

Big picture planning

Use these questions and the checklist on the next page to help plan your advocacy communications. Remember to clarify your vision and solution first. This will help you plan your own writing and will help you explain things more clearly to your audiences.

For example, you might be trying to persuade a council to fund a ngā toi Māori festival, or you're trying to increase the numbers of Pacific students enrolling in arts, culture, or creative education.

Use these questions to help you at the start

What is the purpose of your communication and what outcome do you want?

What do you want your audience to understand?

What mindsets do you want to activate?
What do they sound like?

What do you want your audience to do?

What mindsets do you want to avoid?
What do they sound like?

Who is your base of supporters?

Who is your persuadable audience?

Who are your messengers, and through what channels?

A communication checklist

Check your communication:

- Talks mainly to your persuadable audience
- Tells your own story
- Uses a vision + explanation + solution formula
- Taps into intrinsic (internally rewarded) values like care, connection, contribution, or equity
- Uses a clear explanation about the barriers to your vision — what is the barrier, how did it get there, what are the flow-on effects, who created it, and names who can remove the barriers and what they need to do
- Uses helpful metaphors and frames, such as 'for the public good' and 'part of our ecosystem'
- Uses concrete, specific language
- Finishes by reminding people of your why

Check your communication does not:

- Talk just to your base of supporters
- Talk to entrenched opponents
- Negate or myth-bust opponents' stories
- Use unhelpful narratives or frames that trigger thinking about individualism, fatalism, marketism, or us versus them
- Tap into extrinsic (external) values such as money, fear, safety, and power
- Use a lot of facts to describe a problem rather than using facts as part of an explanation
- Use abstract or vague language