



SHIFT HEARTS AND MINDS
WITH A VALUES-LED MESSAGE

////////////////////
**QUICK TIPS
WHEN LOBBYING
YOUR REP:**

KEEP IT SHORT.
Be considerate of your audience's time. If you're lobbying your elected official in person, aim to speak for one to two minutes.

USE THE VPSA MODEL.
Follow the steps on this worksheet to develop a values-led message and end with a direct, concrete ask.

SHARE YOUR OWN STORY.
Stories are powerful tools. Share your own story of self and why the issues matters to you, your community and this moment.



1: VALUES

LEAD WITH WHAT YOU STAND FOR. What inspires you? Why do you want your target audience to act or to change their mind? Write your value proposition.

2: PROBLEM

STATE THE ISSUE, NAME THE THREAT. How does this problem threaten your stated values? Who is causing the problem? Share a story or statistics, but remember to link any one story to a systemic issue.

3: SOLUTION

PAINT A HOPEFUL PATH FORWARD. What can be done to uphold your stated values? Remember to use affirmative language and to acknowledge your audience's agency and responsibility.

4: ACTION

MAKE A SPECIFIC DEMAND. What can the target audience do concretely? If your audience is your legislator, name the bill and its number and ask your legislator directly for their support or opposition.