



3.1 CRAFTING YOUR MESSAGE

There are many ways to take action on policy or legislation development, but it all starts with a clear, consistent, and concise message crafted for the right audience. Use the guidelines below to help craft your message for maximum impact.

Use these questions as a guide to forming your messages:

- ***What do you want the legislator or policy maker to do?***
See if you can summarize it in just one sentence. Be as concrete and specific as possible.
- ***How do you want them to do it?***
Be clear and as specific as you can about what you think the appropriate course of action entails.
- ***How does this issue relate to you?***
What effect has this issue had on your job as a wildlife professional? Remember that the point of telling your story is to put a face on the issue and to educate the policy maker on the impact of the issue on your life and our public trust wildlife resources.
- ***Are others affected by this issue? If so, how?***
Describe how this issue impacts others who enjoy, rely upon, or are otherwise impacted by our wildlife resources. Relate the issue back to the broader constituency, and explain how it will impact ecosystem services, the economy, private landowners, wildlife recreationalist, etc.
- ***List the key points that the legislator must know to understand the issue and its impact.***
Try to limit your key points to no more than three on any issue. Remember that your time and their interest are limited.
- ***Why is the issue important to the legislator or to other constituents in his/her district?***
Potential votes always make a difference. Look into these links to the issue:
 - This is an area of personal interest to the legislator (they enjoy wildlife)
 - The legislator serves on a legislative committee that would cover this issue
 - There is the possibility of getting positive press coverage
 - A large number of voters in his/her district are affected