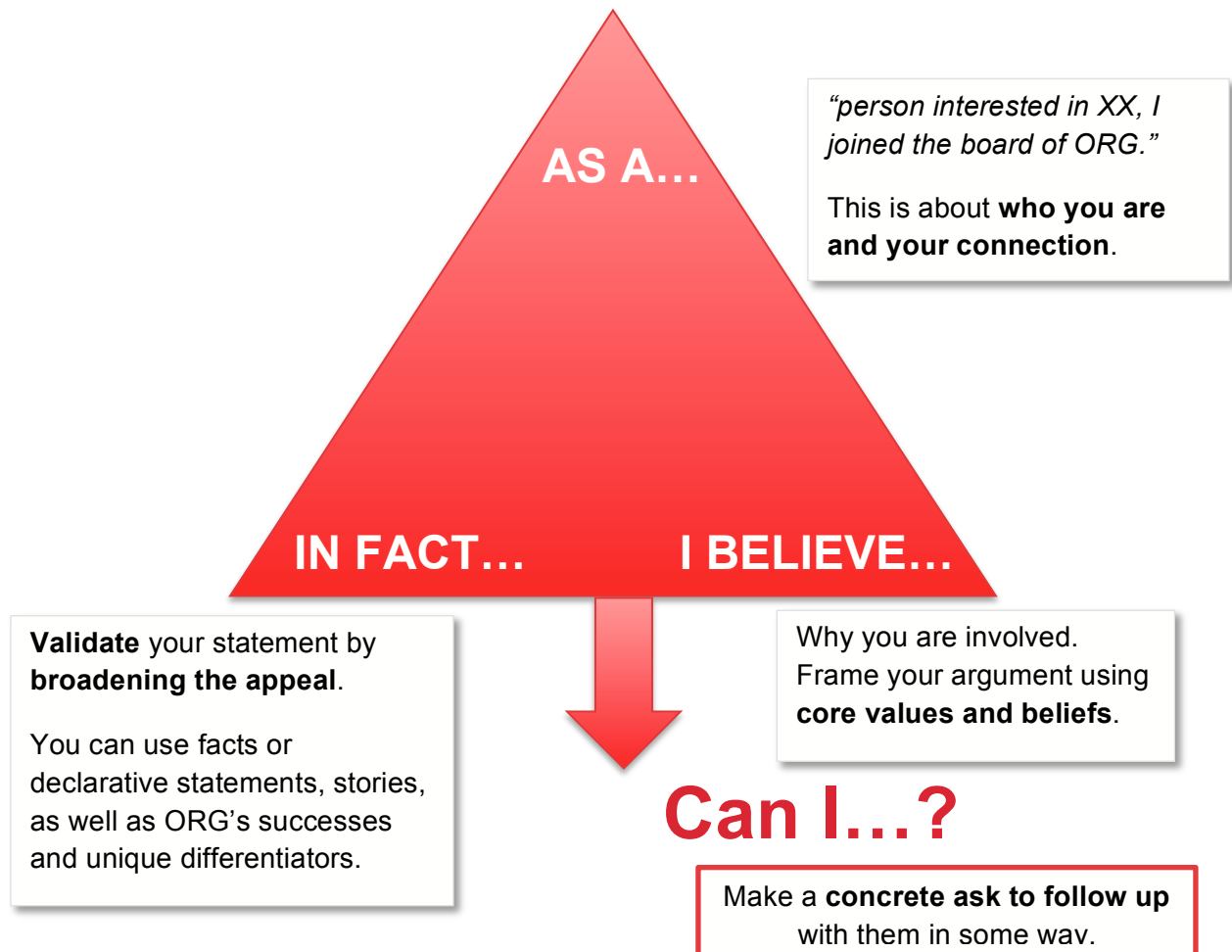


## MESSAGING TRIANGLE

An alternative to the standard elevator speech, the messaging triangle allows everyone involved with your organization to create his or her own tailored message.



### Examples:

As a parent of a child in XX early childhood program, I believe all children deserve a fair shot to succeed. In fact, XX program for early reading intervention prepared my kid for long-term academic success. Can I count on you to support our efforts with a contribution of \$25 or more?

As someone who has volunteered at an afterschool program, I've seen children who were so hungry that they had a hard time concentrating. In fact, studies show that hunger can interfere with academic achievement. Can I count on you to support our efforts to raise money for food banks by buying a table for our event?