take action?

### Call to Action

What action do you want people to take to help achieve the solution?

# Example: Beyond Coal Campaign

<b>Problem</b> Coal is making our kids sick. Pollution from power plants threatens our families' health.	<b>Solution</b> Fortunately, the path to reduce the costs of coal to our health is clean energy.
<b>Benefit</b> Moving beyond coal to clean energy is a huge victory for public health and our climate. We can breathe easier and protect the planet for future generations.	<b>Call to Action</b> We must work together to replace coal with wind and solar so we can power our communities without poisoning our children.

## Your Turn

Use the space below to draft a message box for a campaign you're working on.

<b>Problem</b>	<b>Solution</b>
<b>Benefit</b>	<b>Call to Action</b>