



# Crafting Your Message:

5 tips for making sure you say all you need to say.

**Introduce Yourself** | Tell your legislator your name, where you live, and that you are one of his or constituents.

**State Your Issue** | “I’m here to talk about \_\_\_\_\_.” Outline the basic topic and describe the bill (if applicable).

**Why You Care** | Share your personal story. You might start by saying “I care about this issue because\_\_\_\_\_.” or “This issue is important to me because\_\_\_\_\_.”

**Why The Legislator Should Care** | Use talking points, statistics, and messages from fact sheets. Example: “Did you know, according to the Guttmacher Institute, every \$1 spent on family planning the state saves \$7?”

**Make The Ask** | This is the part where you ask for their support. You can say “Will you support\_\_\_\_\_?” or “Can we count on you to support (or oppose) Bill #\_\_\_\_\_?”

